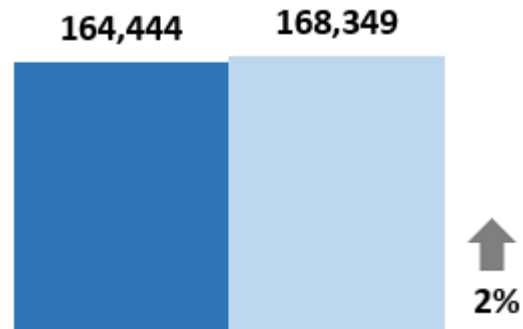


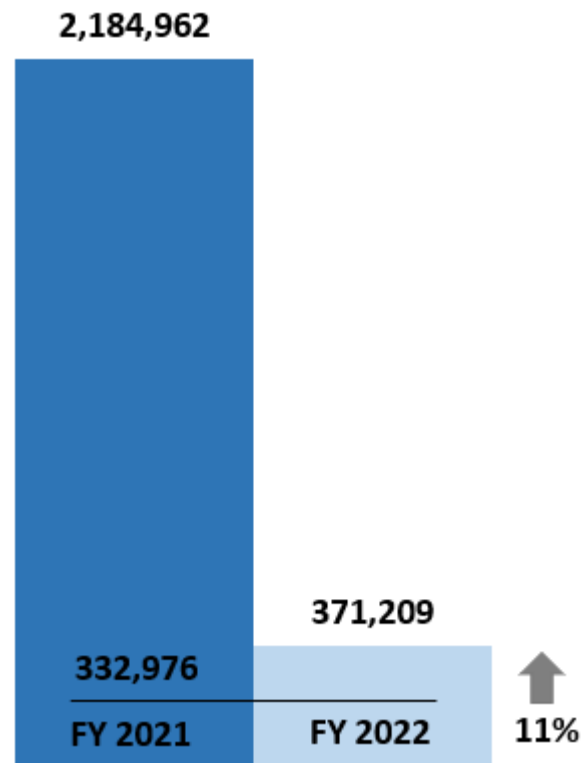
coastal MISSISSIPPI *The Secret Coast*

- Key Performance indicators
- November 2021

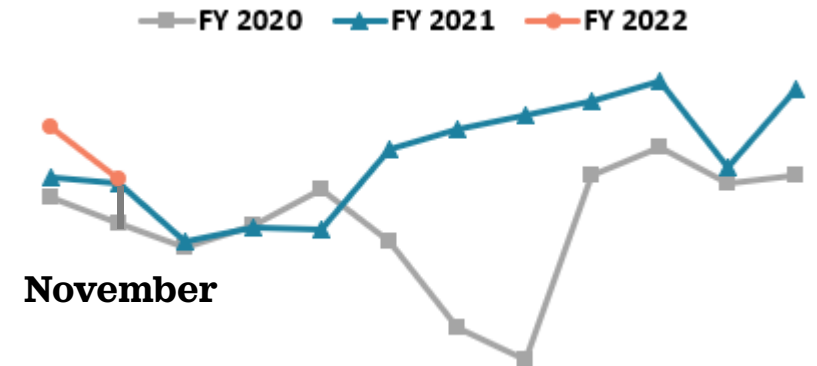
Non-Casino Rooms Sold



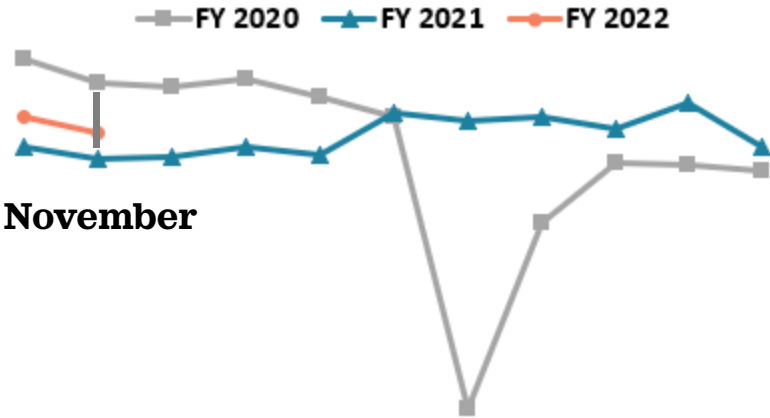
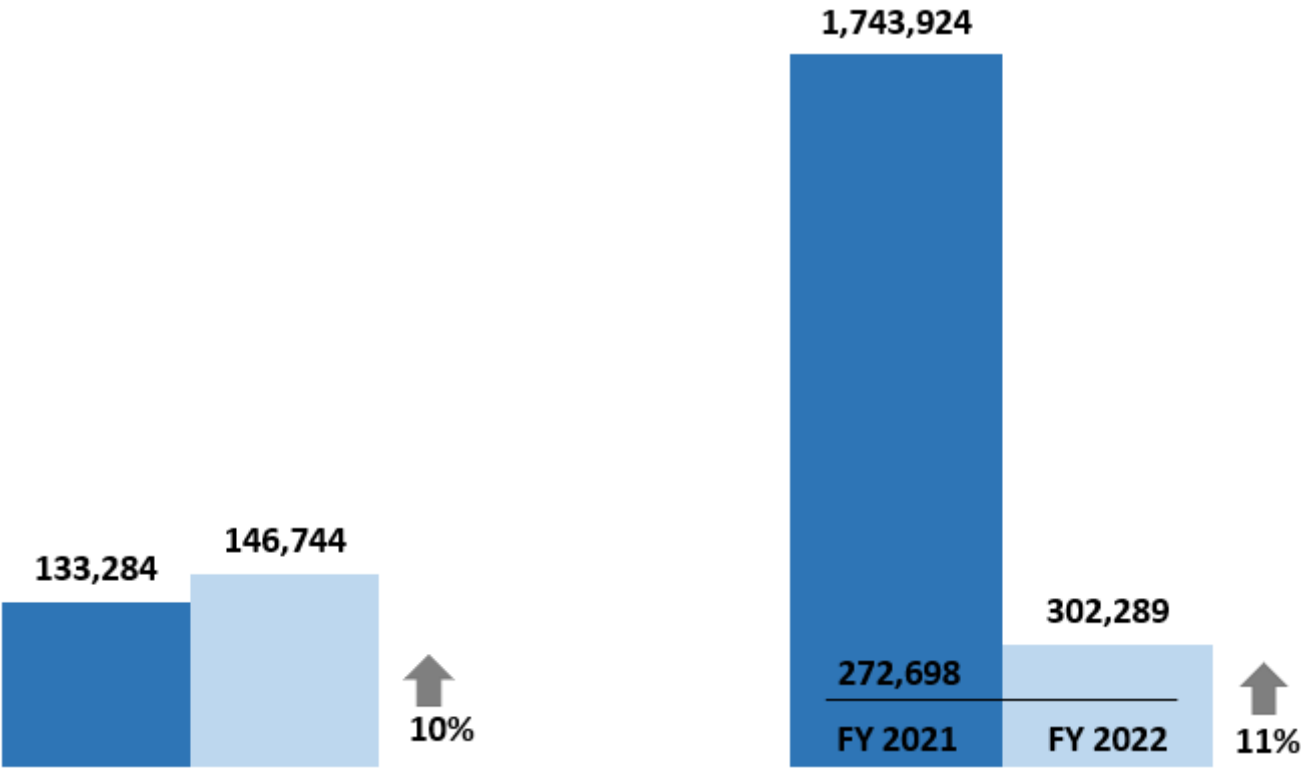
November 2020 over November 2021



Fiscal Year To Date
October - November

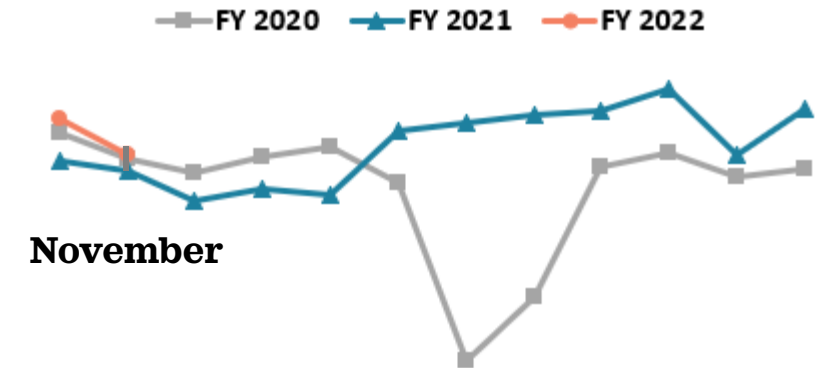
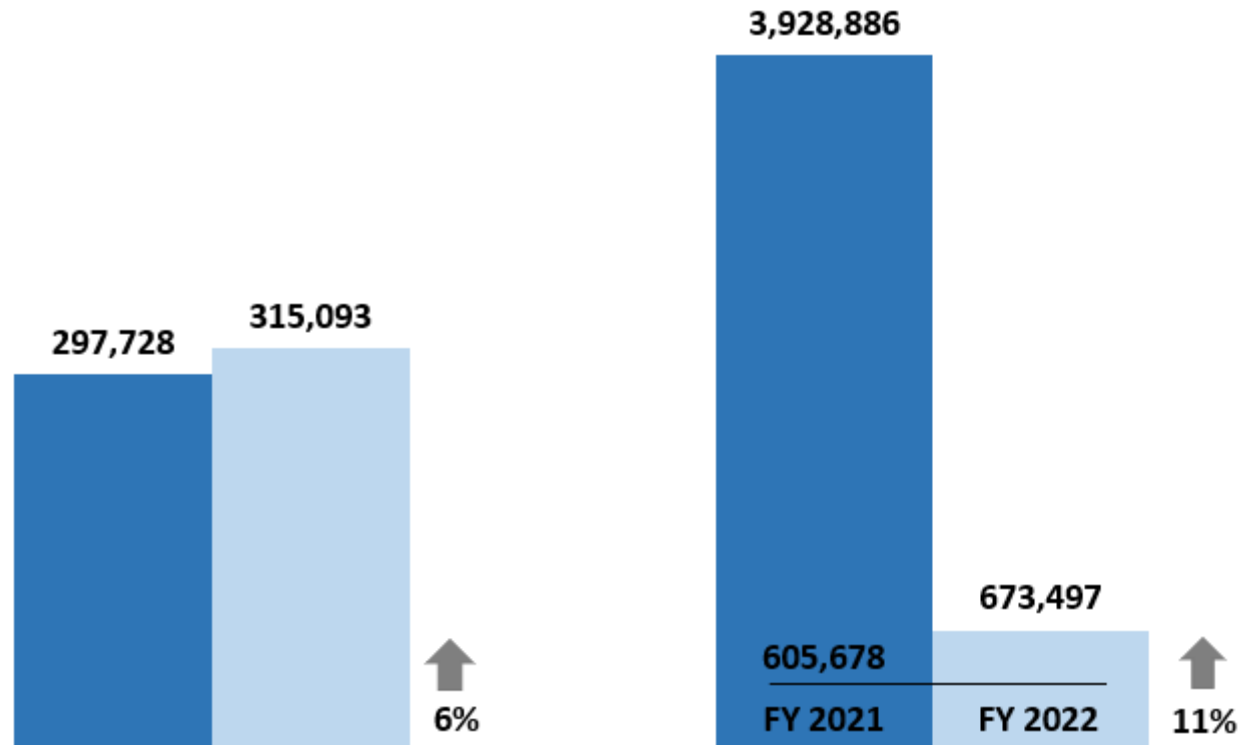


Casino Rooms Occupied



Source: STR

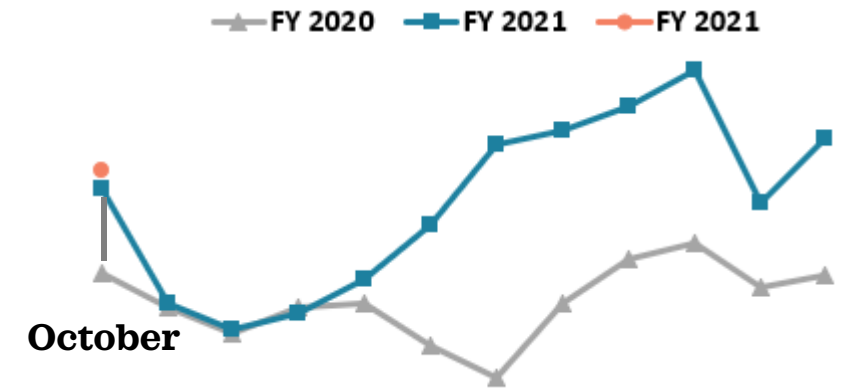
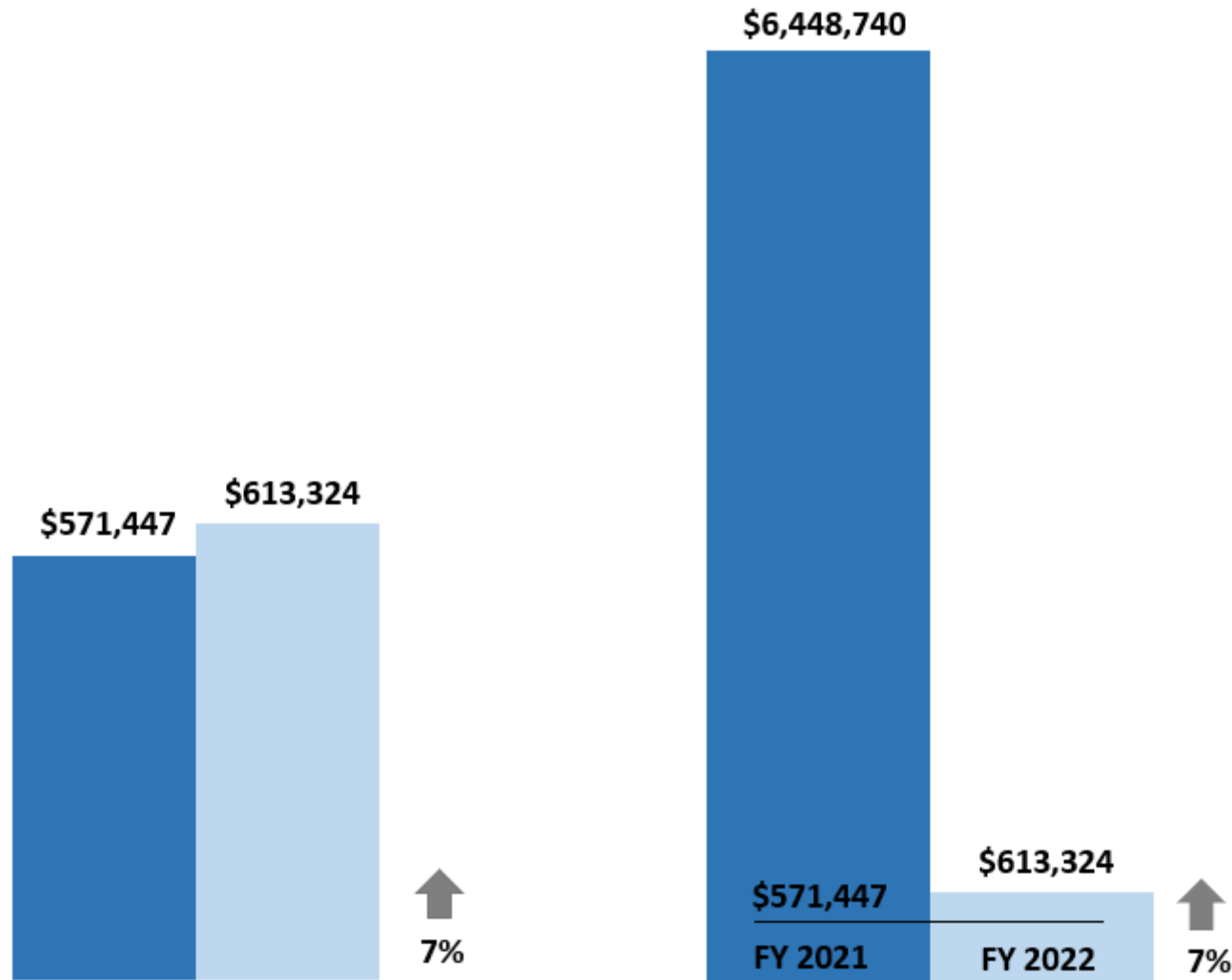
All Rooms Sold/Occupied



November 2020 over November 2021

Fiscal Year To Date
October - November

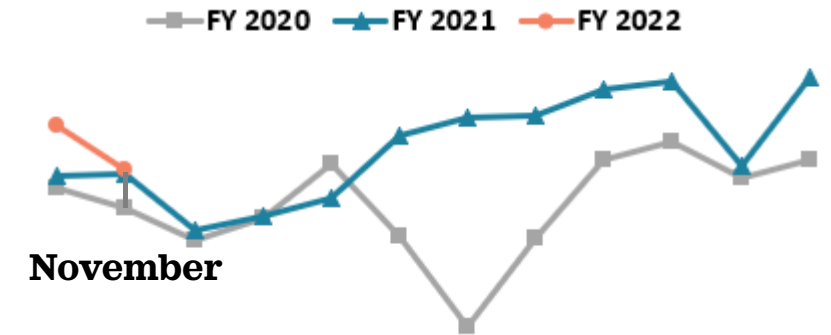
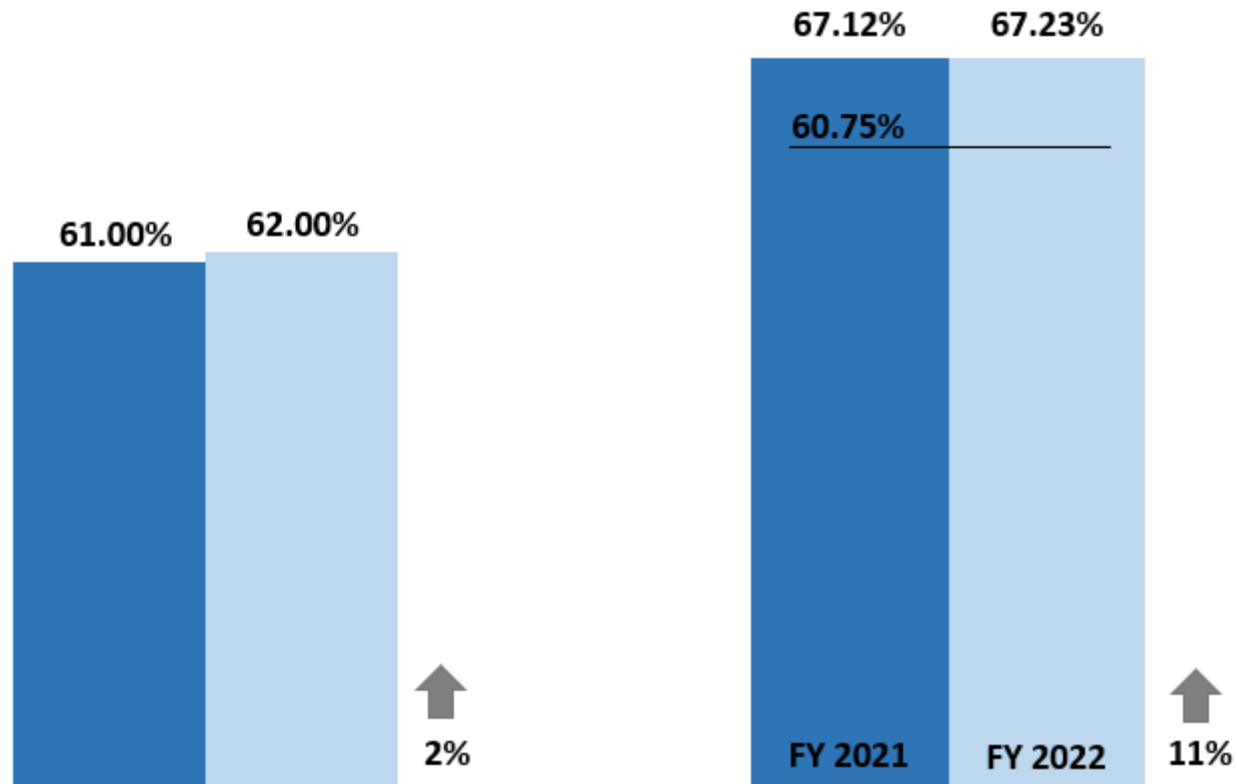
Occupancy Tax Receipts



October 2020 over October 2021

Fiscal Year To Date
October

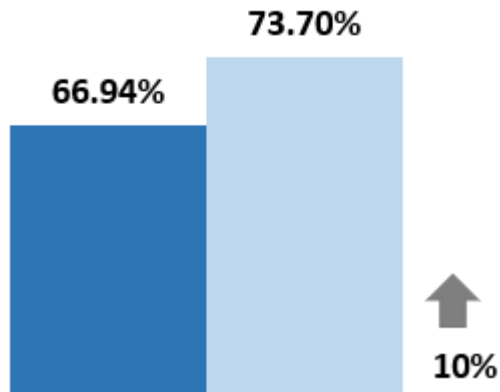
Non-Casino Occupancy



November 2020 over November 2021

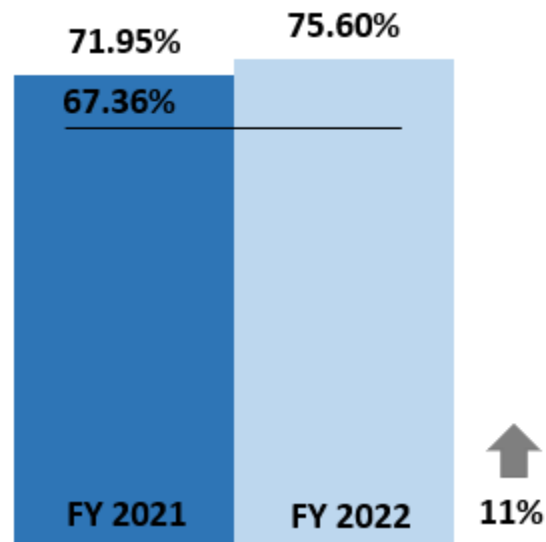
Fiscal Year To Date
October - November

Casino Occupancy

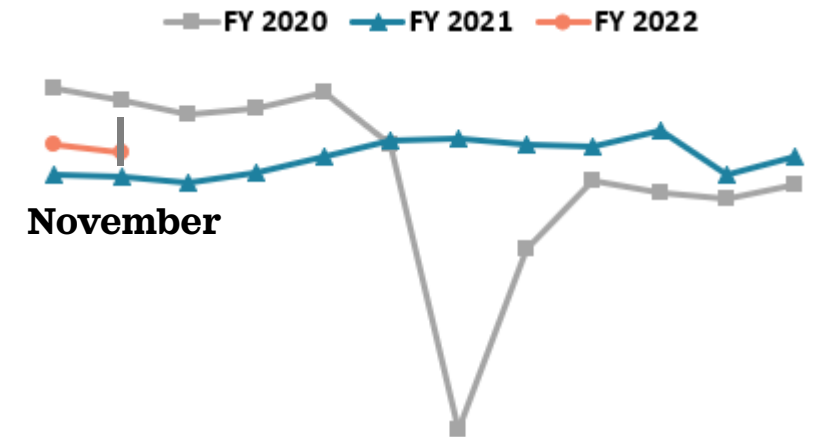


November 2020 over November 2021

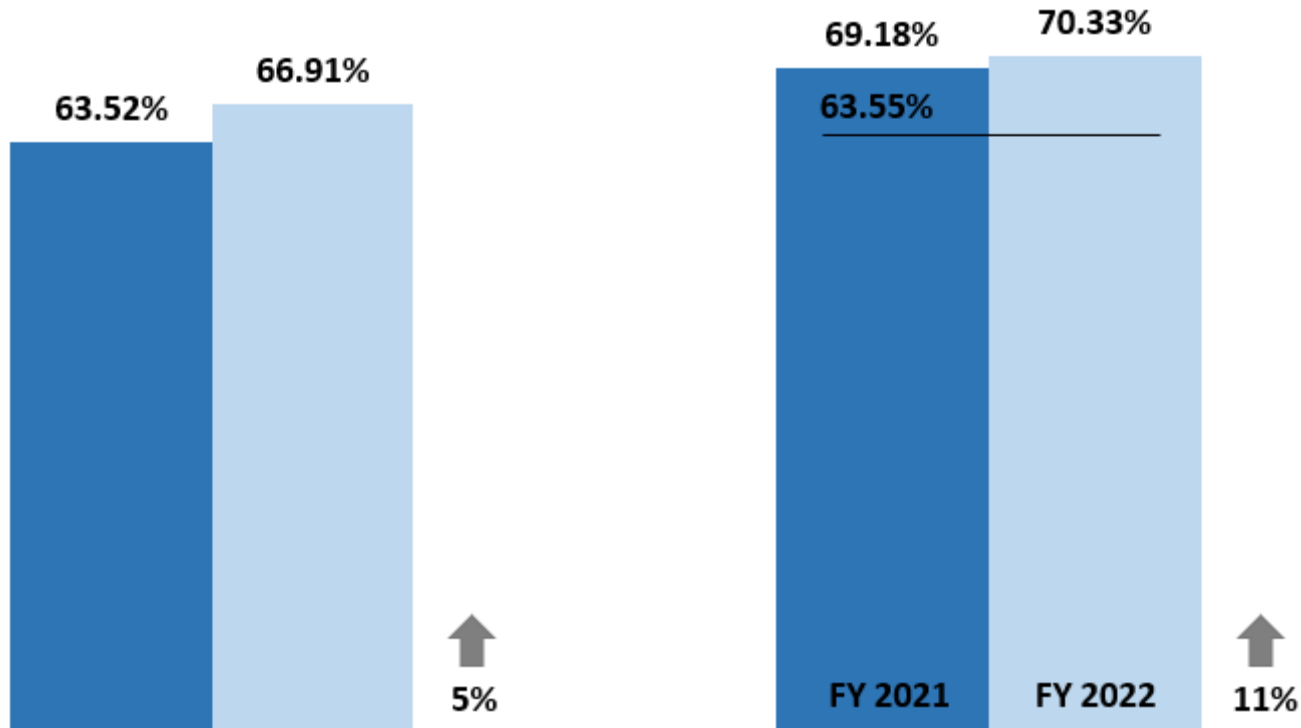
Source: MS Gaming Commission



Fiscal Year To Date
October - November

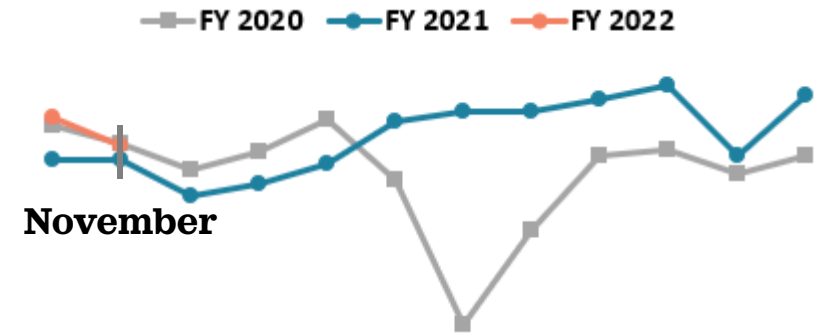


All Occupancy

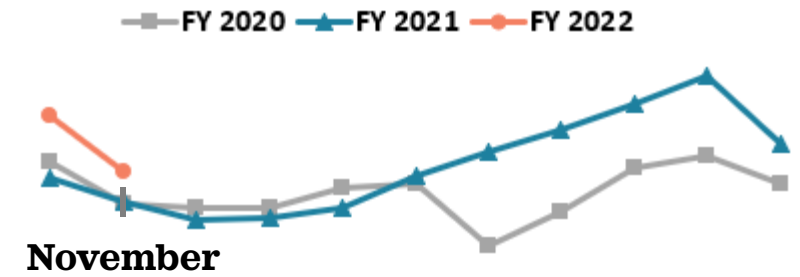
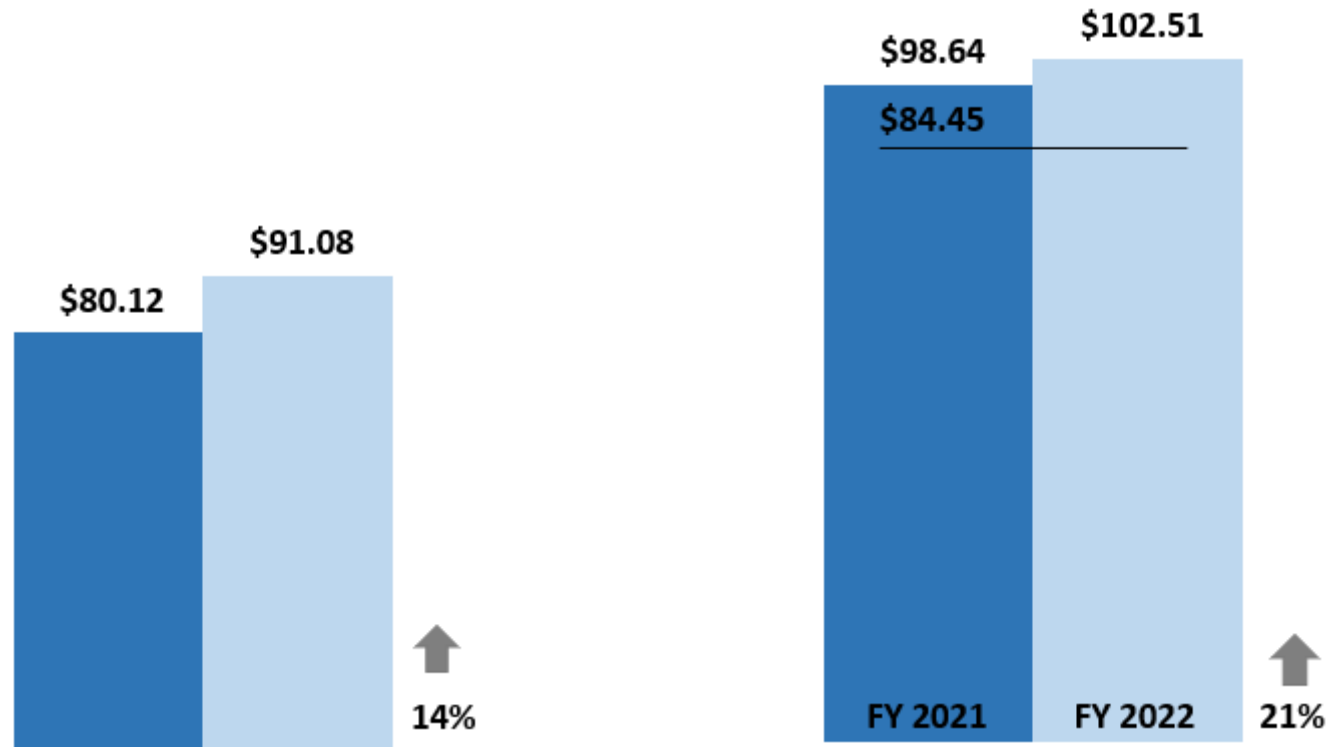


November 2020 over November 2021

Fiscal Year To Date
October - November



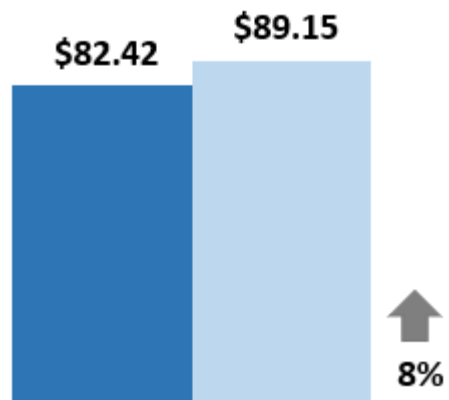
Non-Casino ADR



November 2020 over November 2021

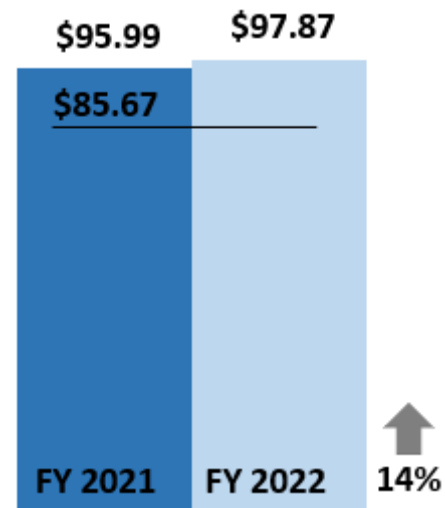
Fiscal Year To Date
October - November

Casino ADR

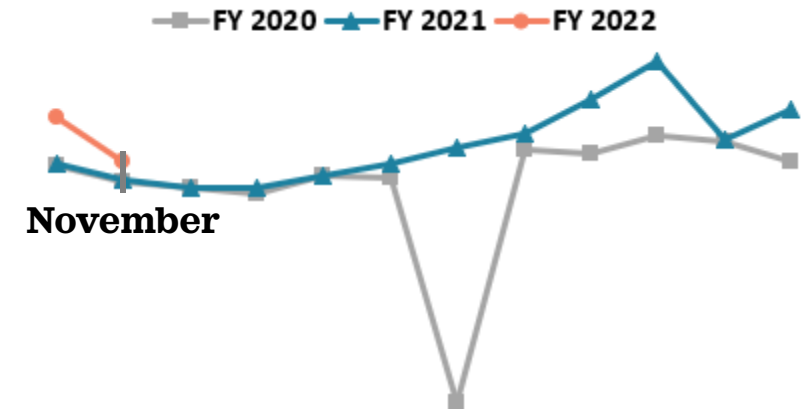


November 2020 over November 2021

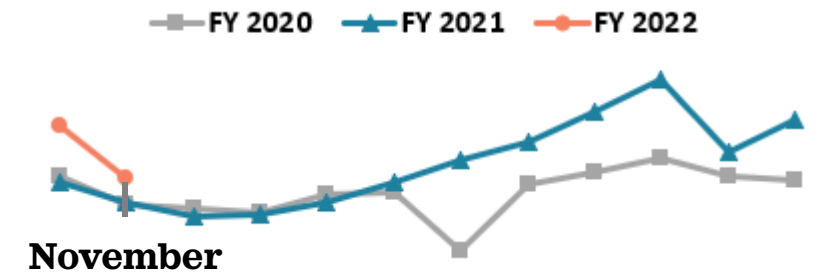
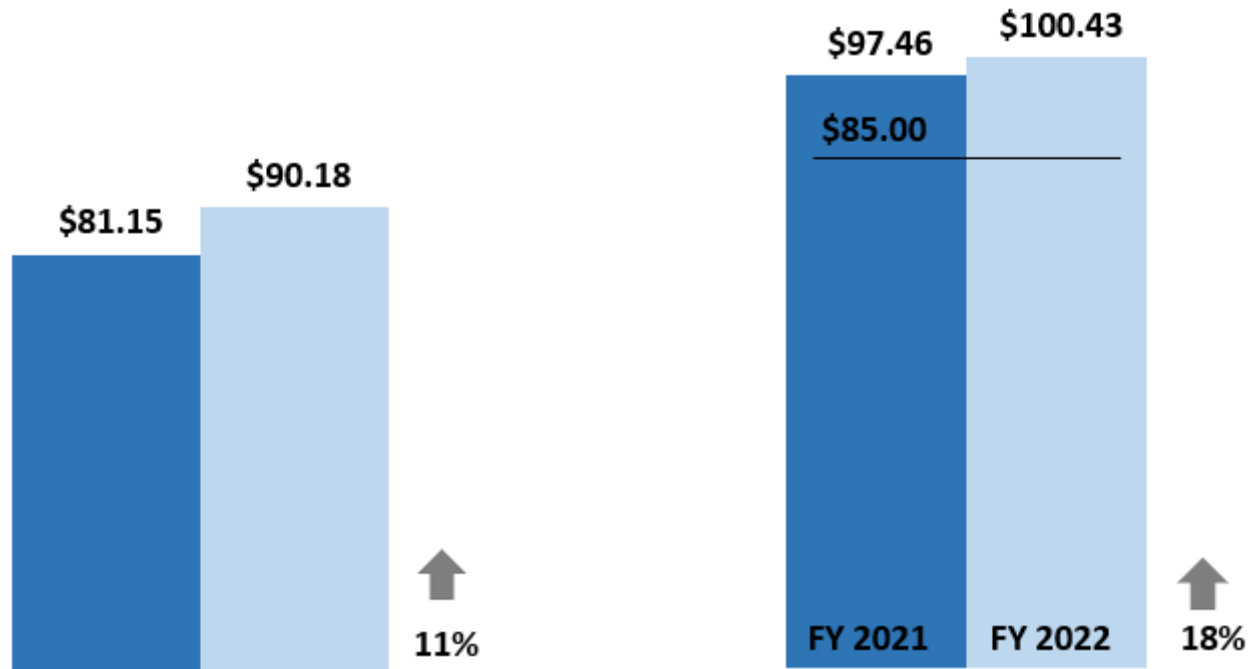
Source: MS Gaming Commission



Fiscal Year To Date
October - November



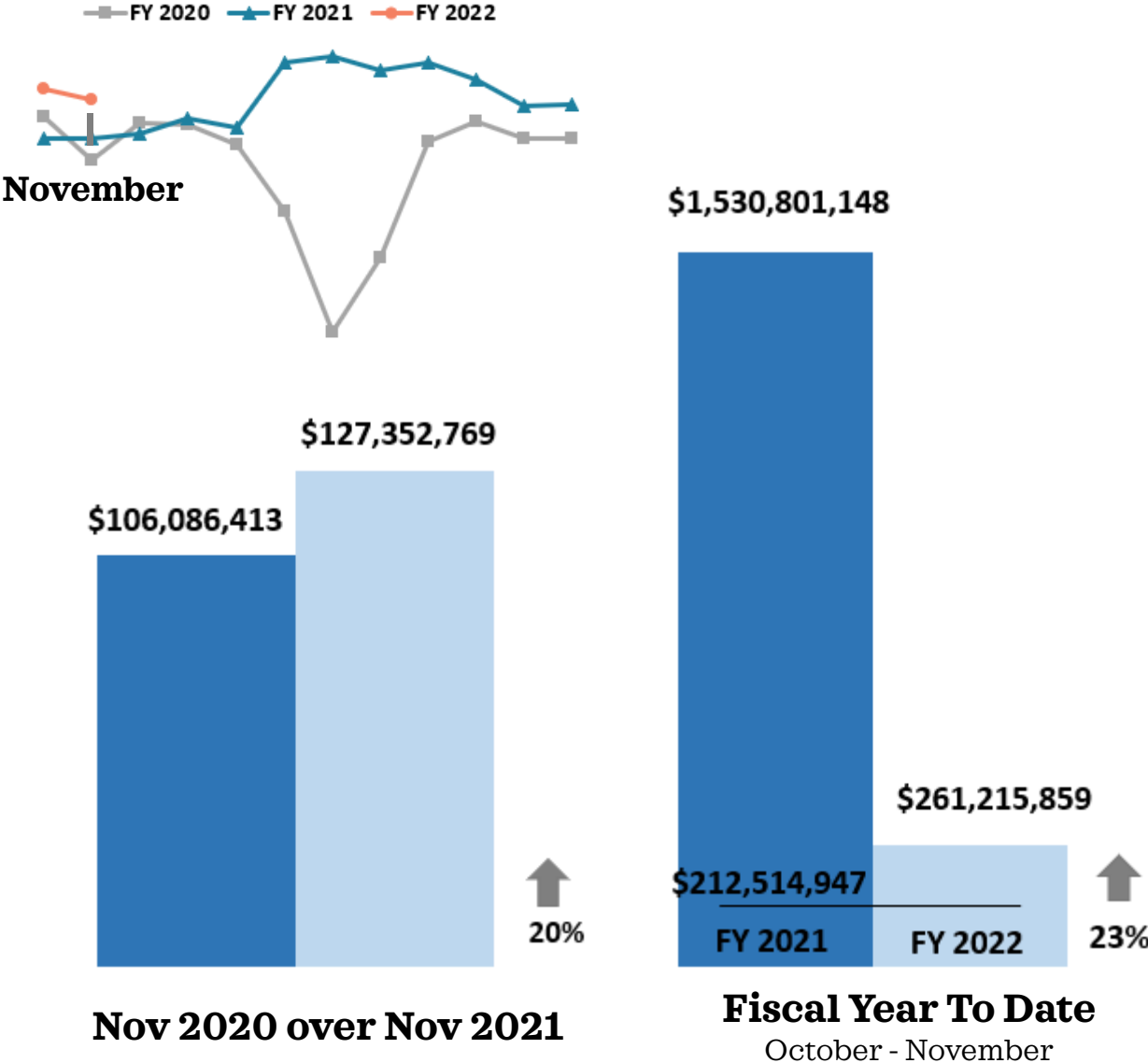
All ADR



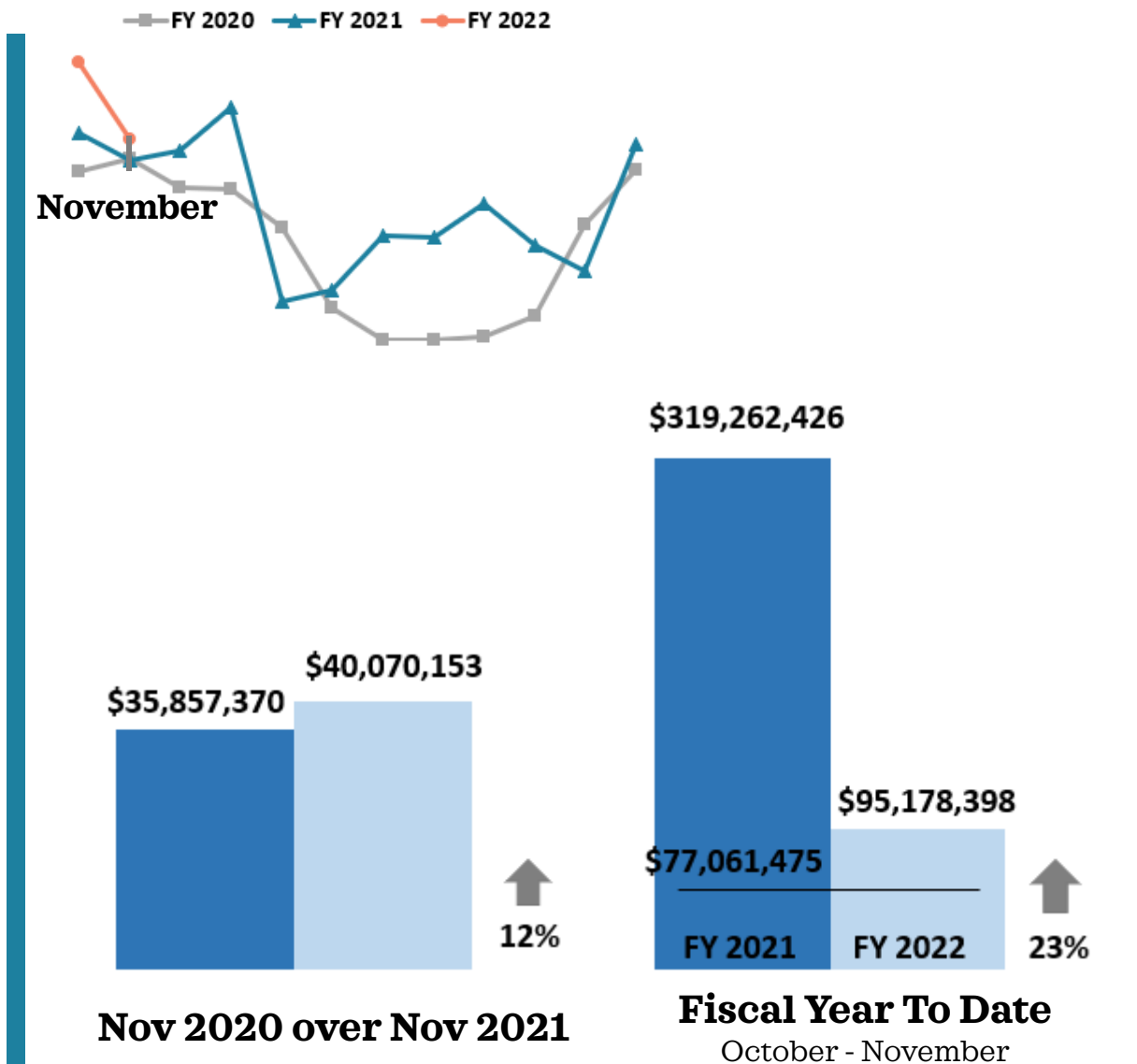
November 2020 over November 2021

Fiscal Year To Date
October - November

Gaming Revenue



Sports Betting Wagers

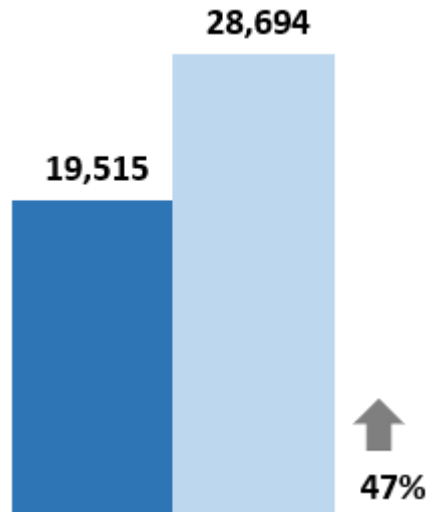
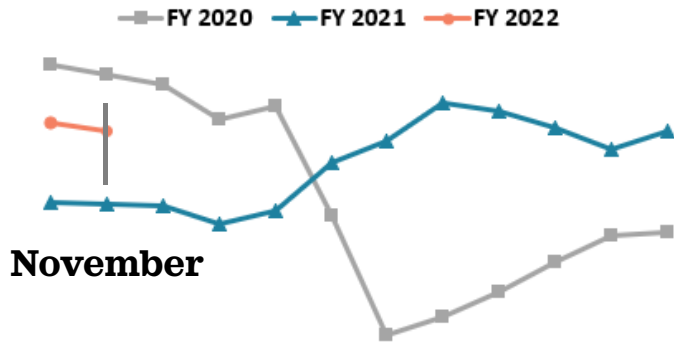


Source: MS Gaming Commission

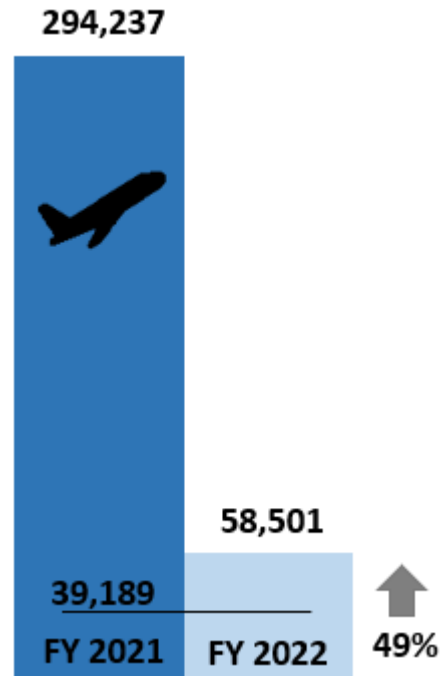
* Sports Betting began November 2018

Airport

Enplanements

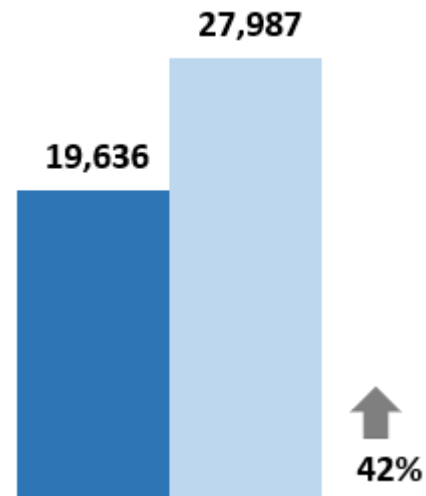
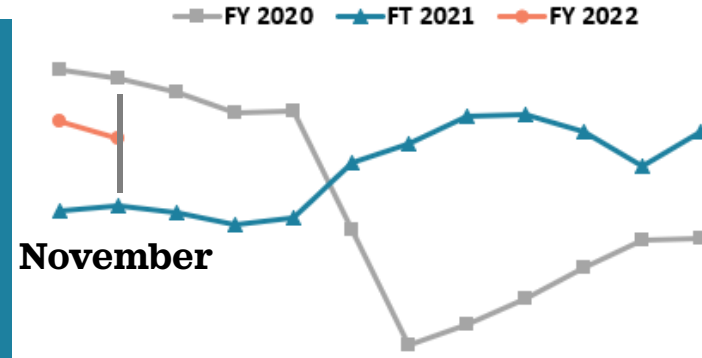


Nov 2020 over Nov 2021

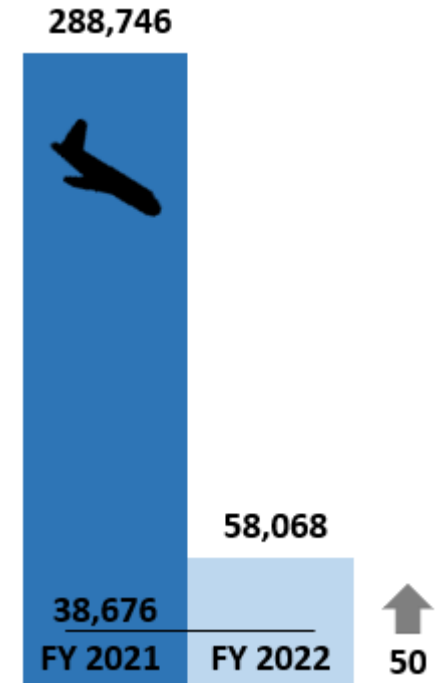


Fiscal Year to Date
October - November

Deplanements

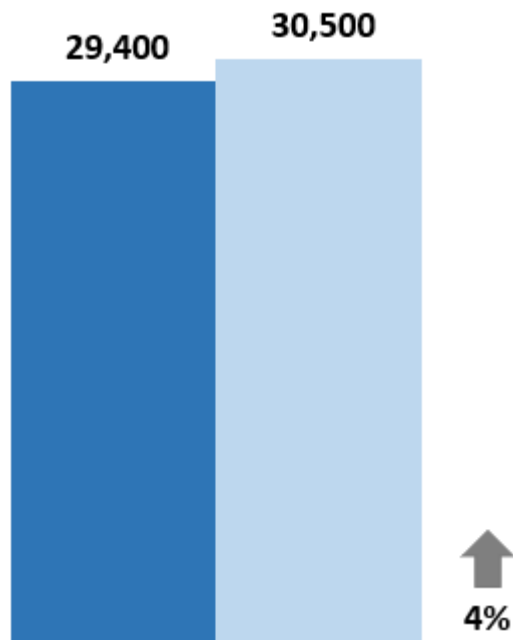


Nov 2020 over Nov 2021

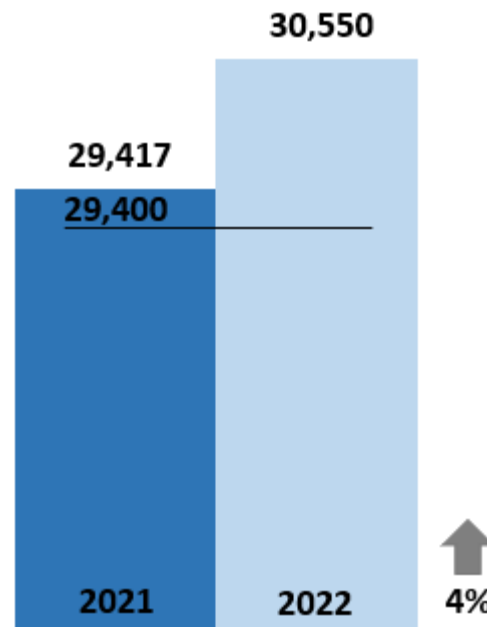


Fiscal Year to Date
October - November

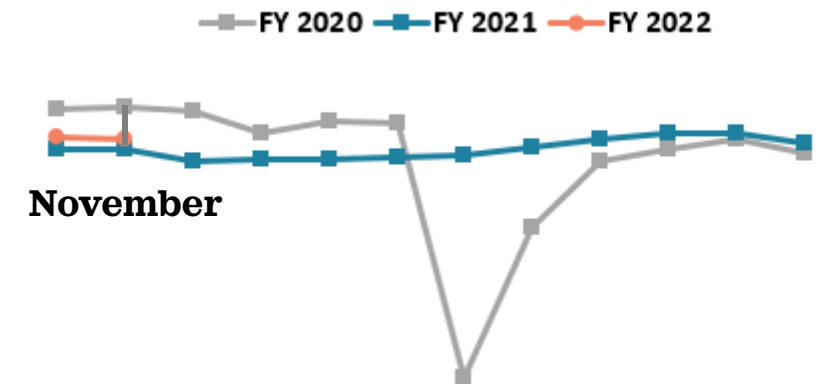
Leisure & Hospitality Jobs



November 2020 over November 2021



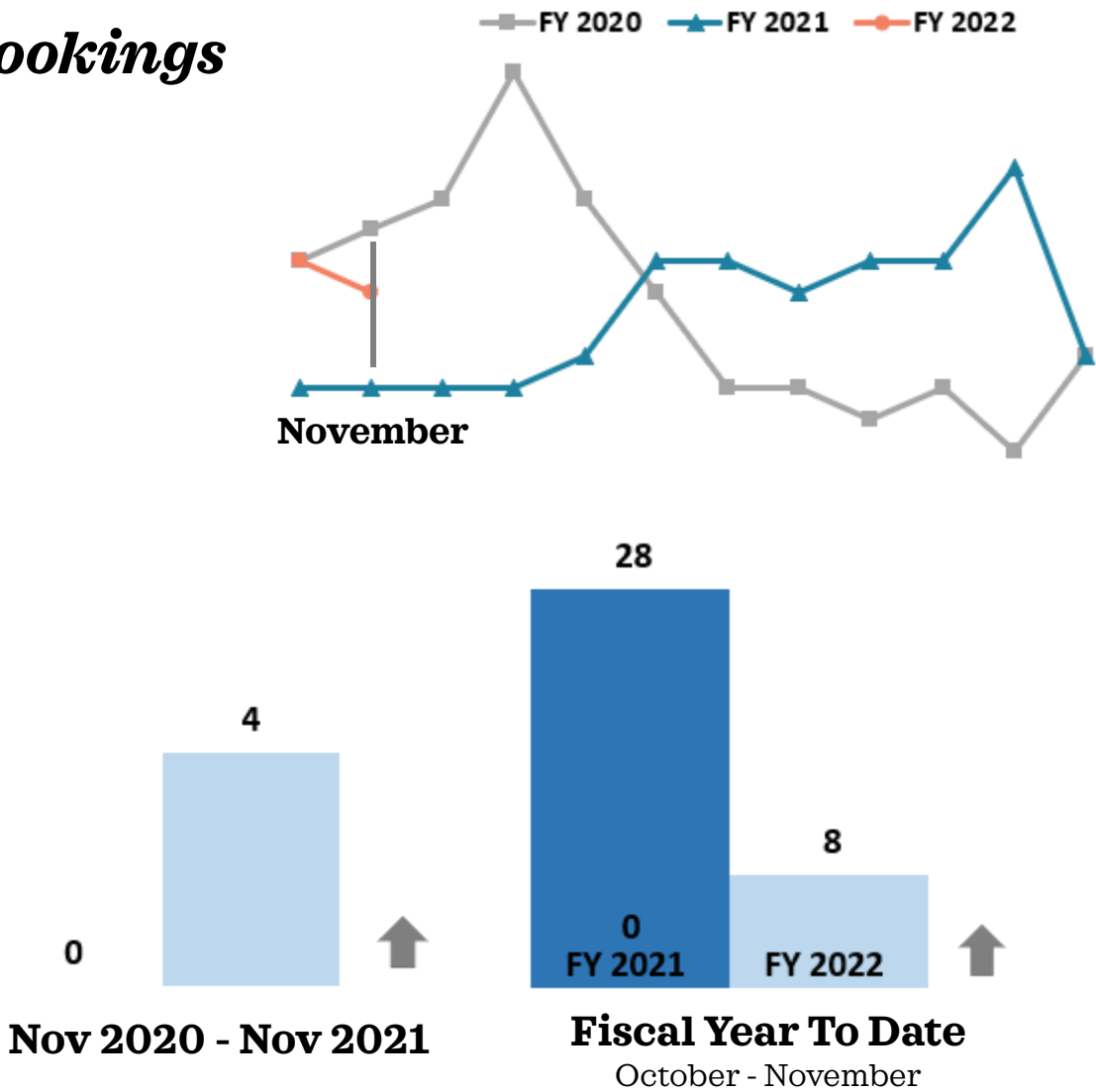
Fiscal Year To Date
October - November



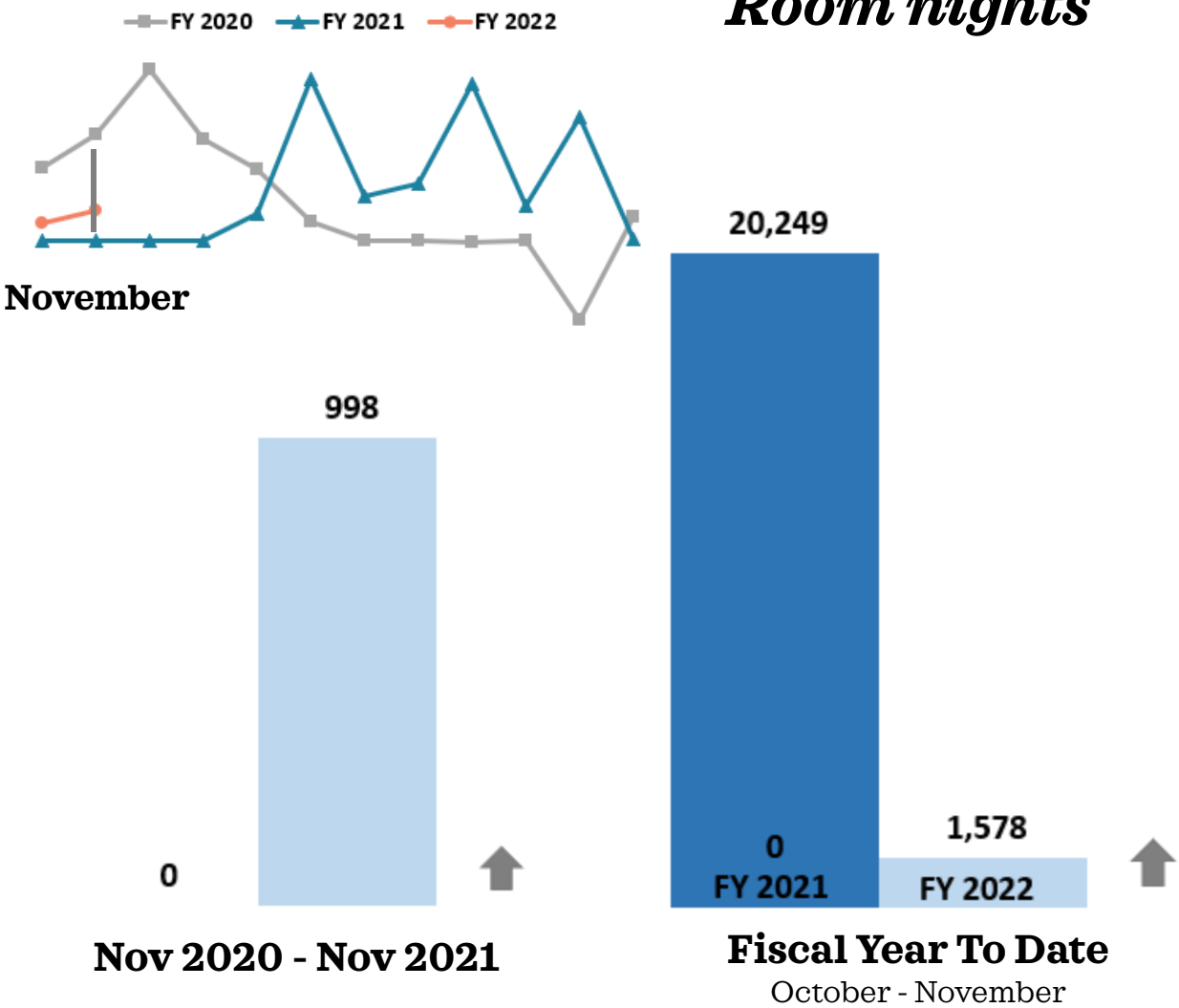
Yearly numbers reflect an average of all months in the FY.

Definite Bookings – Meeting/Sports

Bookings

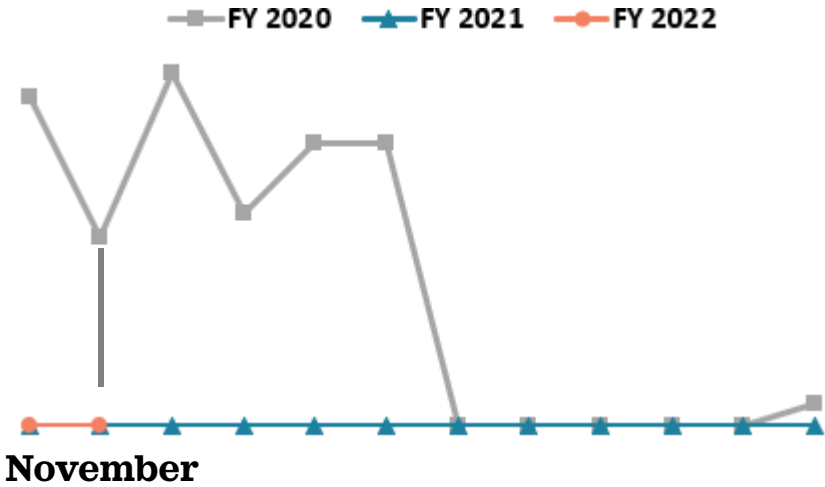


Room nights



Definite Bookings – Leisure

Bookings

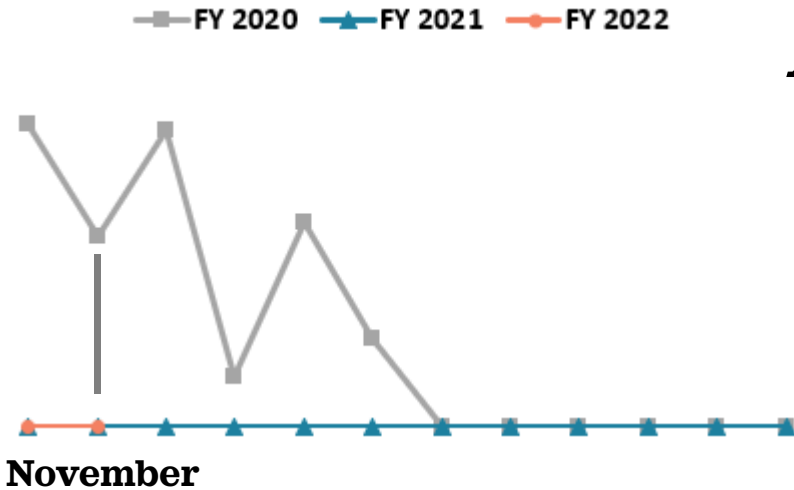


- - Flat FY 2021 FY 2022 Flat

Nov 2020 - Nov 2021

Fiscal Year To Date
October - November

Room nights



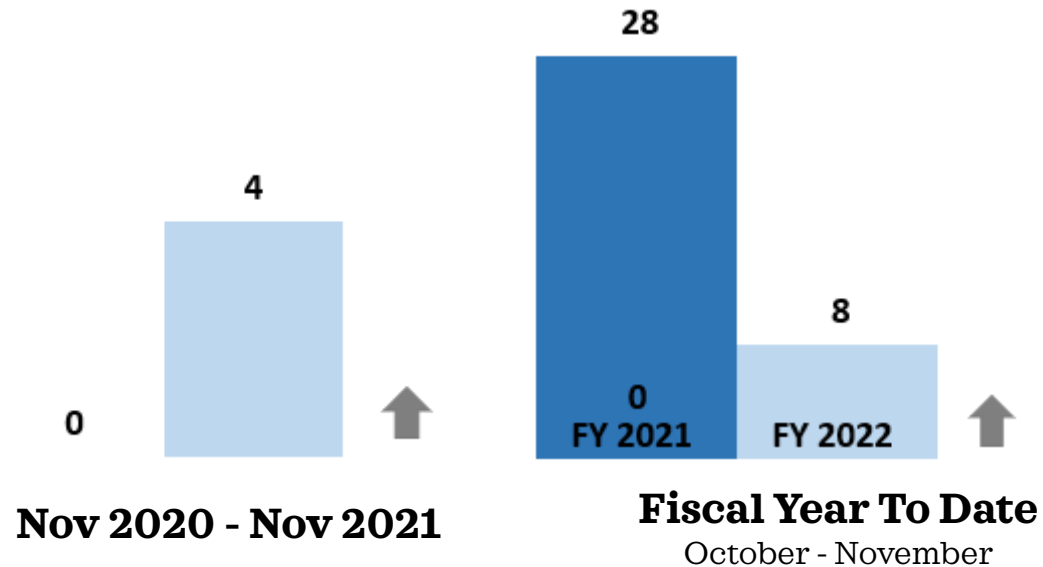
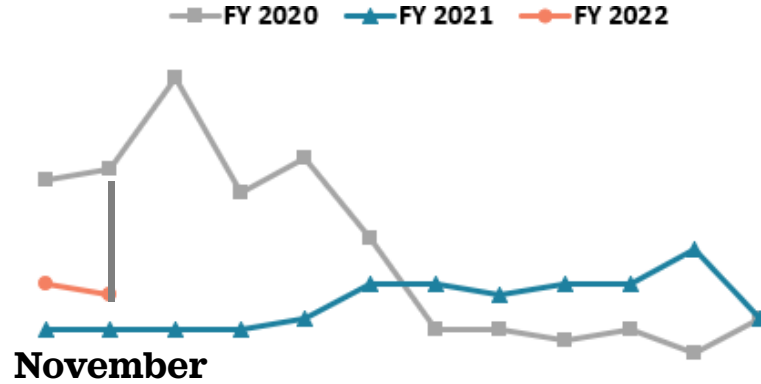
- - Flat FY 2021 FY 2022 Flat

Nov 2020 - Nov 2021

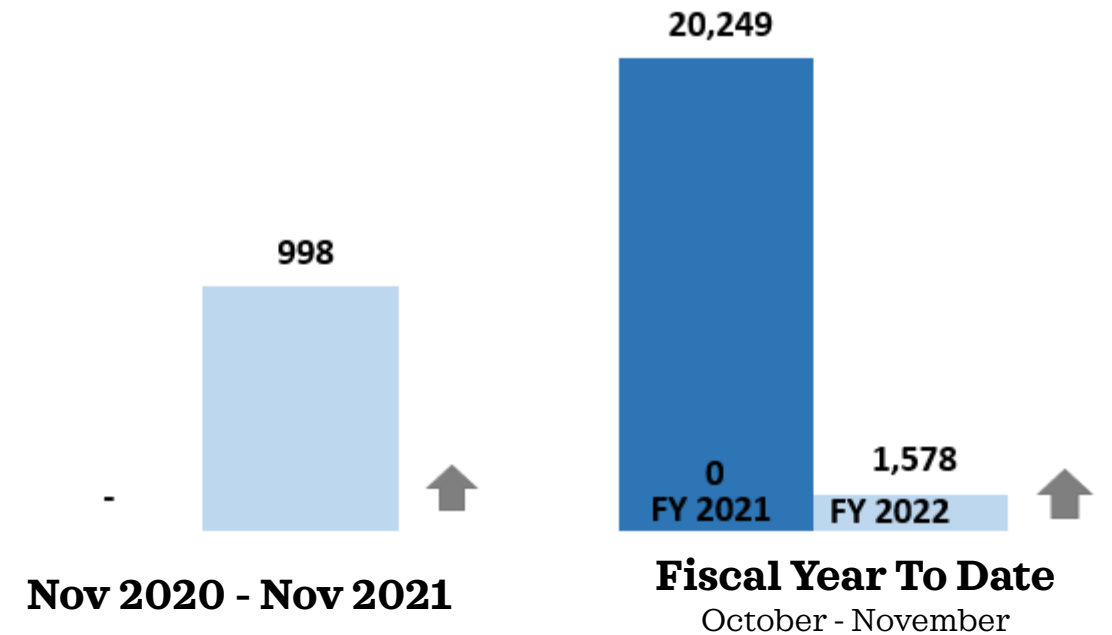
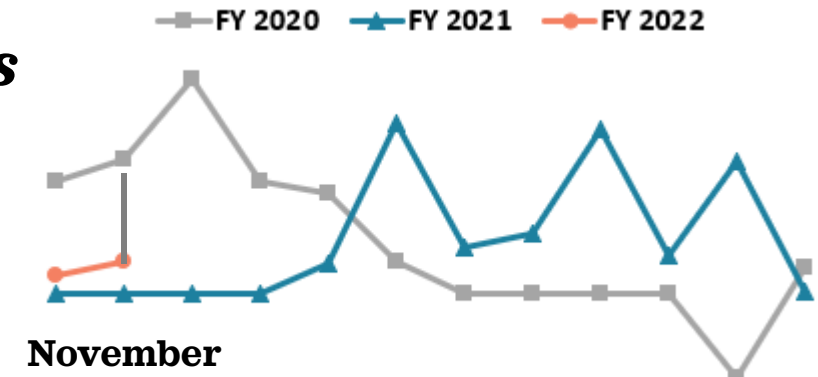
Fiscal Year To Date
October - November

Definite Bookings – All Sales

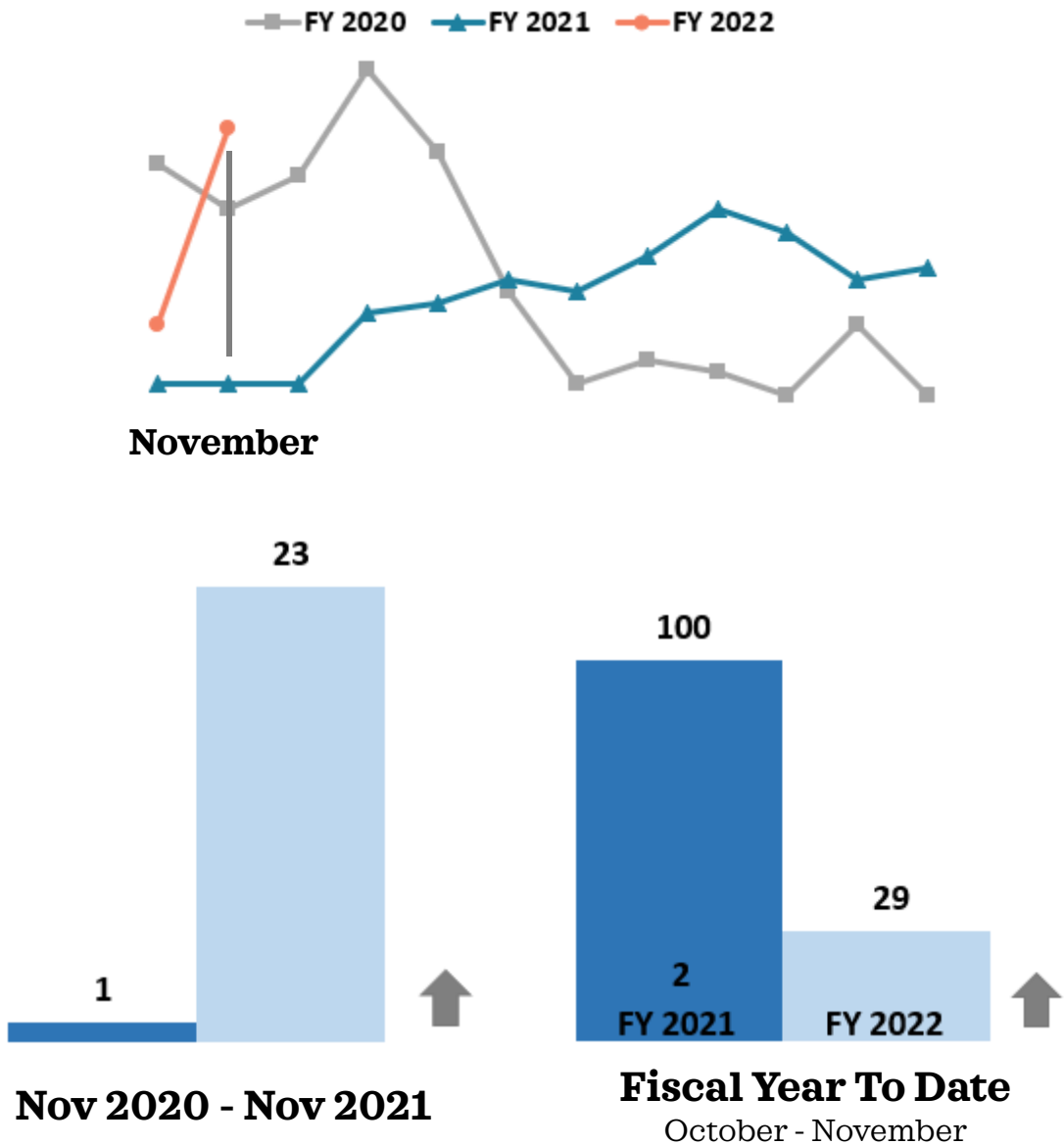
Bookings



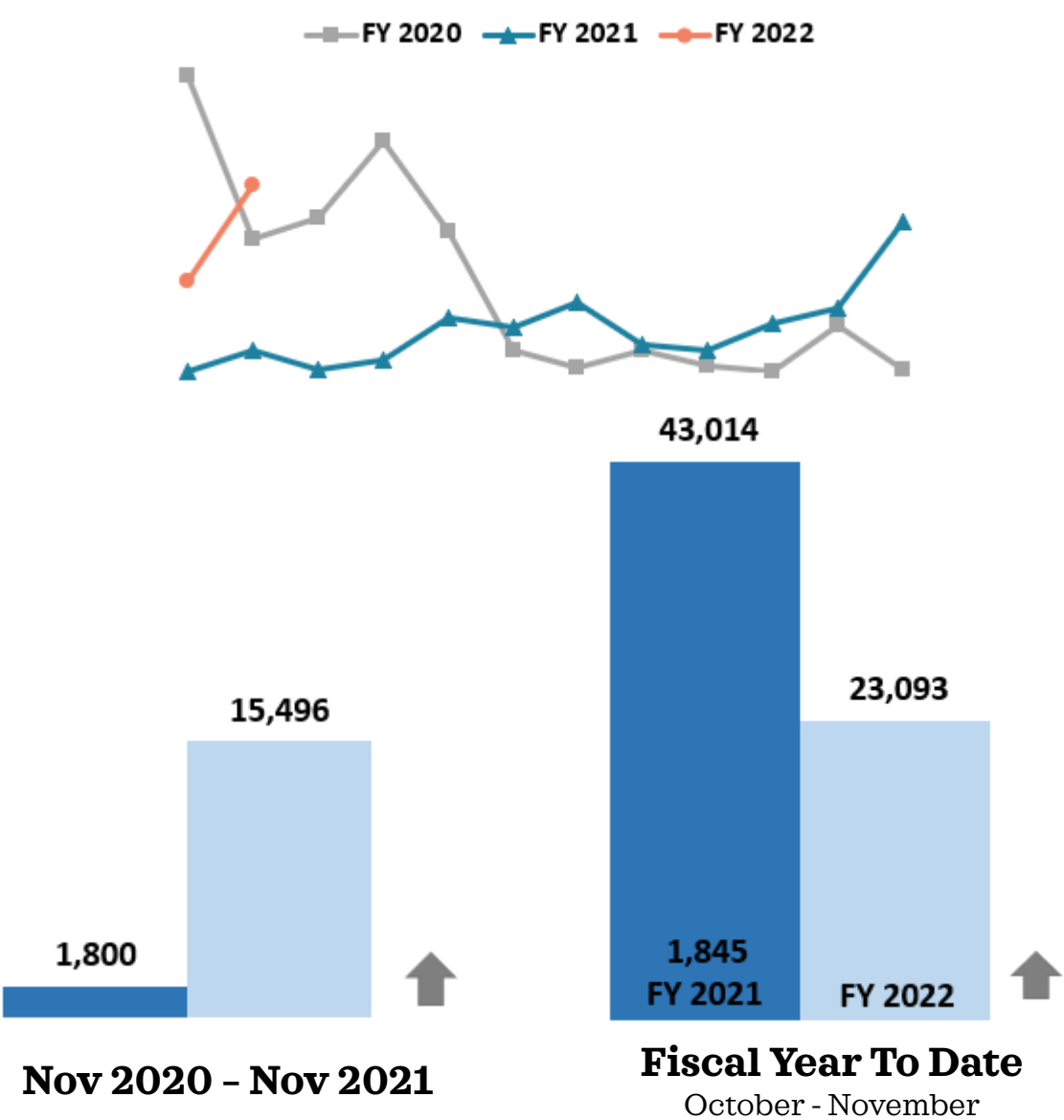
Room nights



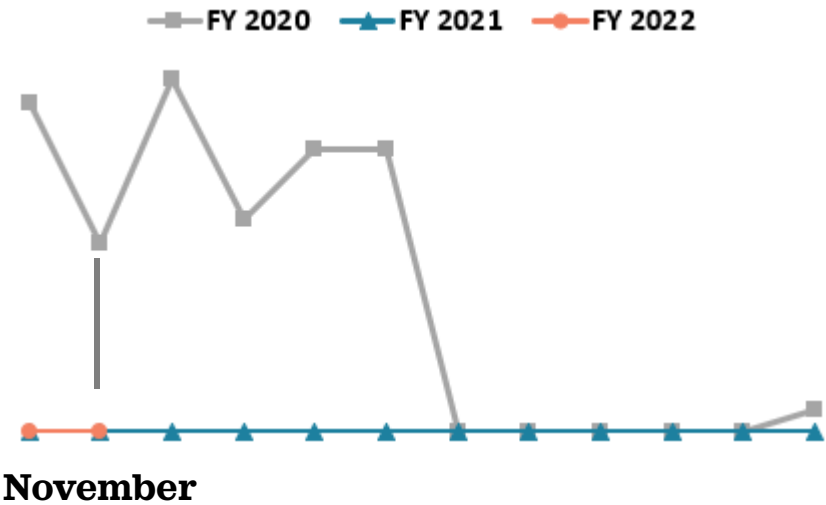
Leads Issued – Meetings/Sports



Potential Room Nights

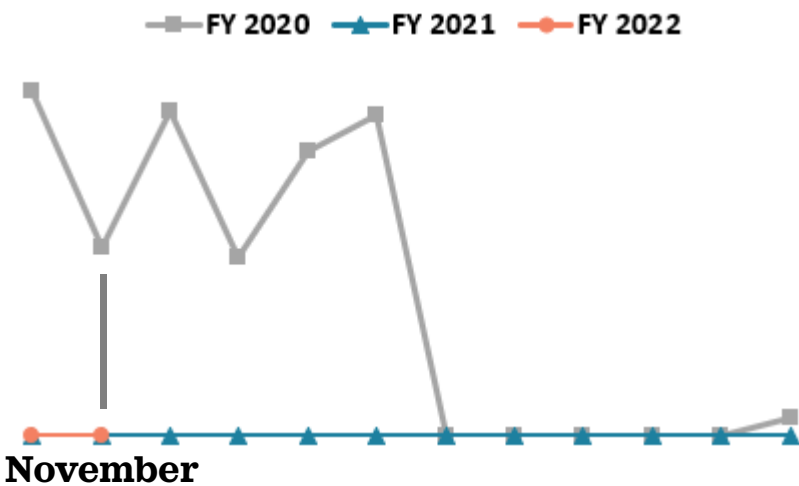


Leads Issued – Leisure



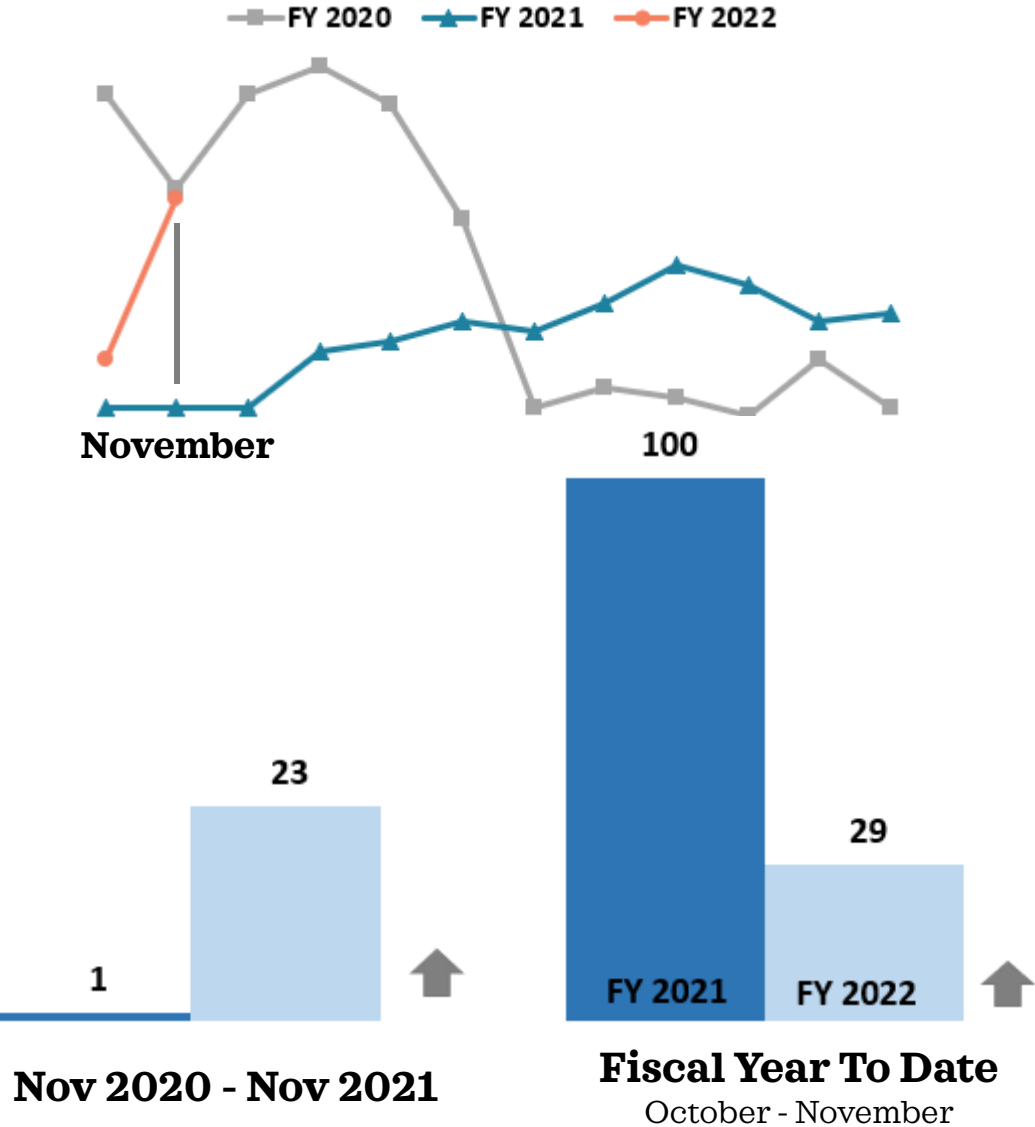
- - Flat
Nov 2020 - Nov 2021
FY 2021 FY 2022 Flat
Fiscal Year To Date
October - November

Potential Room Nights

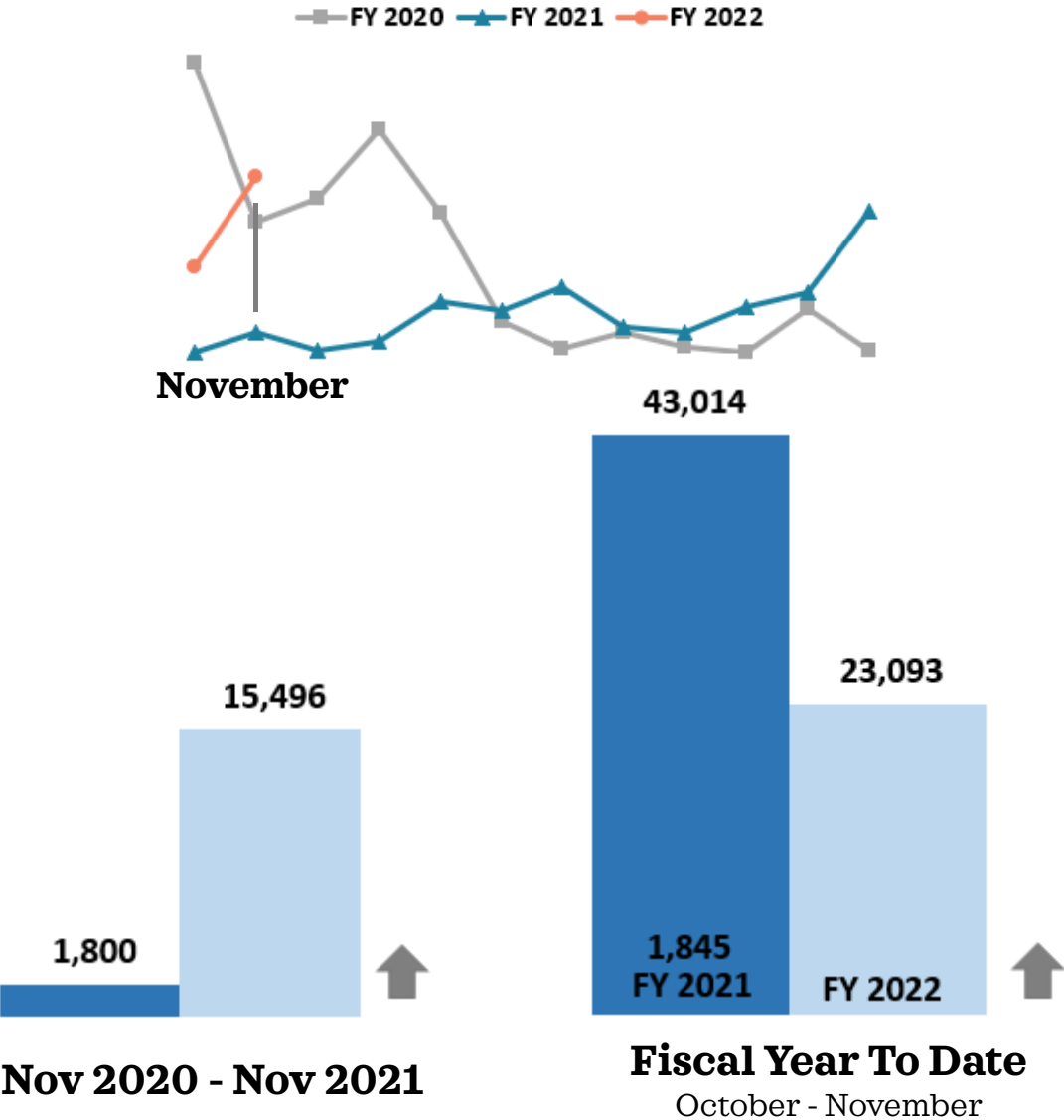


- - Flat
Nov 2020 - Nov 2021
FY 2021 FY 2022 Flat
Fiscal Year To Date
October - November

Leads Issued – All Sales

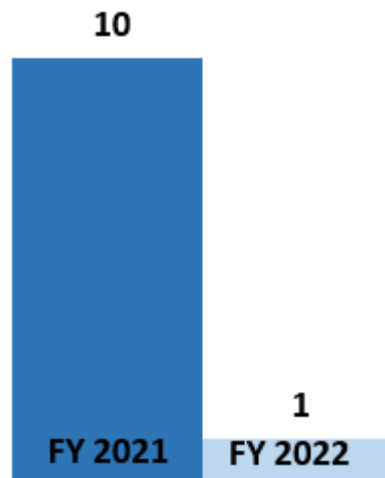


Potential Room Nights

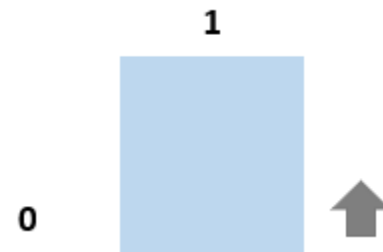


Source: Coastal Mississippi

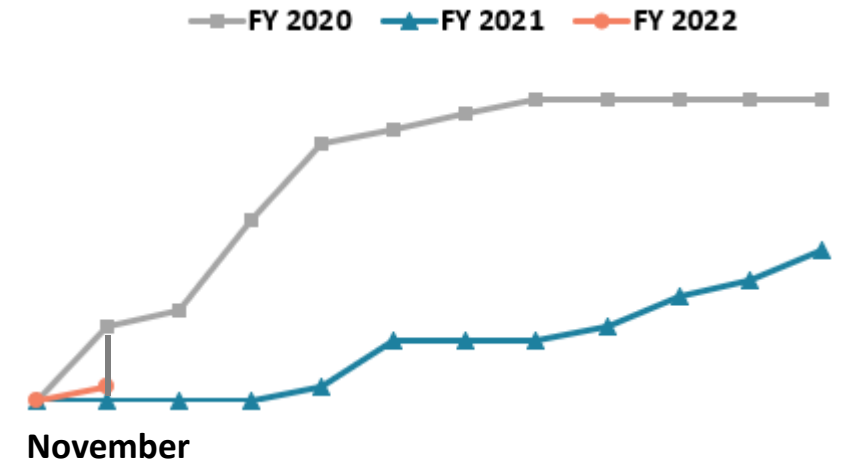
Convention Center Leads



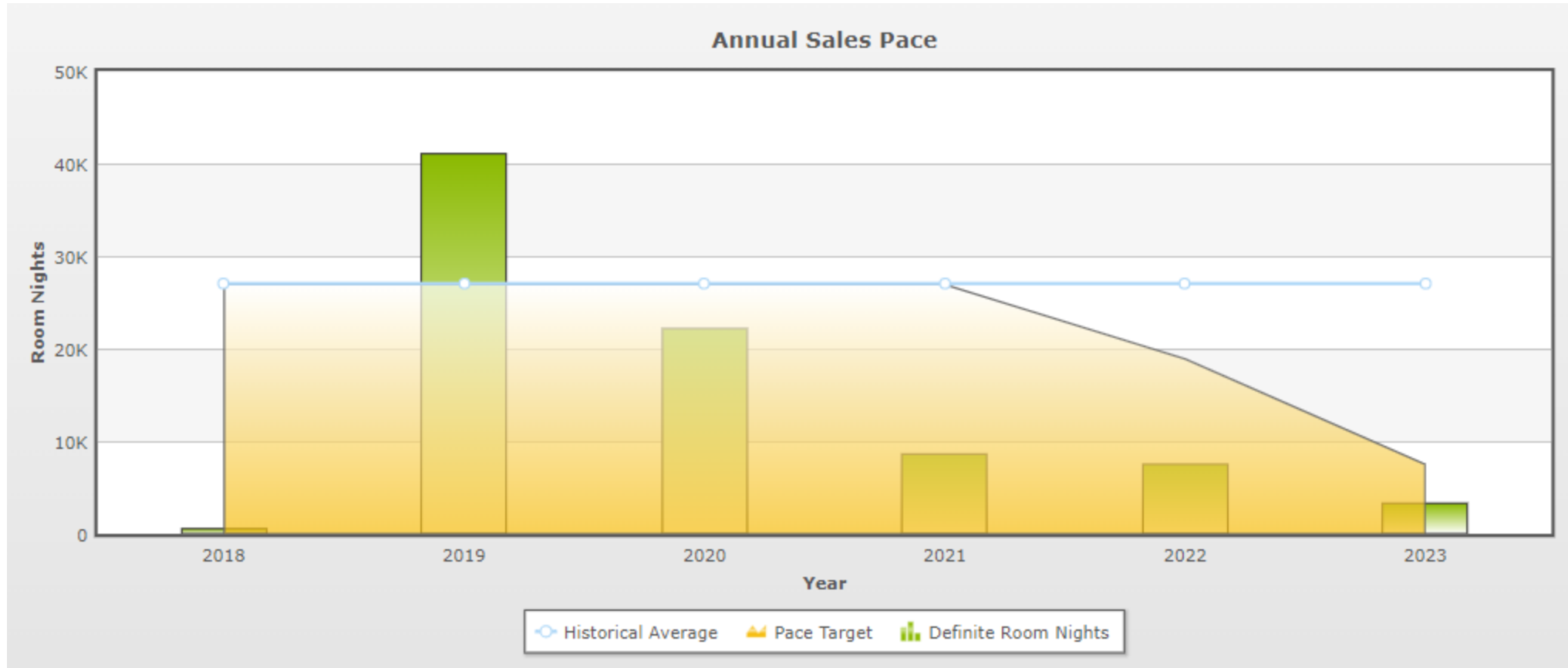
November 2020 over November 2021



Fiscal Year To Date
October - November



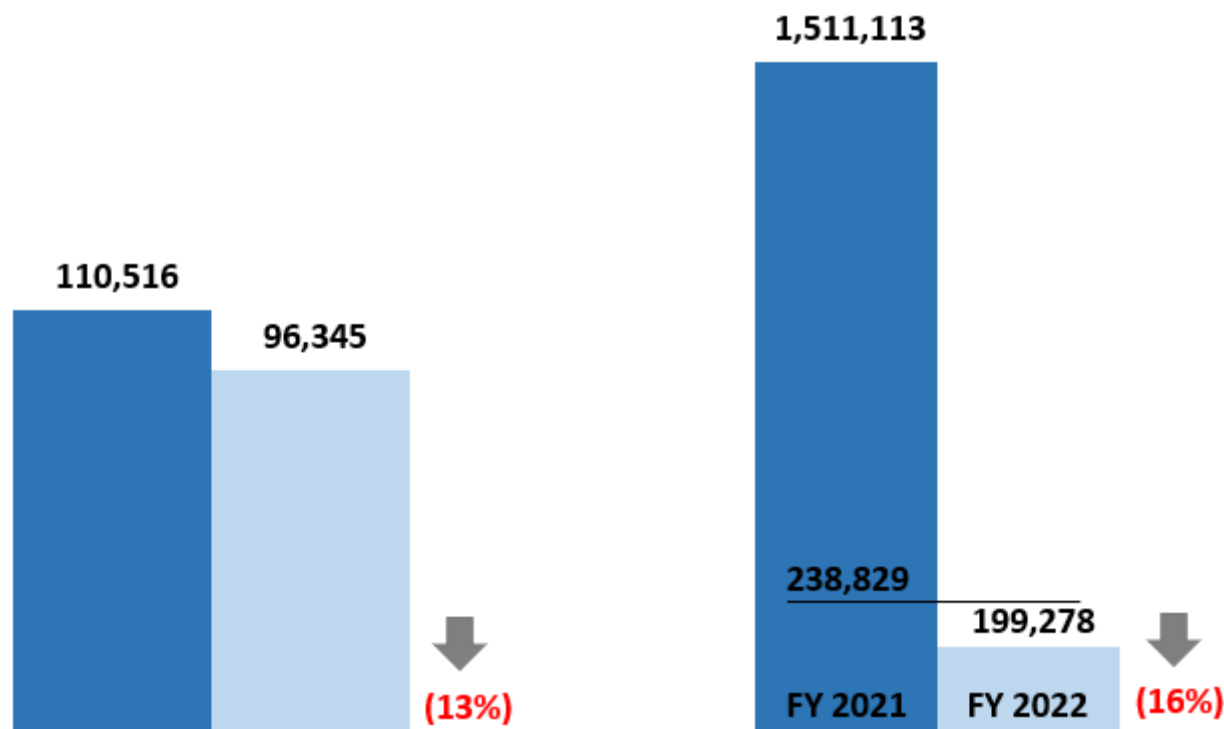
Pace Report



Pace Report - Pipeline



Google Analytics – Users



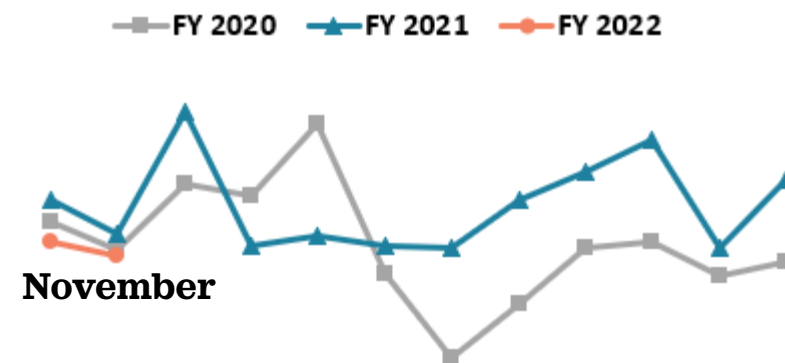
November 2020 over November 2021

Fiscal Year To Date
October - November

Source: Google Analytics

Traffic Analysis:

- Organic sessions were up 26% over last year. Events made up 7 of the top 10 landing pages. The events section (content + details) was up 18% YoY.
- Content that contributed to the growth included Events This Weekend (+114%), and Ron Meyers Christmas City Gift Show (+191%), and the Gulfport Harbor Lights event (162%).
- Other YoY organic highlights: Bounce rate improved by 5%, average session duration up 6%, and referrals from listings up 43% and from events up 30%.



Site Engagement

A snapshot of actions taken by visitors to our site. Newsletter sign up allows us the opportunity to engage with users based on their interests.

| FY 2022 | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep |
|-------------------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Newsletter Signup | 207 | 236 | | | | | | | | | | |
| Total Active Newsletter Recipients 26,016 | | | | | | | | | | | | |
| Request the Guide | 544 | 581 | | | | | | | | | | |
| Digital Guide Views | 131 | 86 | | | | | | | | | | |

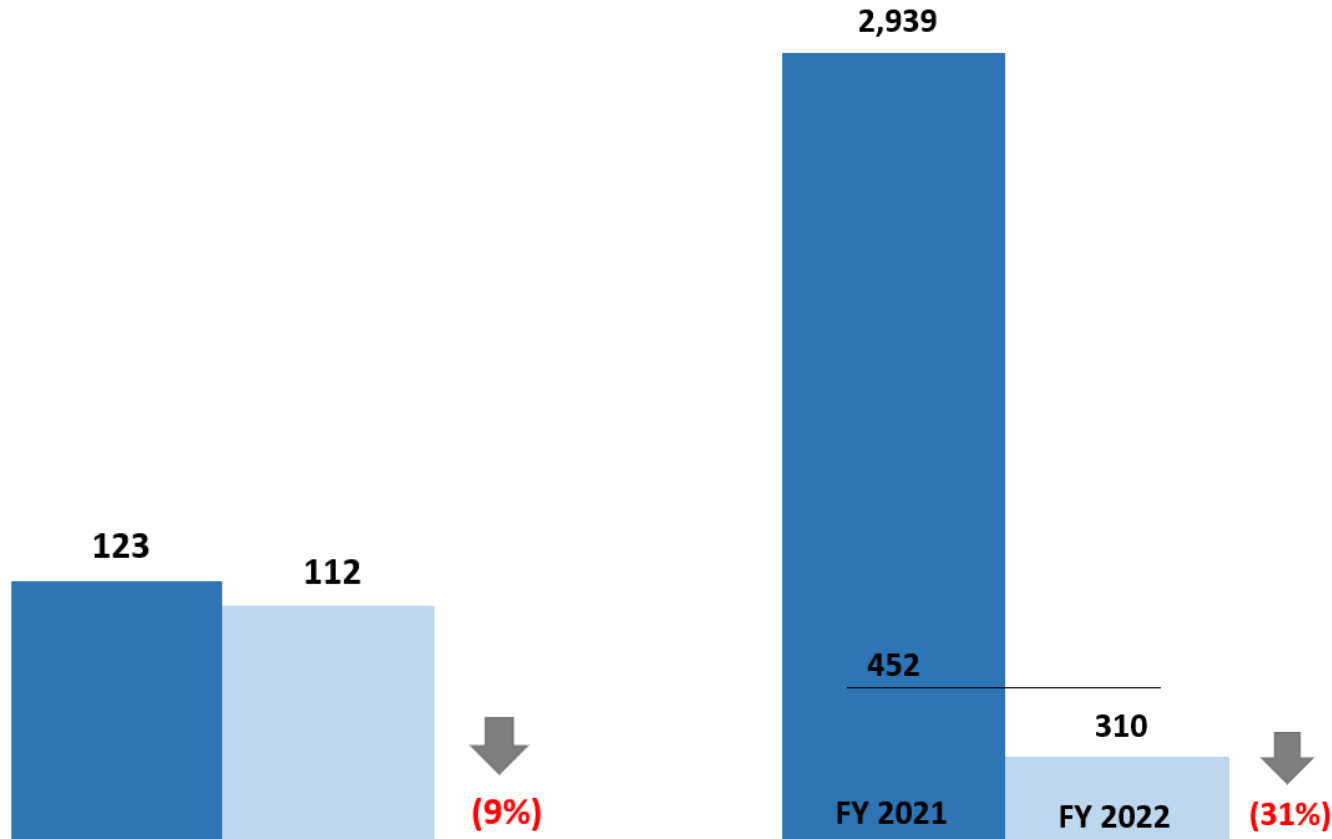
Action Taken

Total number of partner events and listings viewed by visitors on our site.

Website Referral – Referrals to linked websites from any of our pages.

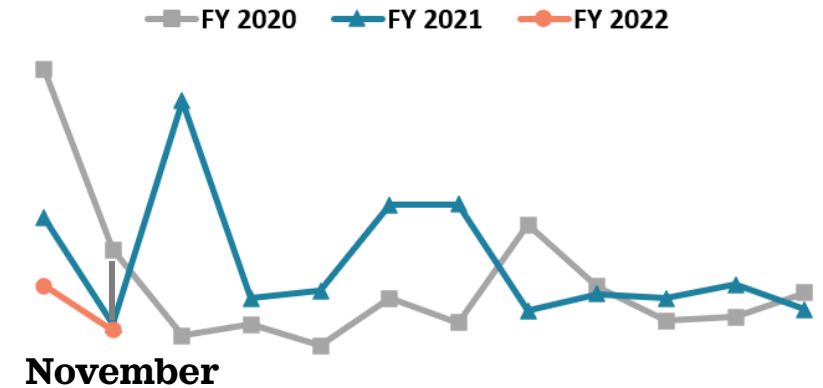
| | | | | | | | | | | | | |
|------------------|--------|--------|--|--|--|--|--|--|--|--|--|--|
| Event Detail | 6,724 | 9,525 | | | | | | | | | | |
| Listing Detail | 13,741 | 9,713 | | | | | | | | | | |
| Website referral | 12,177 | 11,026 | | | | | | | | | | |

Number of Articles

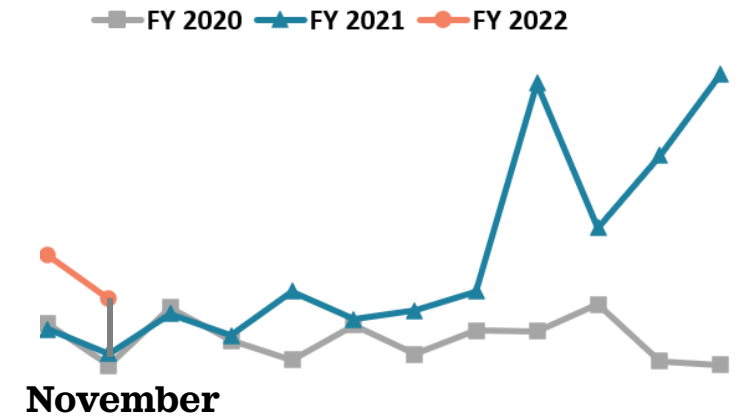
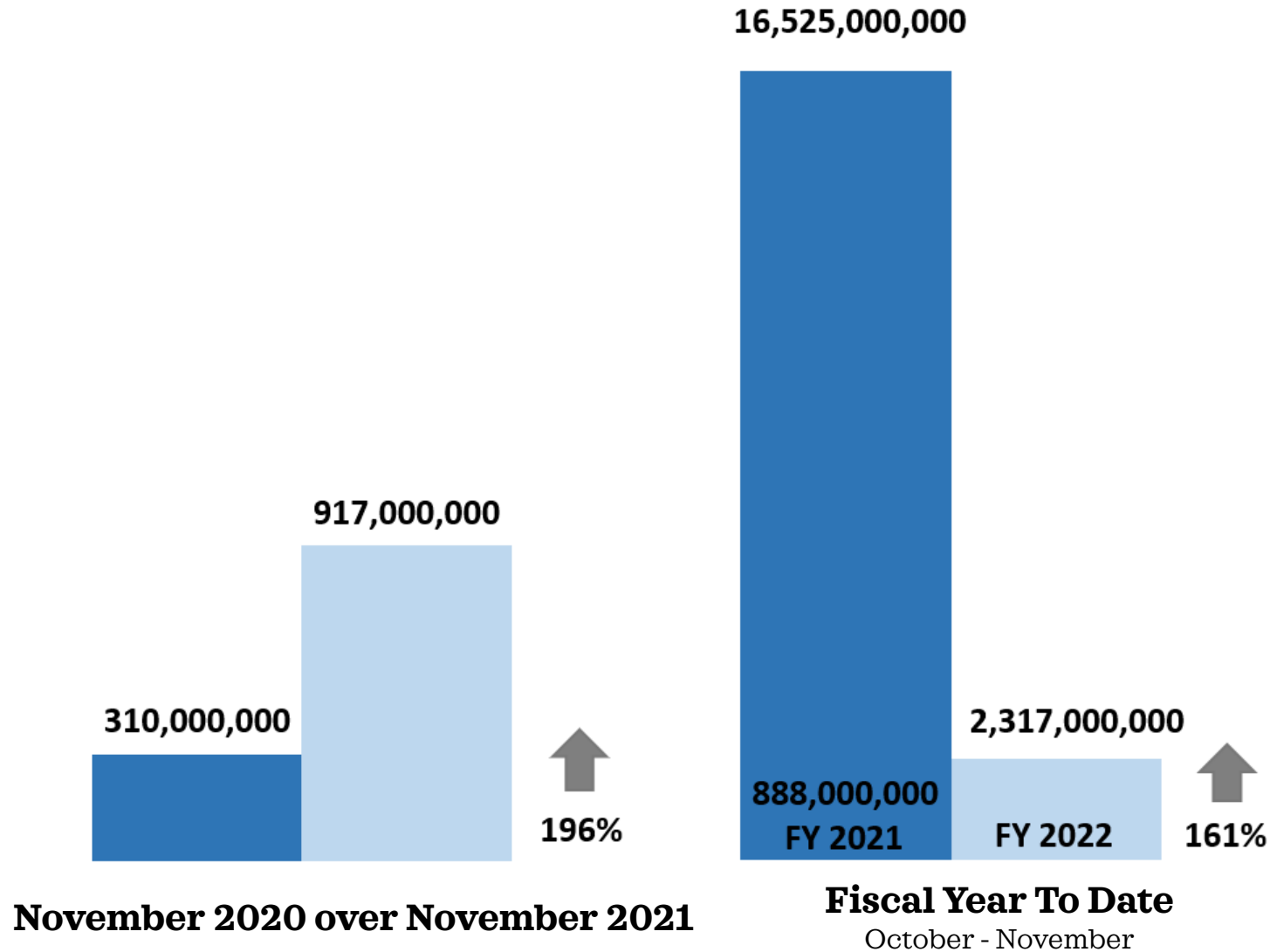


November 2020 over November 2021

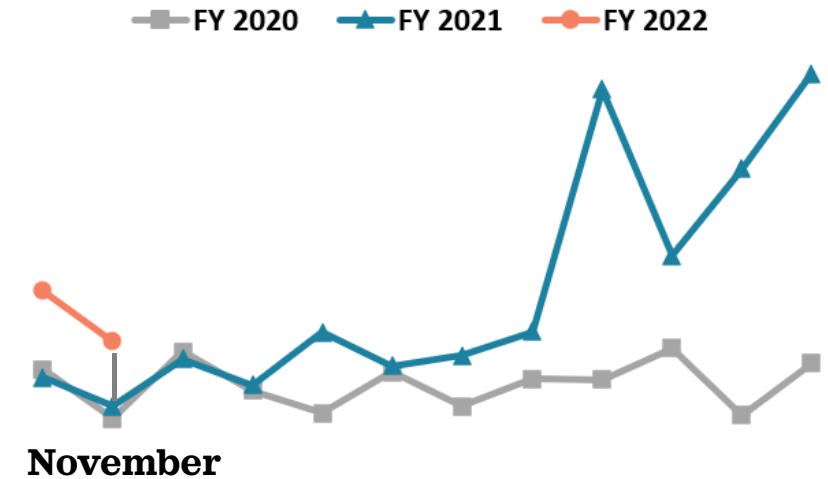
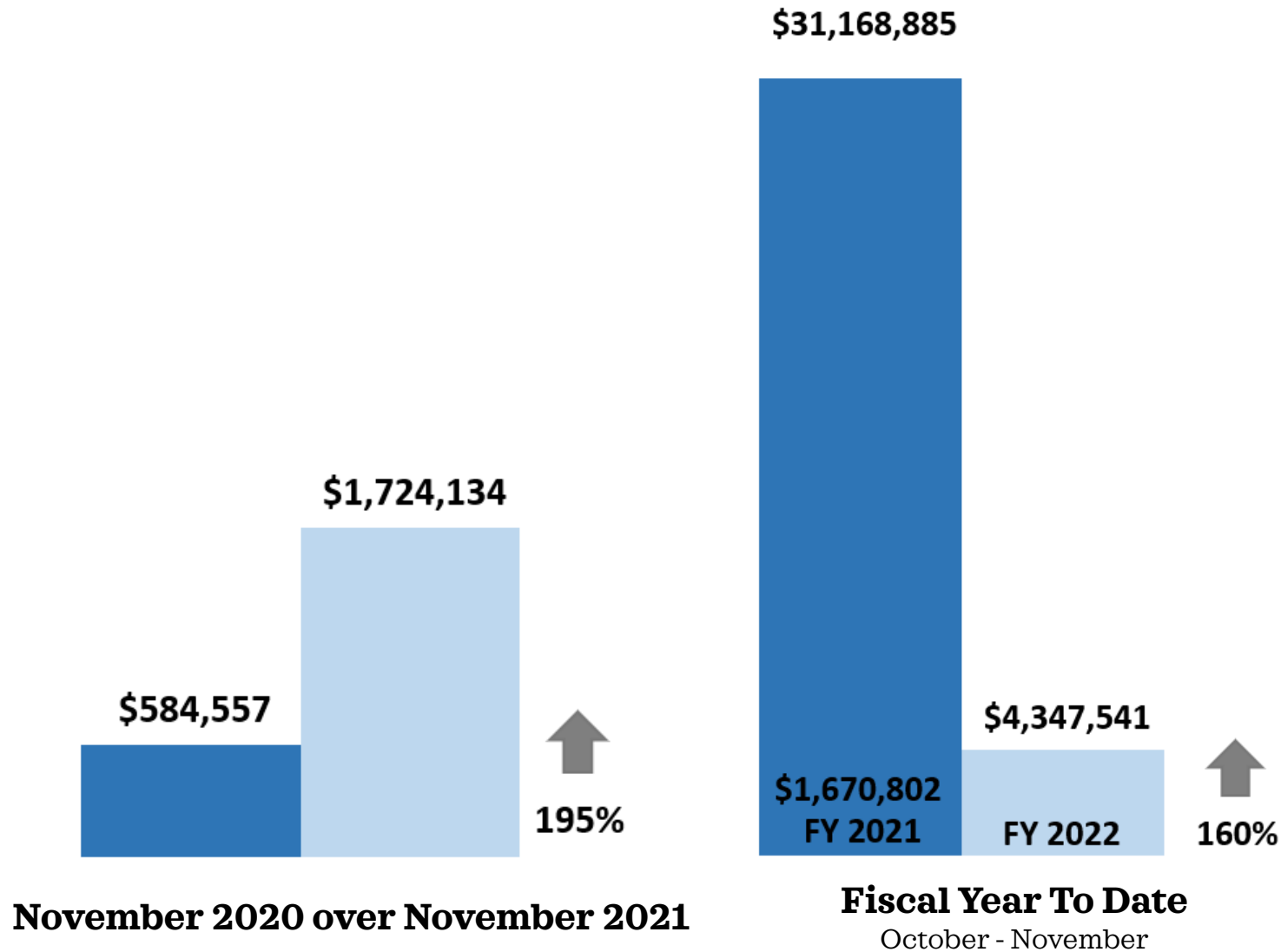
Fiscal Year To Date
October - November



Impressions



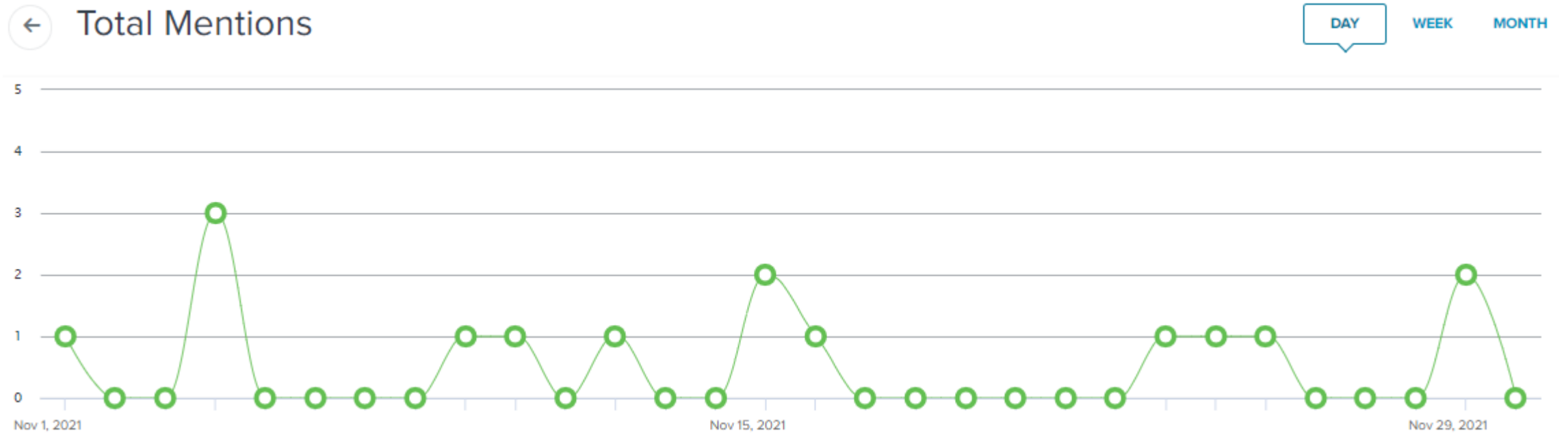
Advertising Value Equivalency



Earned Media

Content Drivers:

- Outdoors & Nature
- Food & Drink
- Road Trips
- Holiday Getaways



ConventionSouth

Coastal Mississippi reinstates full sales team as travel spending increases



COASTAL MISSISSIPPI – Coastal Mississippi, the destination marketing organization (DMO) for the state's tri-county coastal region continues to see visitation increase in the destination.

As a result, the agency is now preparing for a booming 2022 for its convention business by reinstating its full sales team.

In terms of leisure travel, Mississippi was the top travel spending market in the U.S. in 2020. As Coastal Mississippi accounts for at least one-third of the state's tourism employees, expenditures, and taxes, this places Coastal Mississippi as one of the highest performing destinations in the nation in 2020.

The DMO now looks forward to building on this momentum, which will allow the destination to grow and develop as a destination for meetings and conventions, in addition to leisure travel.

Though conventions and group meetings came to a halt during the pandemic, increased vaccinations and efforts like [Coastal Mississippi's Destination Promise](#), a collaborative effort by partners throughout the region to adhere to health and safety guidelines, have set the destination up to foster additional visitor growth in that space in 2022.

As such, the organization is currently seeking to fill the newly reinstated position of director of sales. This role of this position is to manage and lead convention sales, sports sales, and group services department. They are responsible for identifying market opportunities, developing long and short-term marketing and sales strategies, developing training programs for sales managers, assigning annual measurable goals for all sales staff, and performing quarterly performance reviews of department staff.

Coastal Mississippi Assisted Media Coverage

Parks & Travel Magazine

Coastal Mississippi – Let Us Surprise You



Coastal Mississippi – I've not heard of that, some might say. Where is it, and what is there to do? Many years ago, the above sentence could easily have been something I might have uttered. Then a funny thing happened. I visited the area once and fell in love. Ten years later, I relocated and have spent close to the last ten years in my adopted home. Allow me to tell you why.

209 views

[Print this page](#)

Natural Beauty and Outdoor Adventure

Coastal Mississippi is the 'landmass between Louisiana and Alabama.' While that is indeed the truth, it is so much more. It is an area located on the Mississippi Sound, part of the Gulf of Mexico. It is an area that has some of the most beautiful sunrises and sunsets you can imagine. It is an area that has a multitude of attractions and unique places to visit. It is affordable with much diversity. It is the Secret Coast.

If you love outdoor adventure and discovering nature, we've plenty to keep you busy. With sixty-two miles of Coast and twelve cities to choose from, you will find plenty to keep the nature lover in you satisfied. If boating, fishing, or kayaking is your joy, we have an abundance of rivers, bayous, and open water to satisfy your spirit.

coastal
MISSISSIPPI | *The Secret Coast*



MISSISSIPPI GULF COAST ROAD TRIP – A JOURNEY OF DISCOVERY ALONG THE SECRET COAST



What makes the Gulf Coast one of the best Mississippi road trips? You could plow along 77-miles on I-10 and not even stop for gas. The superhighway was conceived in 1956, but it was late coming to Mississippi. Up until 1982, travelers had to cross the state on US-90. Now the coastal route is left for people who want to slow down and experience the quaint charm of the Secret Coast.

It's only four miles longer to take the historic route, where you'll experience 26 miles of beaches and delightful towns steeped in history and up-and-coming artists. Coastal Mississippi has enough to offer to entice you on an afternoon backroad adventure or anchor a slow travel road trip. You could even pedal across the state on the [Mississippi Coastal Heritage Trail](#). No matter how you choose to explore the path less traveled, it will make all the difference.

MISSISSIPPI GULF COAST RESTAURANTS – A TASTE OF THE COASTAL MISSISSIPPI'S CULINARY DELIGHTS



The Mississippi Gulf Coast restaurant scene is a riddle wrapped in a mystery inside an enigma. Is it French Creole like the first European settlers? Pascagoula is home to the oldest verified French house in the coastal Mississippi valley. Is it in the deep south? You'll find the Jefferson Davis Presidential Library in Biloxi. Do you come for seafood? About 70% of the domestic shrimp and oyster production comes from the Mississippi Sound. Maybe it's farm-to-table fare from Mississippi's fertile fields or artisan eateries in charming coastal towns?

The truth is that coastal Mississippi restaurants are all of these things mixed together in sweet harmony. Our Mississippi Gulf Coast restaurant guide lets you experience this region like you were there. We put you inside each restaurant eating one of their signature dishes. It's part wanton food porn and part travel muse. If you don't find this piece at least entertaining, we're not doing our job.

The Prettiest Beach Town in Every State

17 of 30

Ocean Springs, Mississippi

Lined with live oaks and old-fashioned, busy storefronts, this artsy town on the Gulf of Mexico has no commercial development marring its shoreline. Here, the streets lead to a pale-sand public beach with a fishing pier, a charming park, and glistening views out to the delicate and pristine Gulf Islands.



10 Offbeat Winter Destinations For RV Snowbirds



9. Biloxi, Mississippi

For RVers who prefer a little more nightlife while RVing, the “Secret Coast” of Mississippi is a fun winter getaway. The town of Biloxi checks all the fun boxes with gaming, shopping, seafood, and riverboats.

One of the best places to stay in town is the [Biloxi Bay RV Resort and Marina](#). Nearly all the RV sites are on the water. Even the pool has a view of the bay. The resort also features glamping tents, free cable and roomy, paved sites.



FARM FLAVOR

Mississippi's Coastal Region Offers an Oasis of Delicious Destinations



Locally Loved Flavors

"One of the things that drew us to the coast was that it is between one of the most nutrient-rich bodies of water in the world and one of the most plentiful farming areas in the country," says [Austin Sumrall](#), a Mississippi native "We should know where our food comes from and take it one step further and know who our food comes from."

Sumrall is the chef and owner at [White Pillars](#), a farm-to-table restaurant in a restored neoclassical mansion. Before opening the restaurant in 2017, he searched the Gulf region for local farmers, fishers and purveyors who could provide flavorful, local ingredients to highlight on the menu. Even the furniture, dishes and artwork were purchased from local artisans.

Everything on the seasonal menu from the heirloom tomato pie and grits with salsa verde to the cast iron seared pork chop and wood grilled Gulf fish is sourced locally. Farms include Delta Blues Rice, Home Place Pastures, Two Dog Farms and Harbor Hill Farms.



8 Fantastic Outdoor Adventures on the Mississippi Gulf Coast



As the sun sets over the beaches of Biloxi, Mississippi, the horizon lights up with all of the glitz and glamor of the Las Vegas strip.








Casinos dot US Highway 90, inviting patrons to take a chance at the gaming tables or slots, and spend the weekend in an upscale hotel with sumptuous dining. But there is more to the Mississippi Gulf Coast than casinos.

And, that is only the beginning of the many outdoor recreational activities just waiting for you to explore along the Mississippi Gulf Coast. Here are eight fantastic outdoor adventures that you won't want to miss.

Coastal Mississippi Assisted Media Coverage



Social Media Metrics

| |  |  |  |  |  |  |  |
|----------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| Monthly Change | -101 | -1 | 3 | 94 | 677 | 97 | 769 |
| November 2021 | 159,172 | 15,454 | 988 | 18,061 | 1,877,594 | 6,044 | 2,077,313 |
| | Facebook | Twitter | Pinterest | Instagram | YouTube | LinkedIn | Total |
| | (Total Likes) | (Total Followers) | (Total Followers) | (Total Followers) | (Lifetime Followers) | Total Followers | |



Coastal Mississippi
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