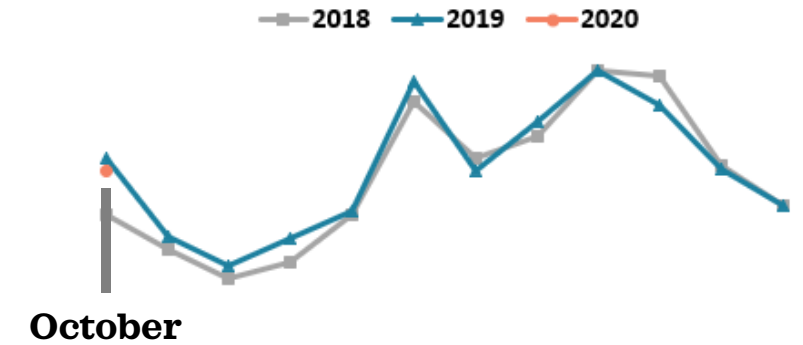
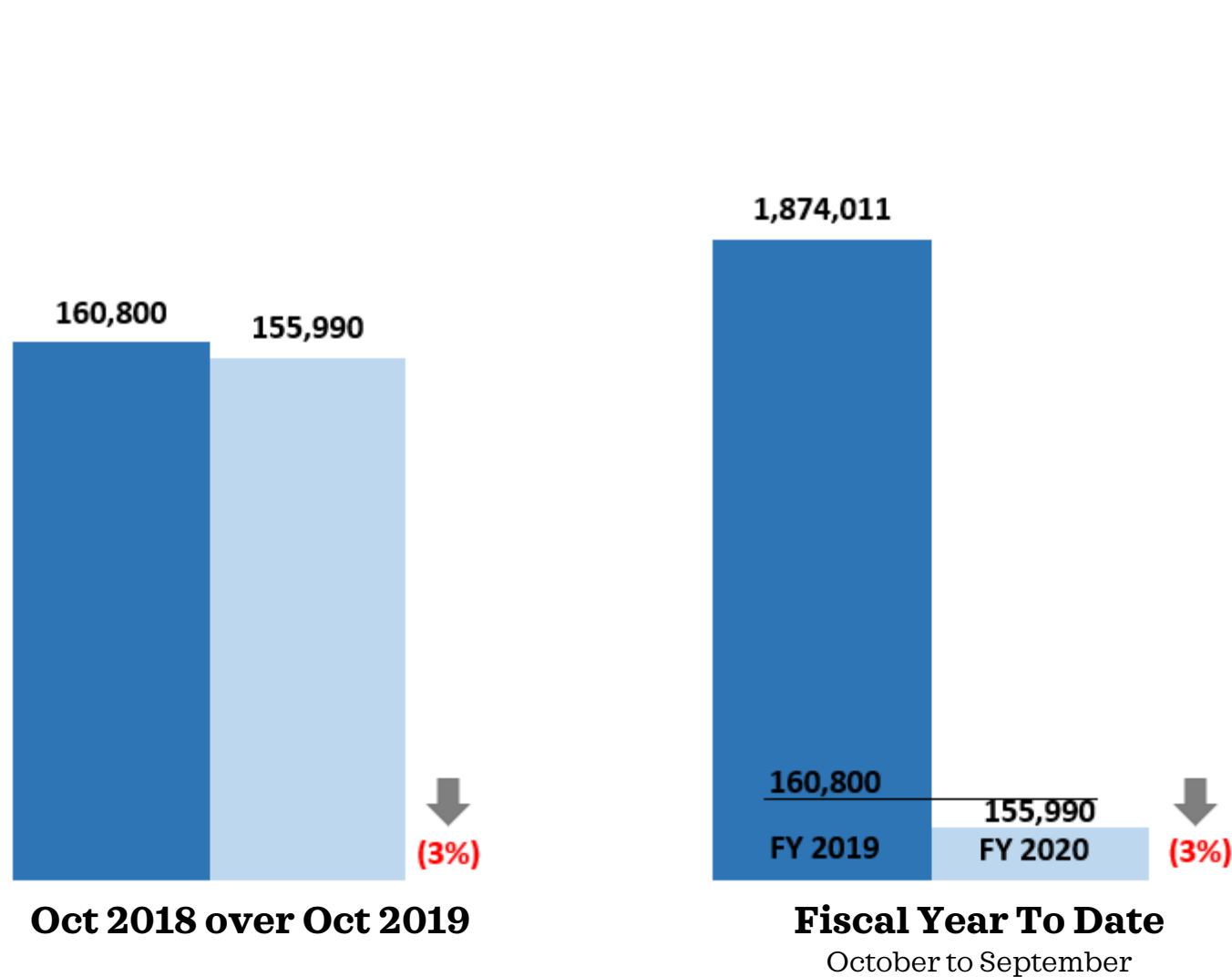


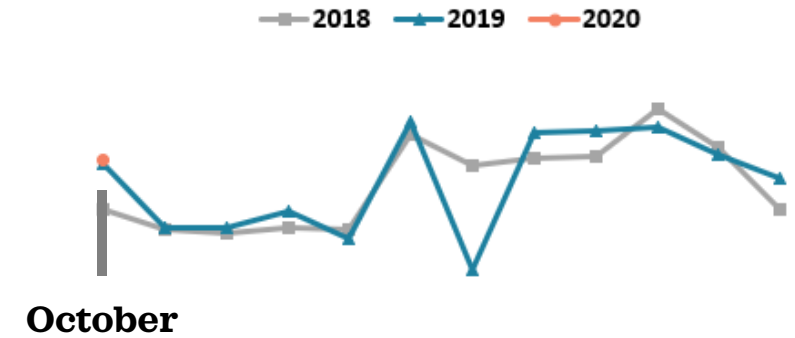
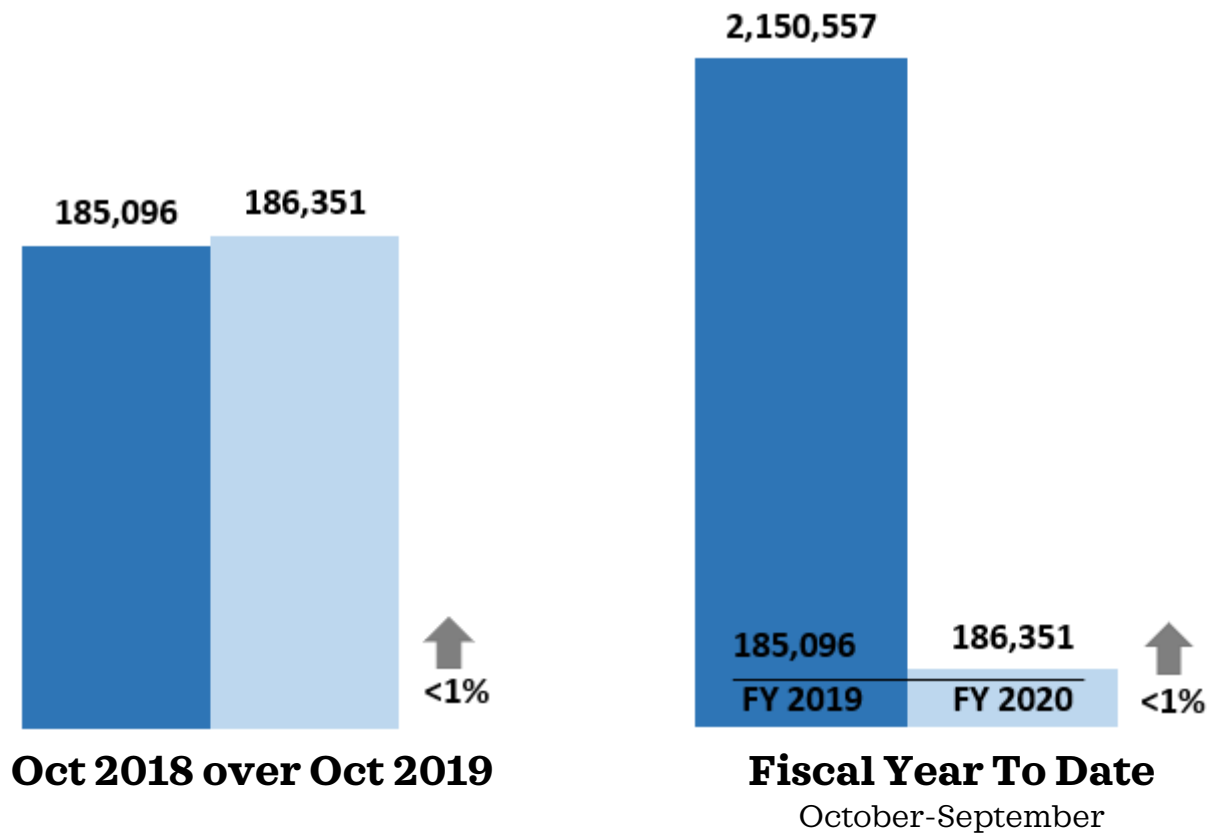
coastal MISSISSIPPI *The Secret Coast*

- Key Performance indicators
- October 2019

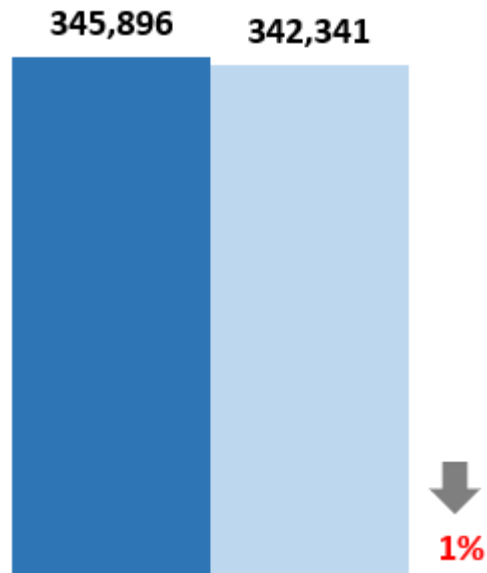
Non-Casino Rooms Sold



Casino Rooms Occupied

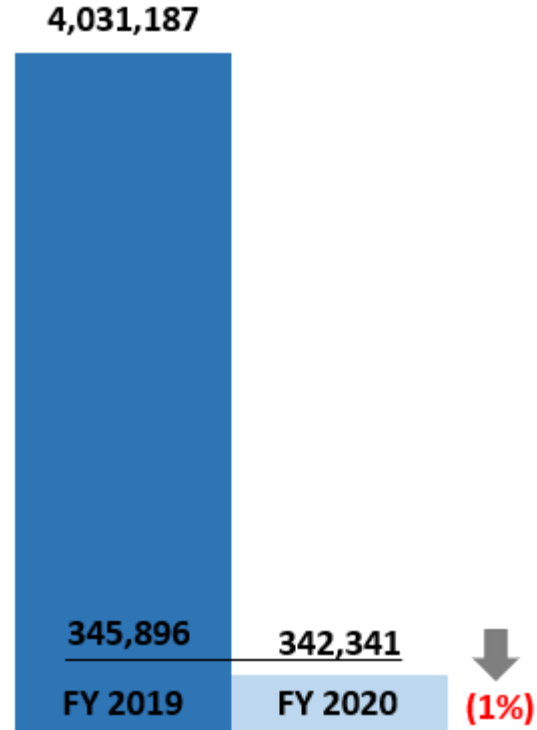


All Rooms Sold/Occupied



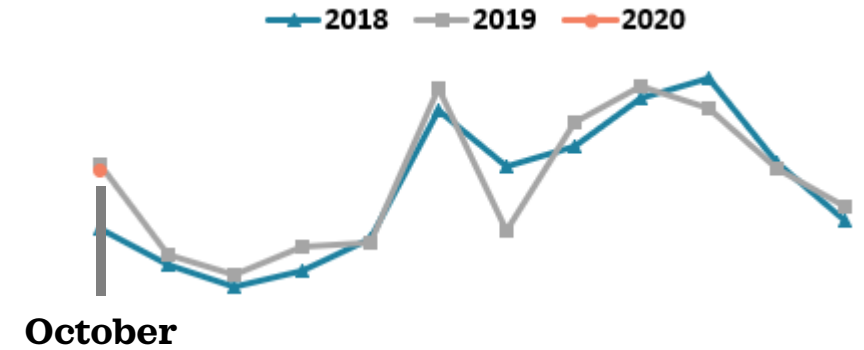
Oct 2018 over Oct 2019

Source: STR & MS Gaming Commission

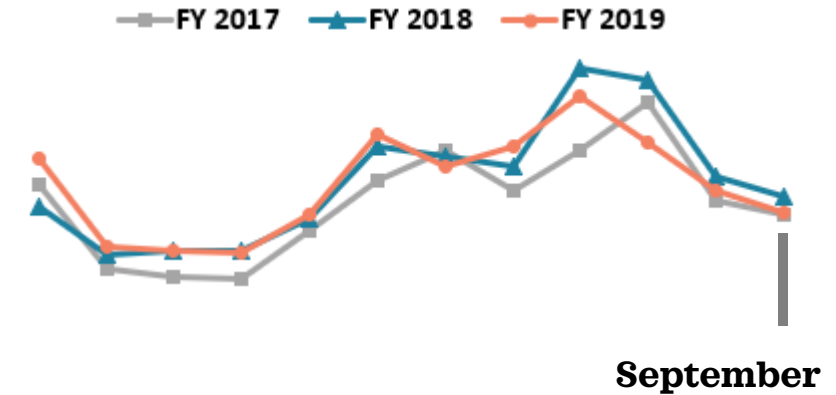
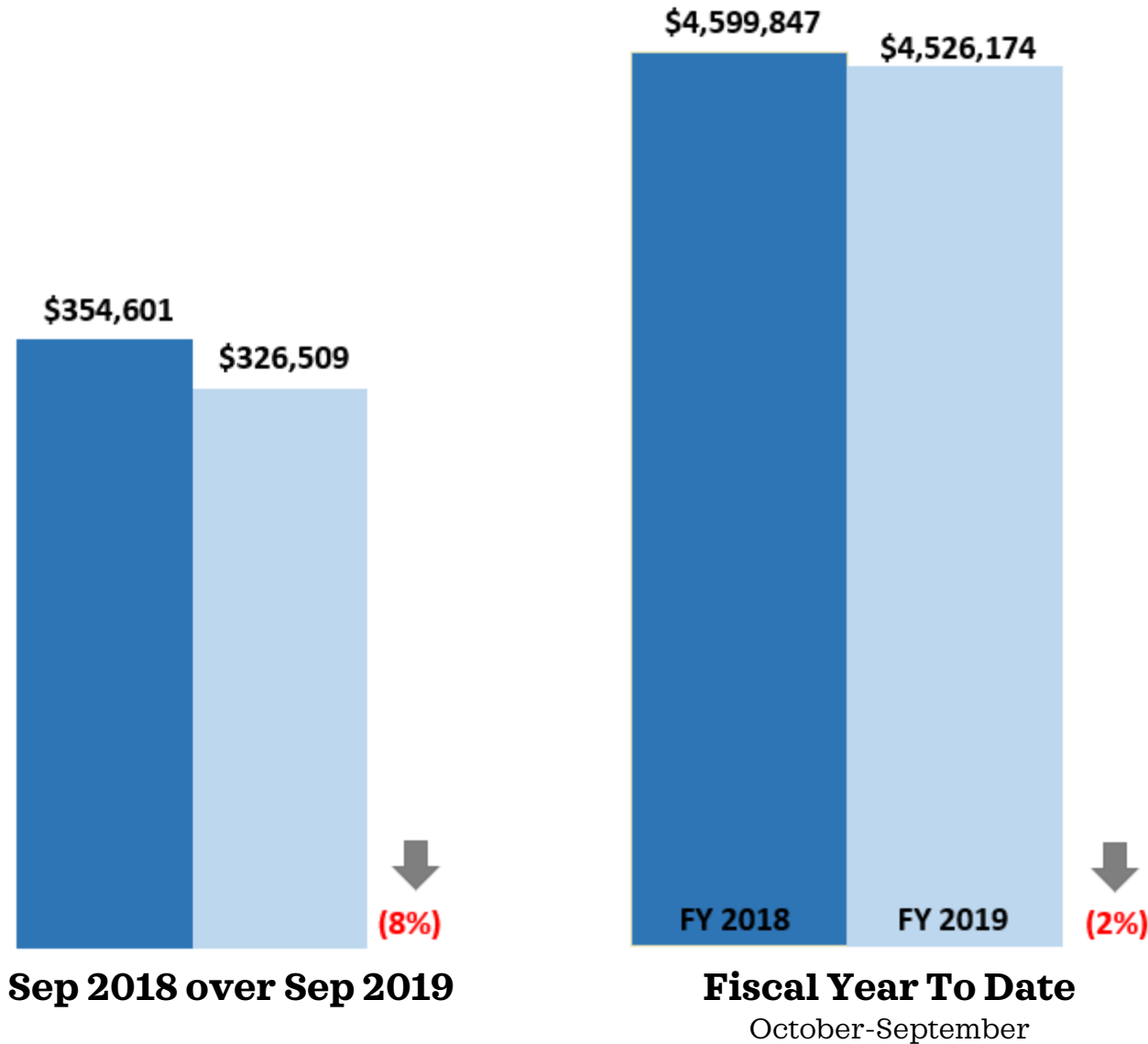


Fiscal Year To Date

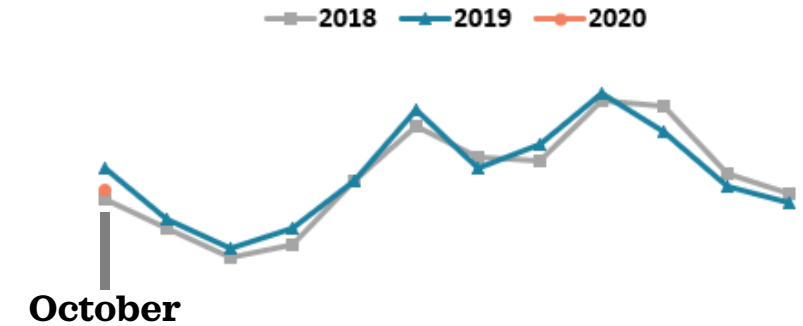
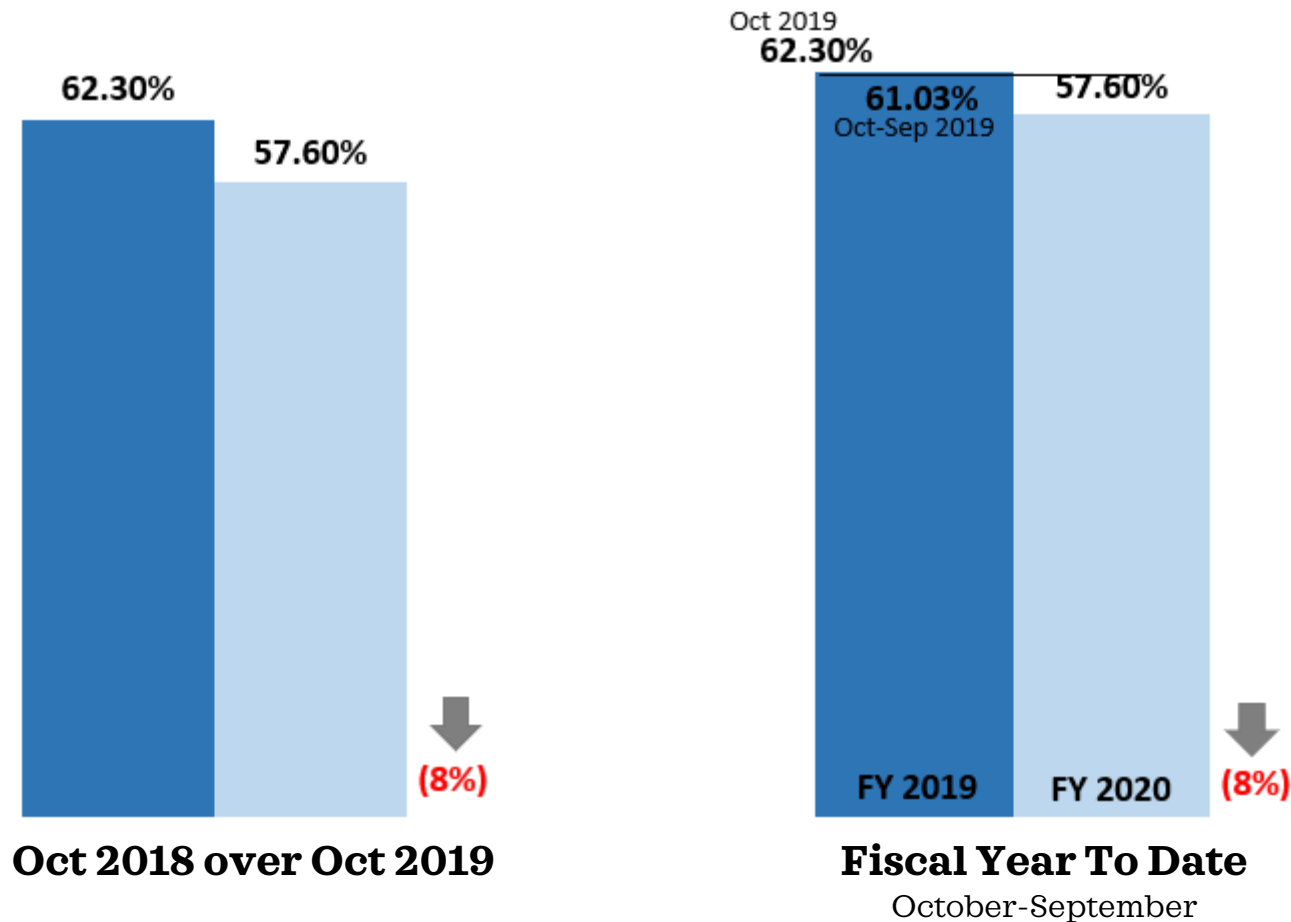
October-September



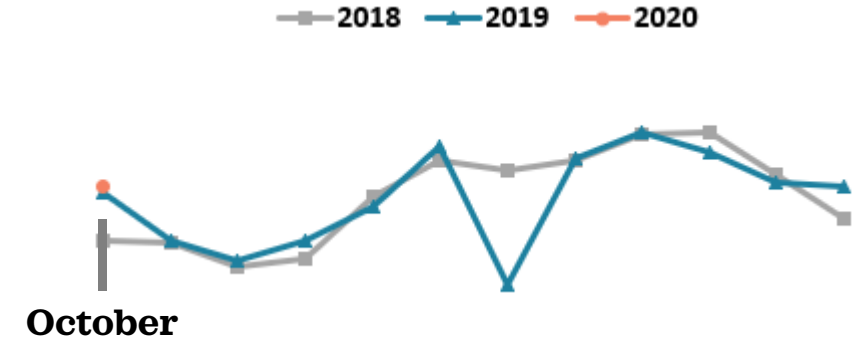
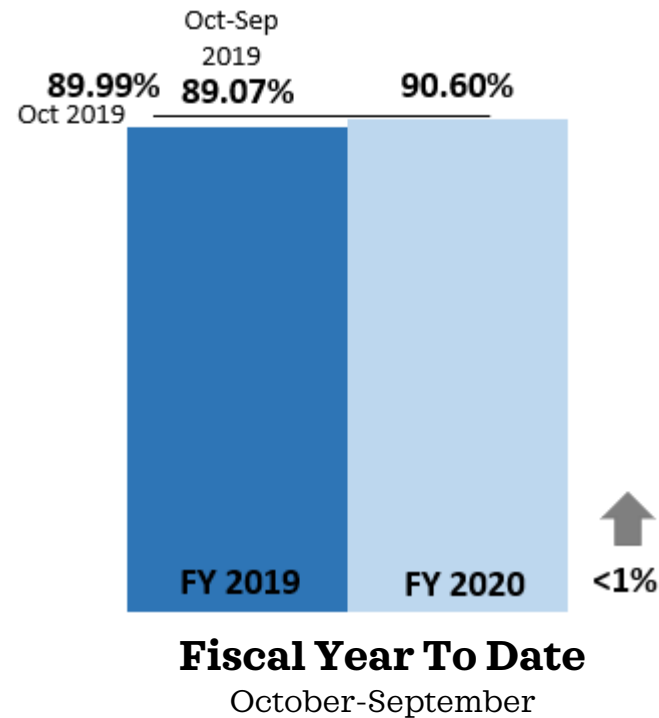
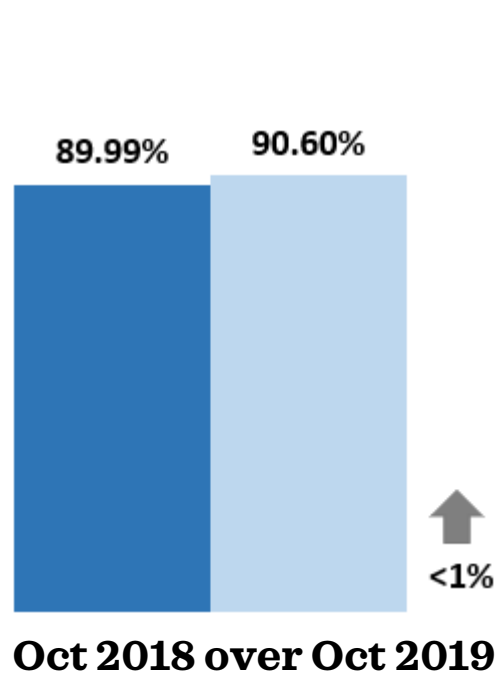
Occupancy Tax Receipts



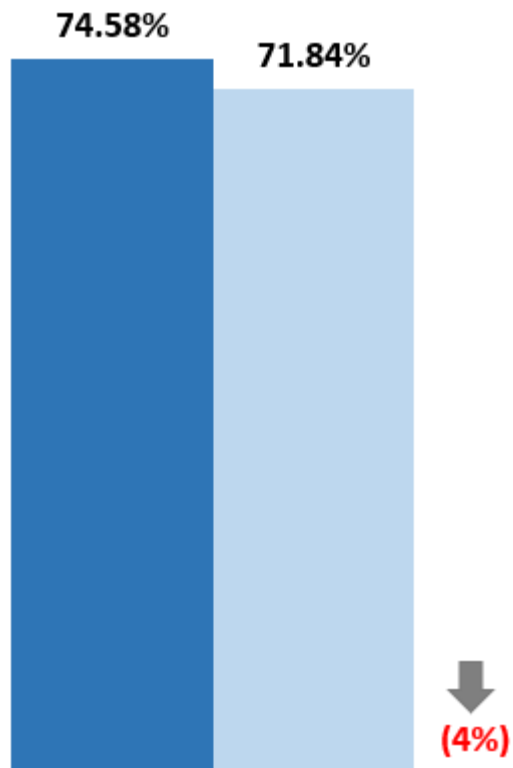
Non-Casino Occupancy



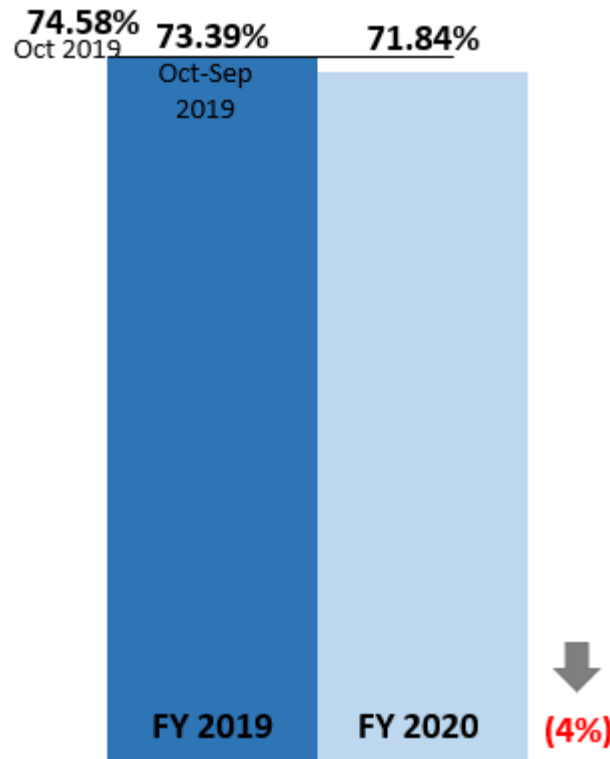
Casino Occupancy



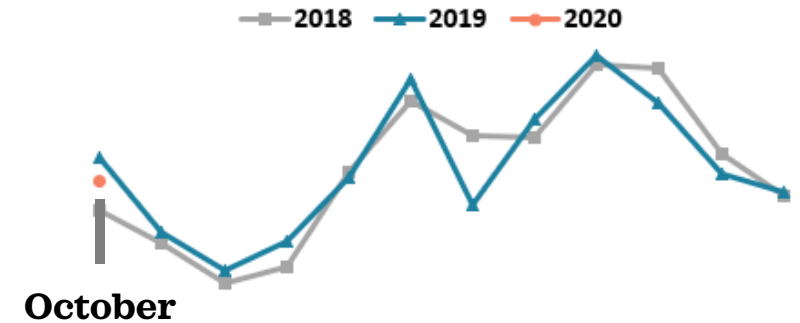
All Occupancy



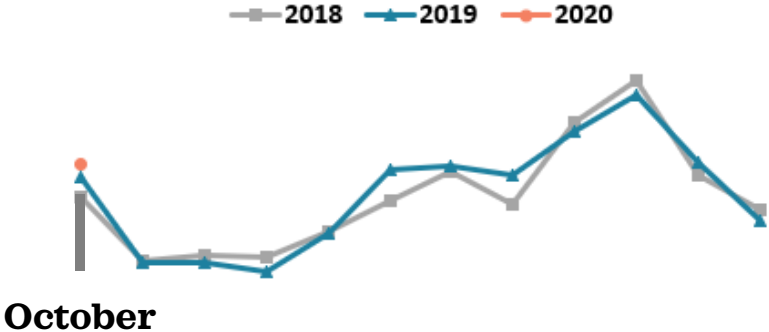
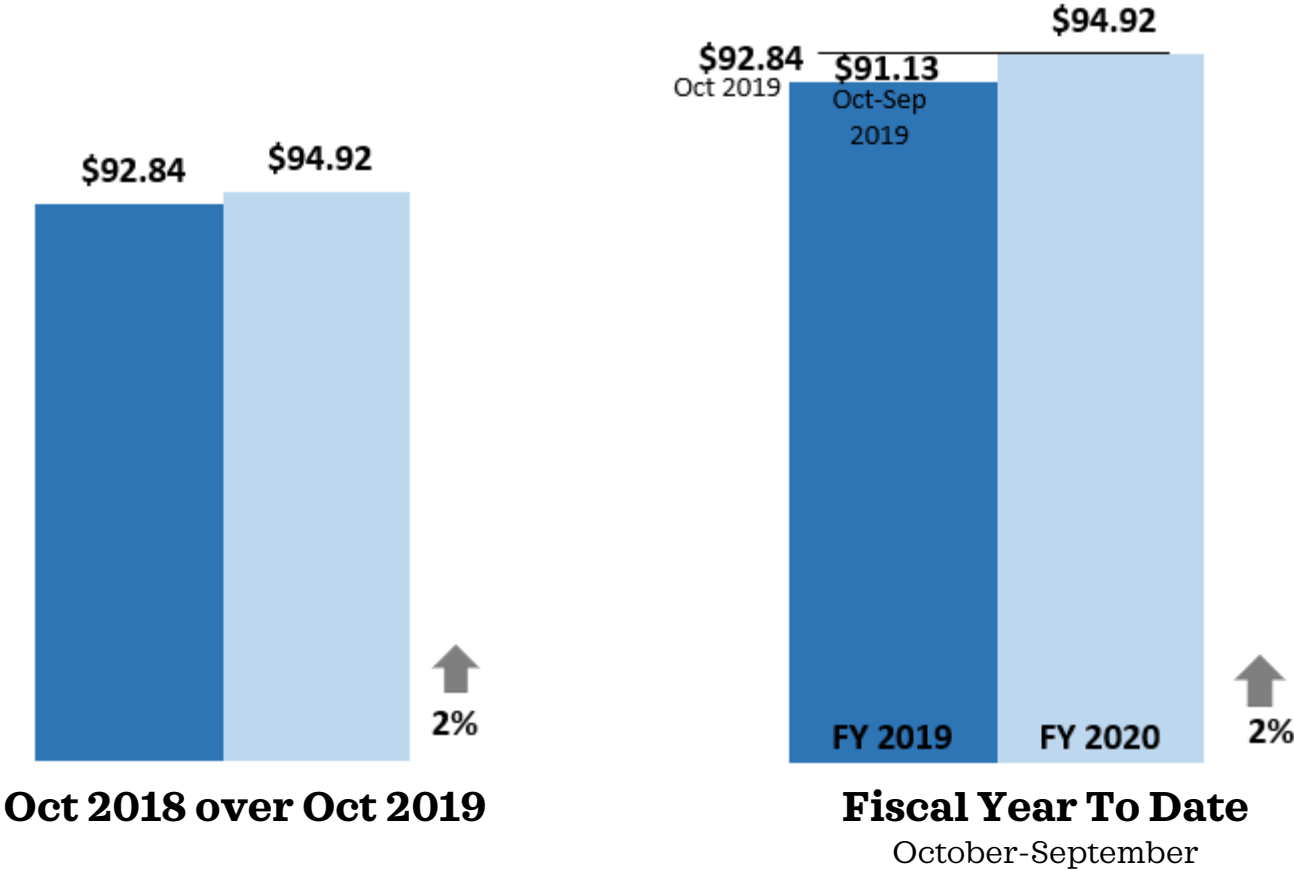
Oct 2018 over Oct 2019



Fiscal Year To Date
October-September

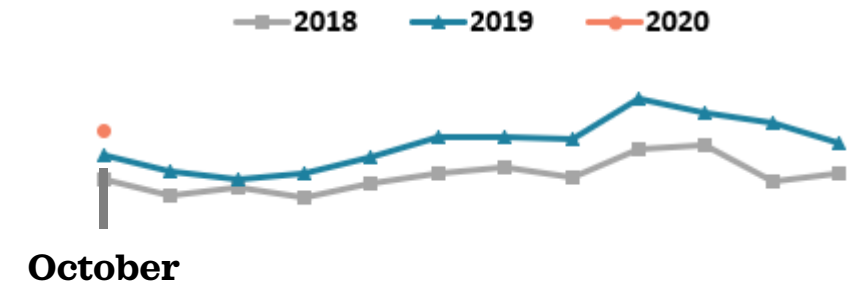
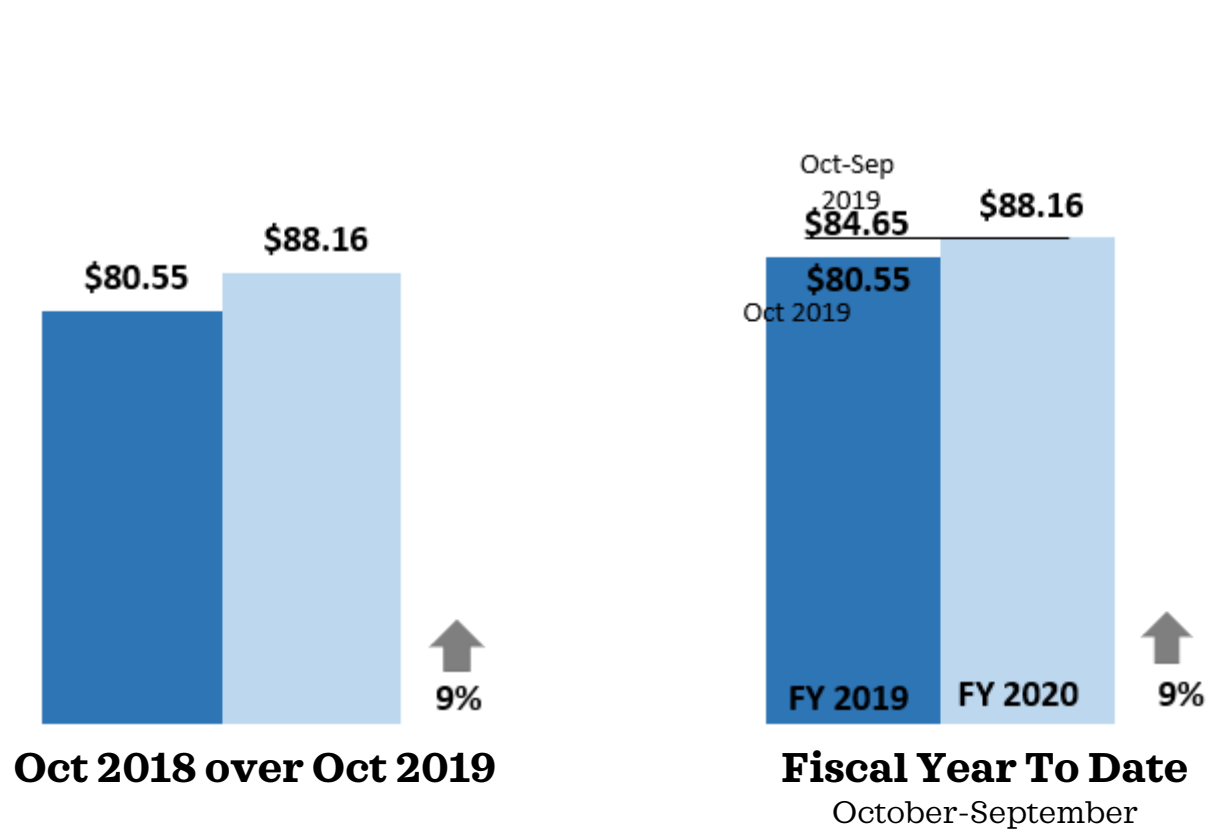


Non-Casino ADR

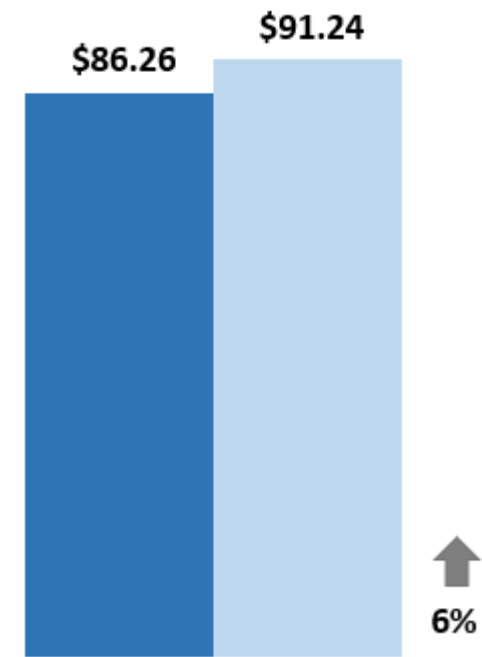


Source: STR

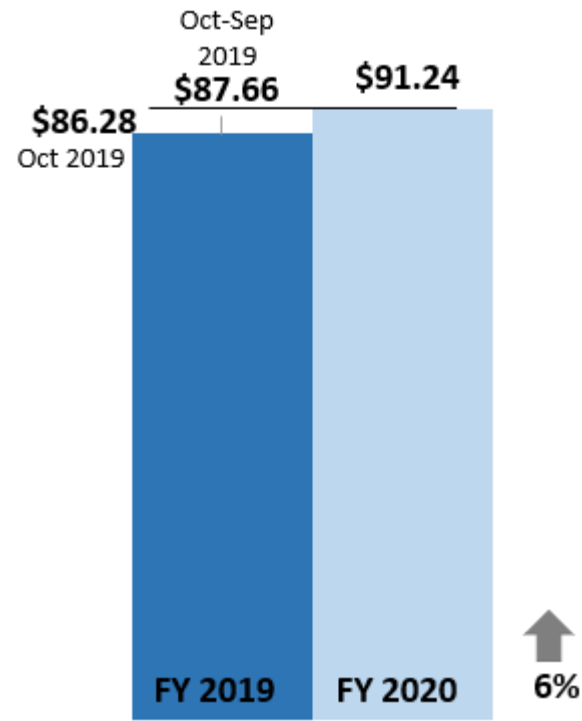
Casino ADR



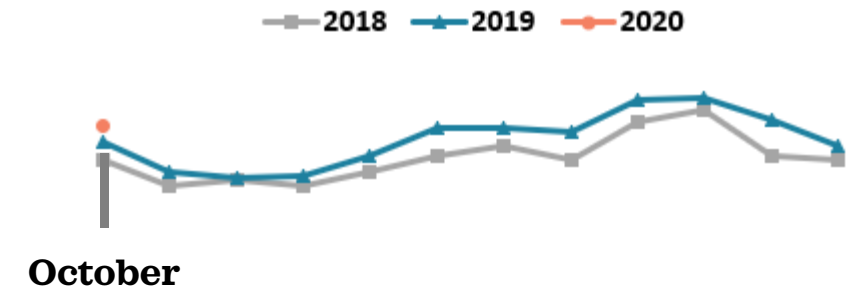
All ADR



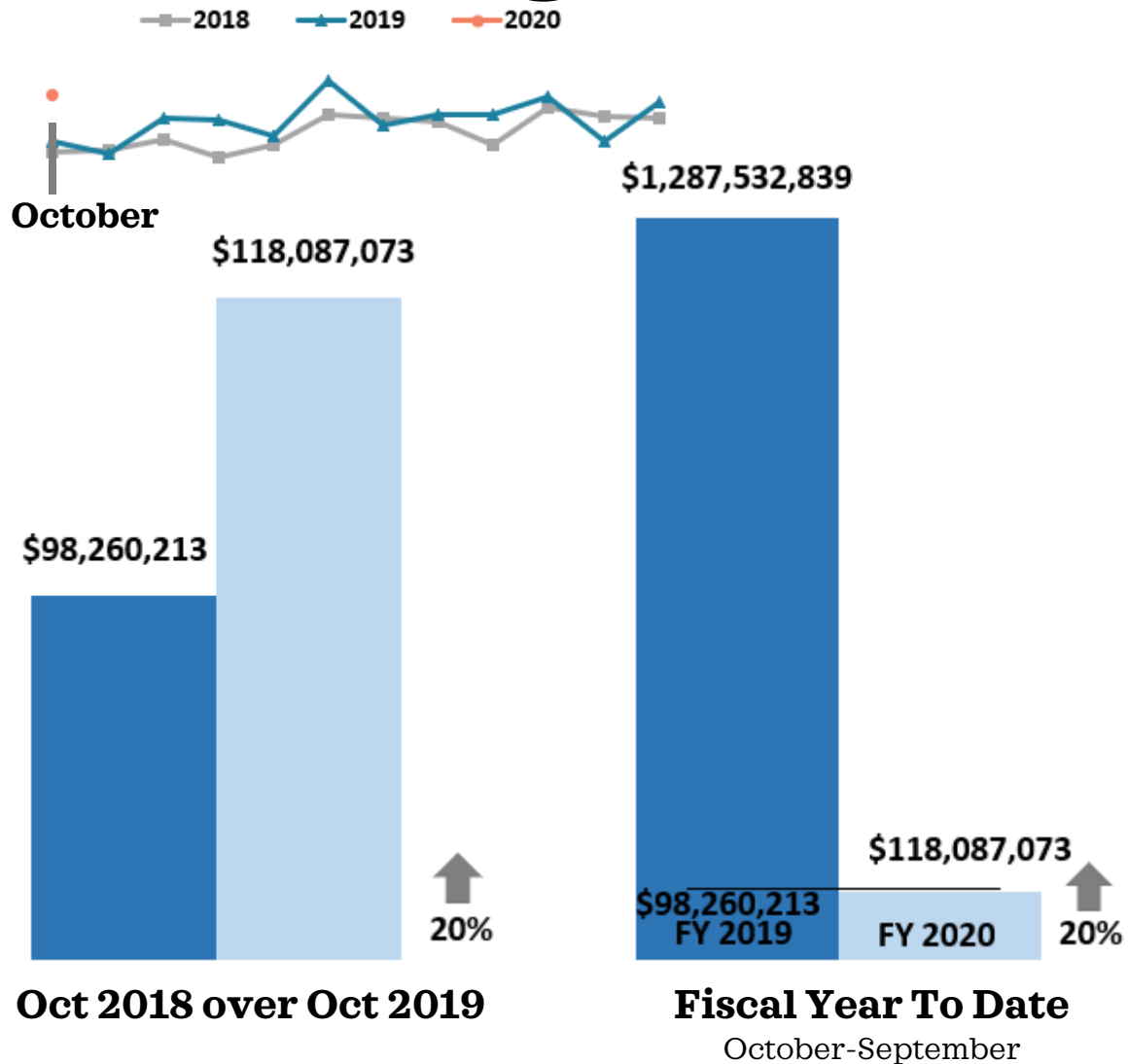
Oct 2018 over Oct 2019



Fiscal Year To Date
October-September

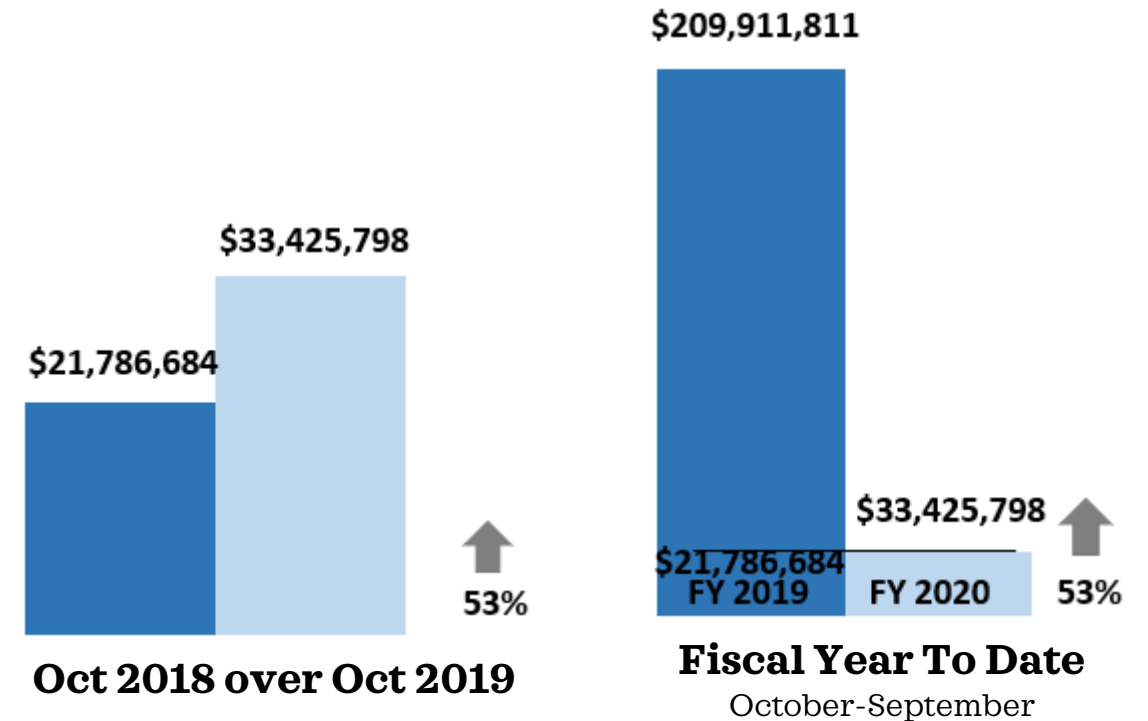


Gaming Revenue



Source: MS Gaming Commission

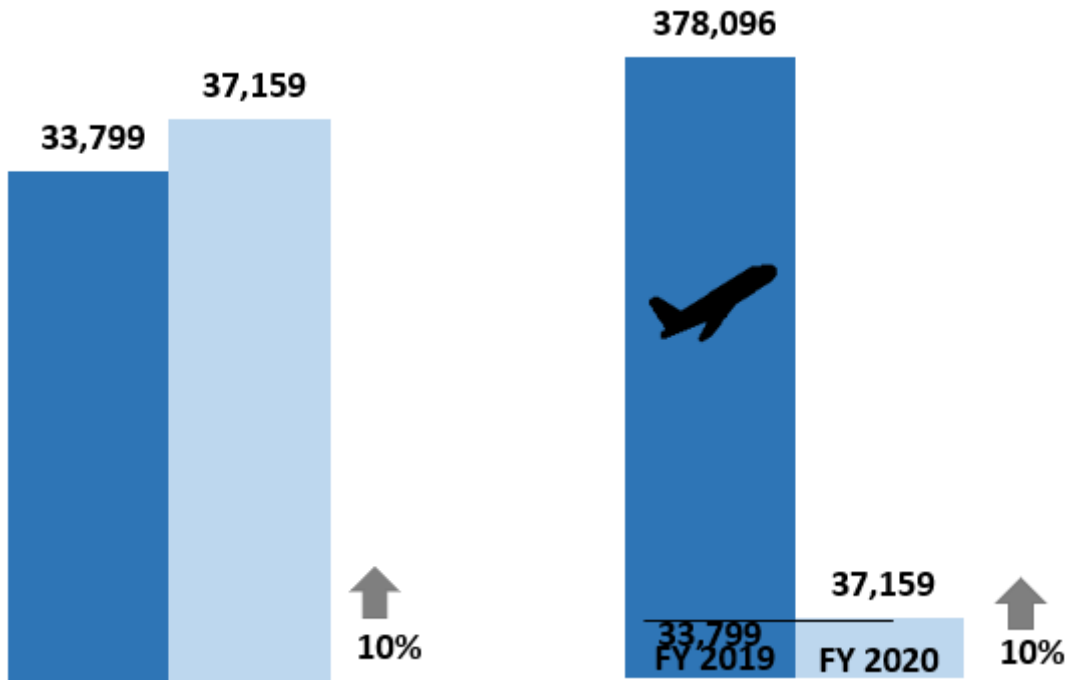
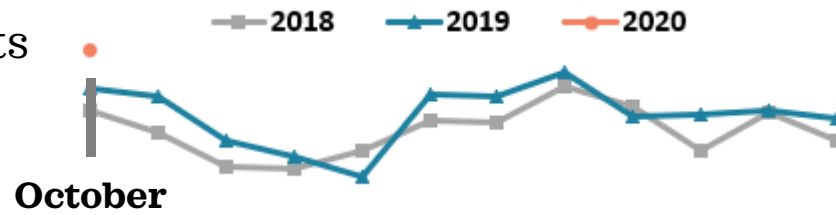
Sports Betting Wagers



* Sports Betting began October 2018

Airport

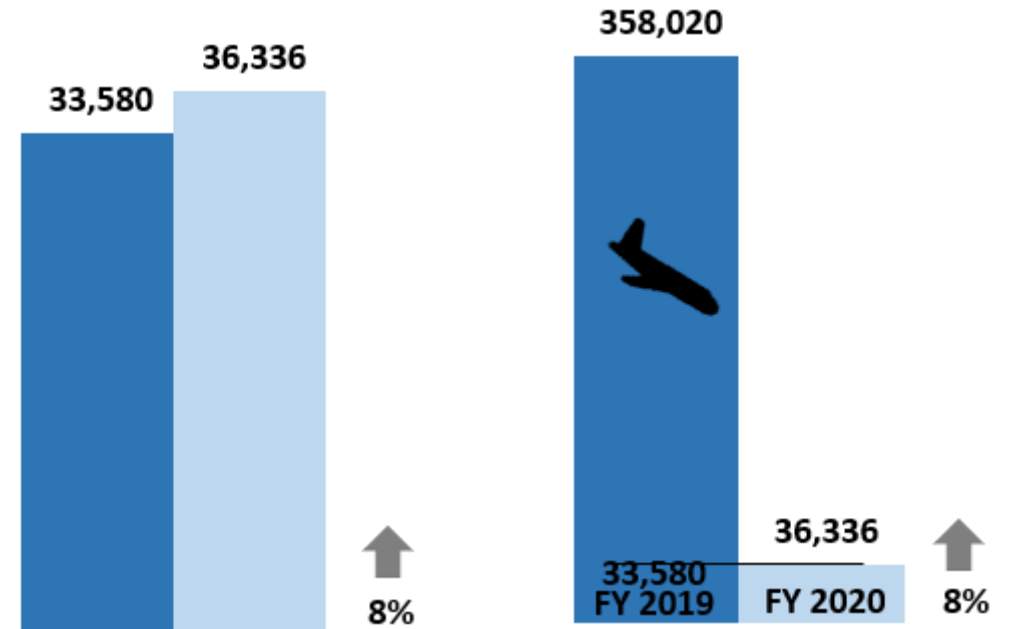
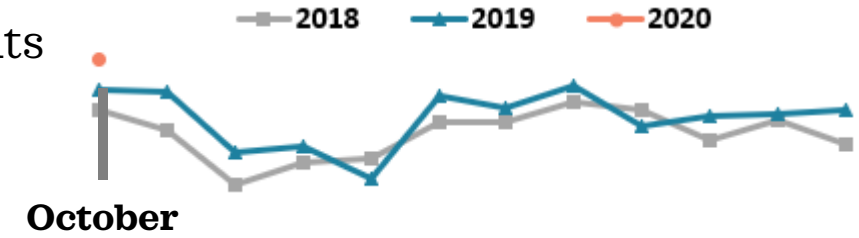
Enplanements



Oct 2018 over Oct 2019

Fiscal Year to Date
October-September

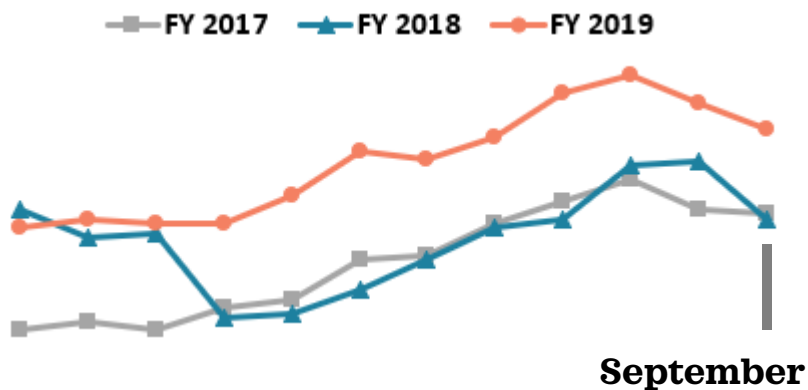
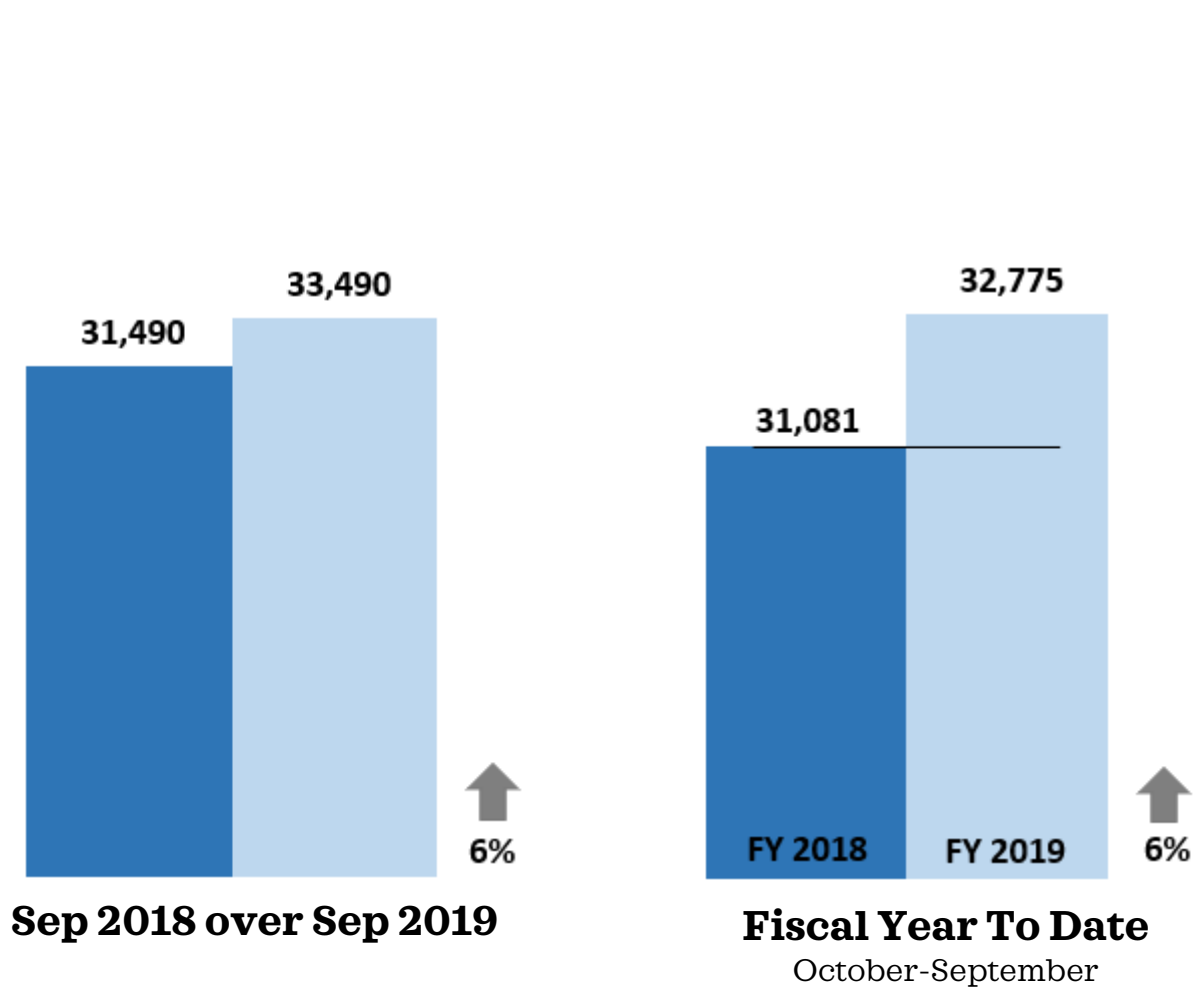
Deplanements



Oct 2018 over Oct 2019

Fiscal Year to Date
October-September

Leisure & Hospitality Jobs

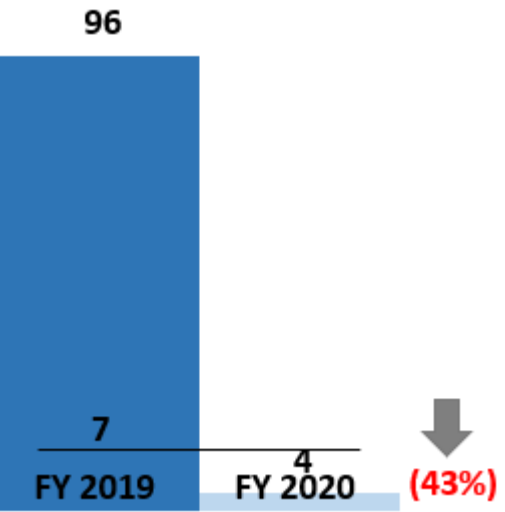
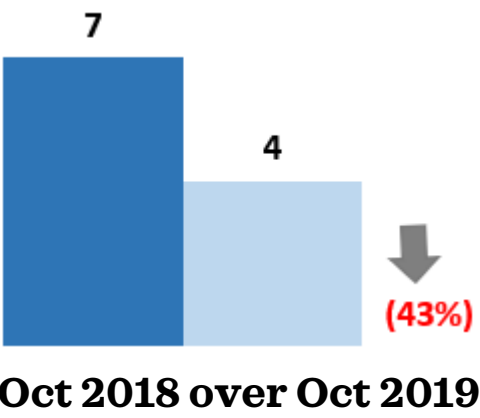
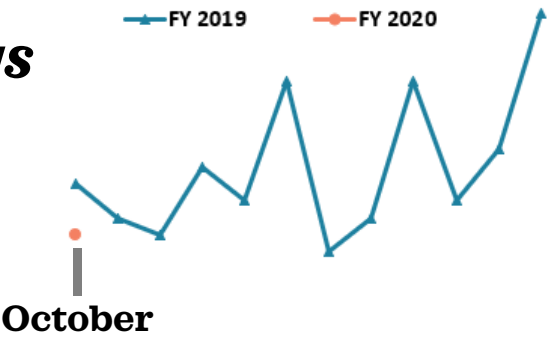


Yearly numbers reflect an average of all months in the FY.

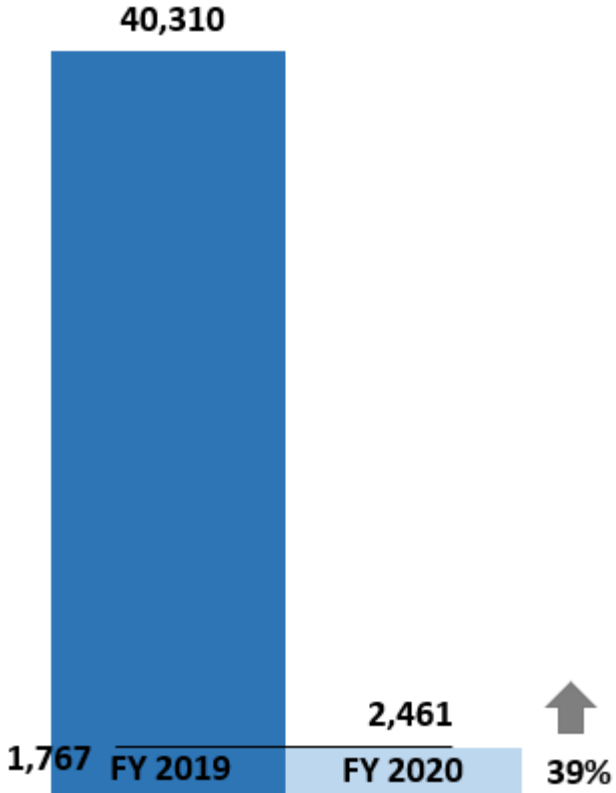
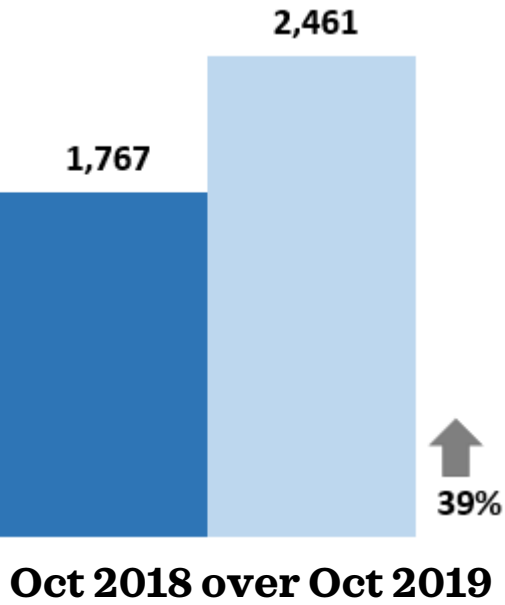
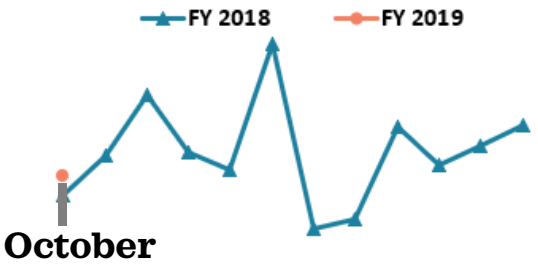
Source: MS Department of Employment Security

Definite Bookings - Meeting/Sports

Bookings



Room nights

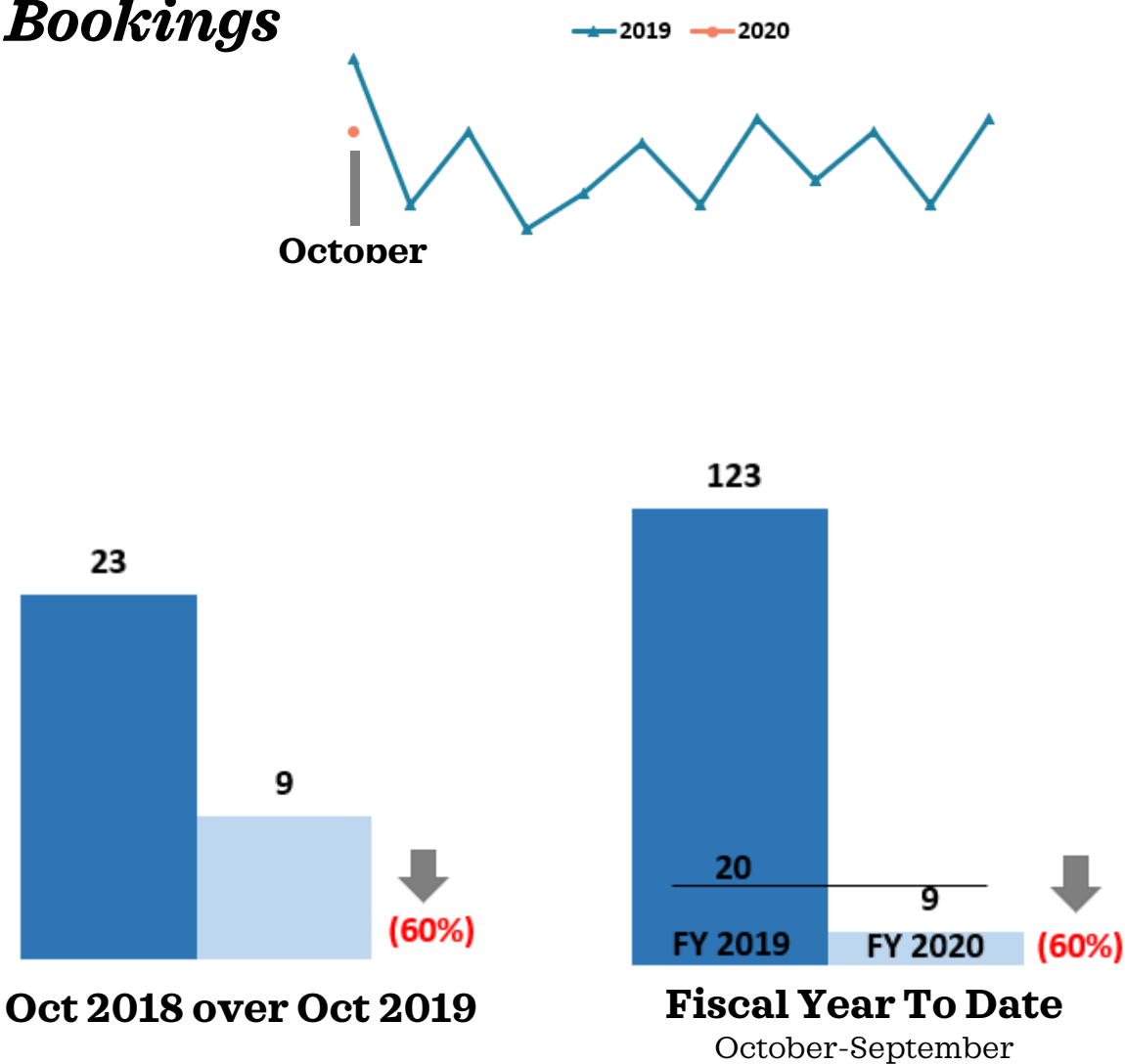


Source: Coastal Mississippi

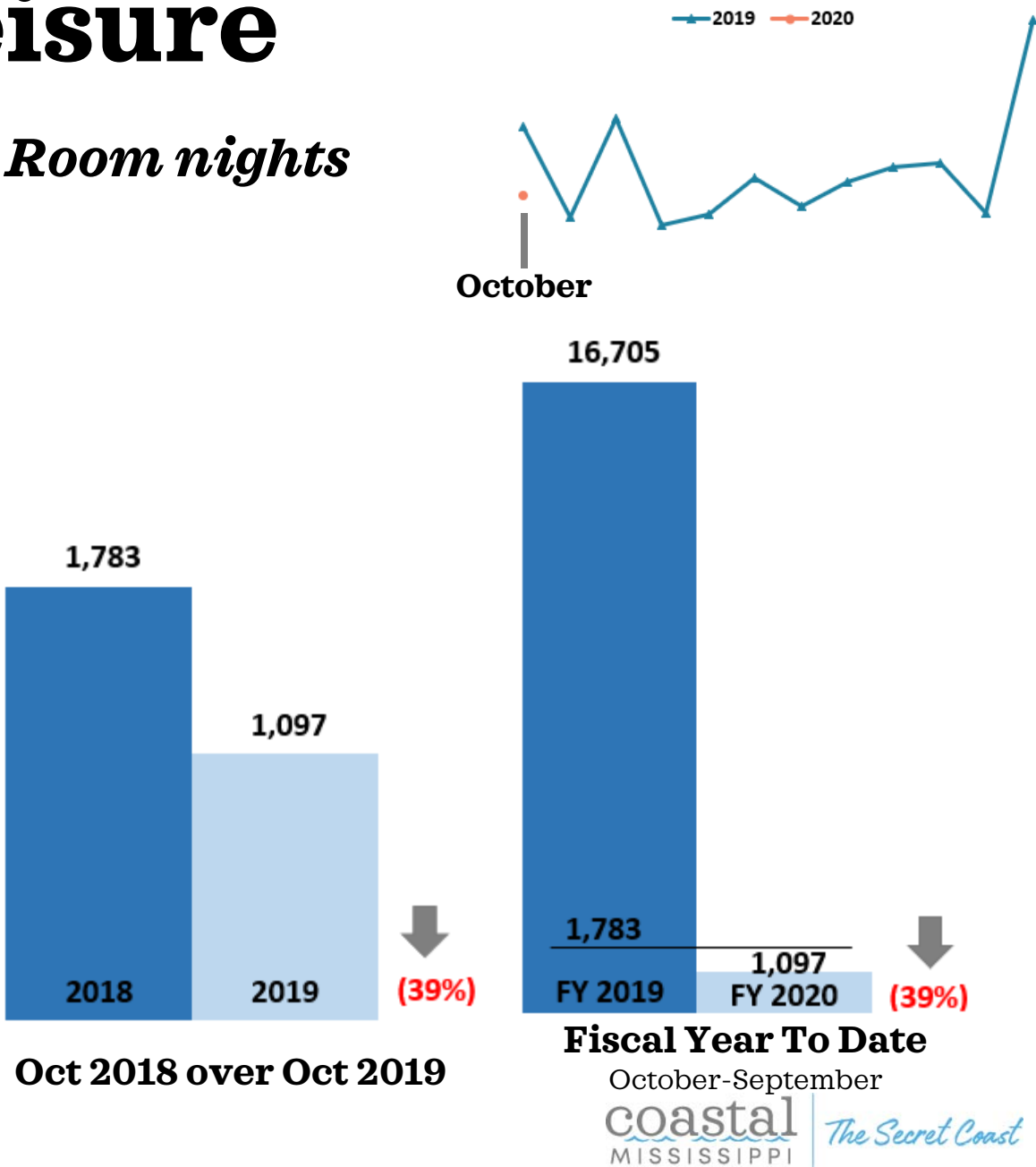
FY 2020 Leisure is no longer included in the Meetings KPI results

Definite Bookings - Leisure

Bookings



Room nights

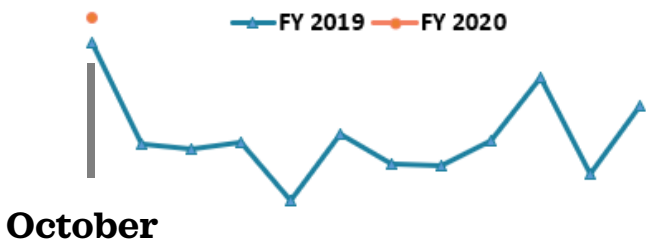


Source: Coastal Mississippi

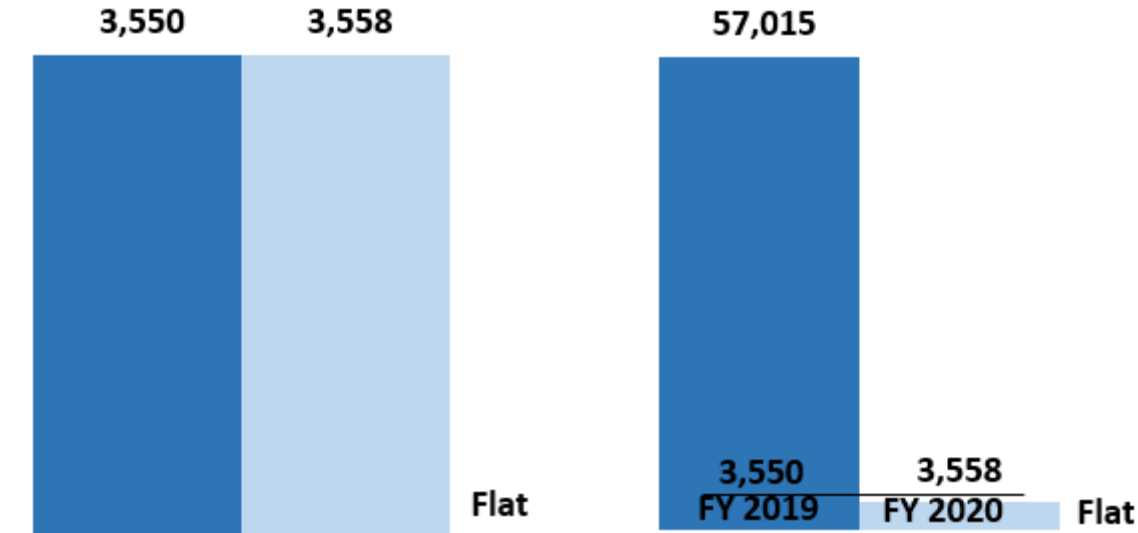
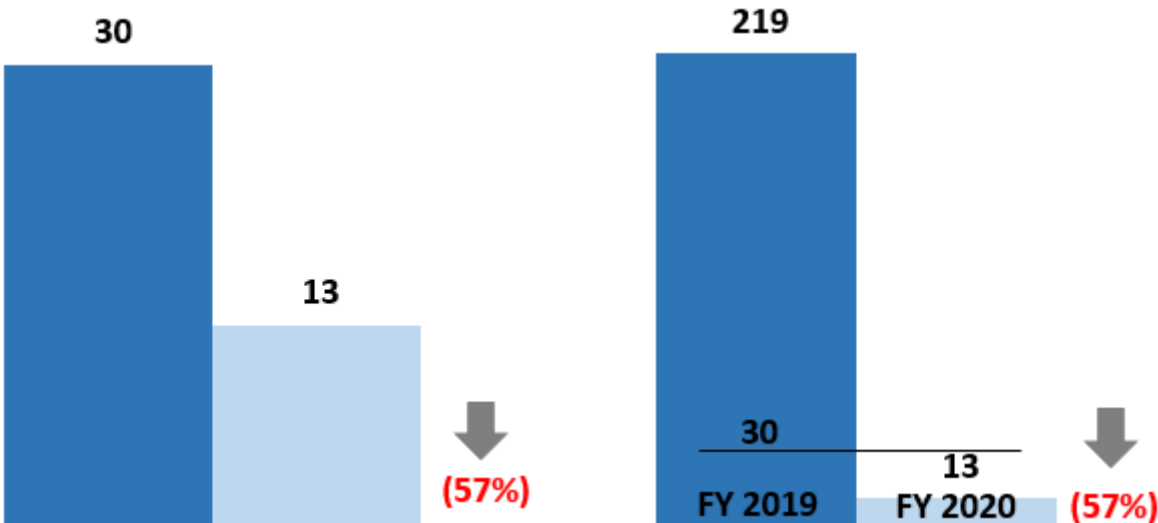
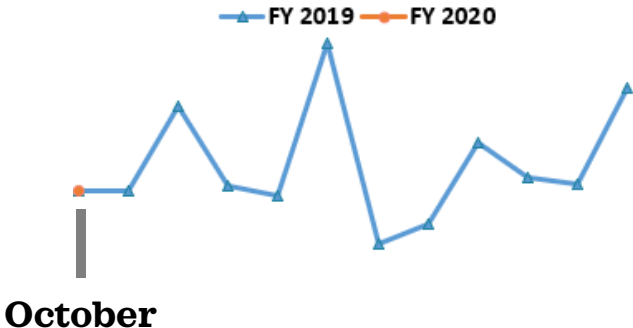
FY 2020 Leisure KPI results separated from Meetings

Definite Bookings - All Sales

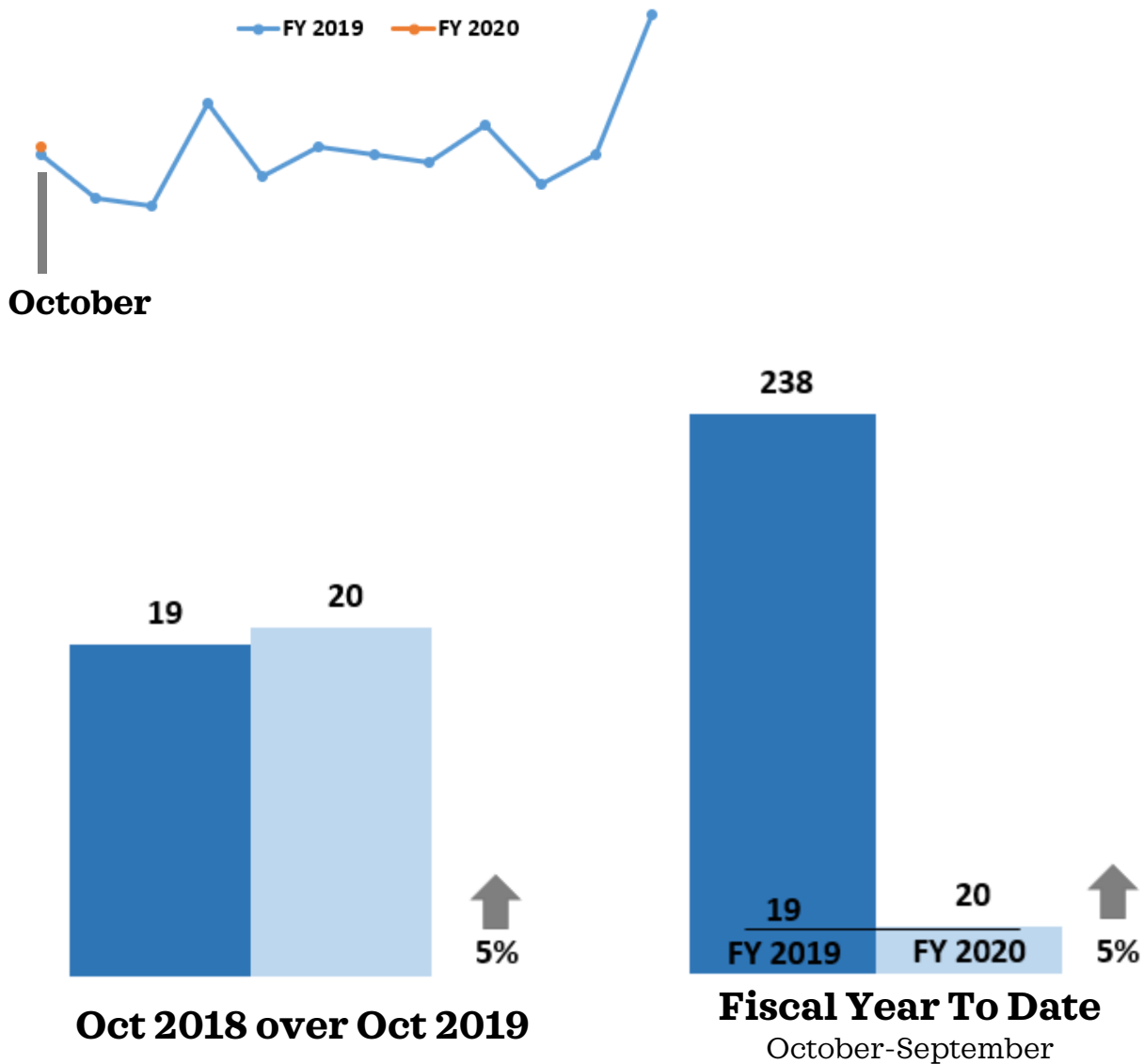
Bookings



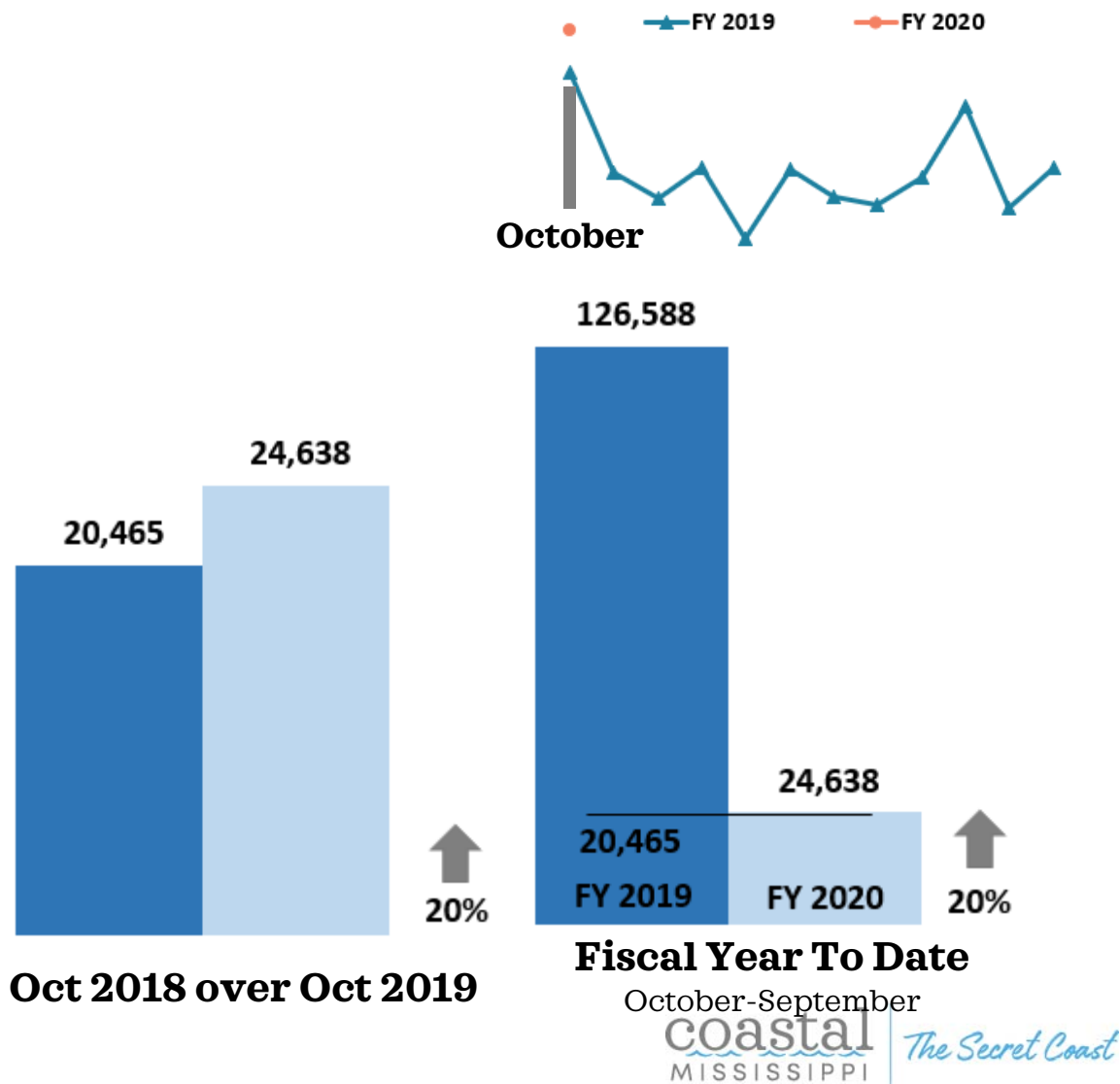
Room nights



Leads Issued – Meetings/Sports

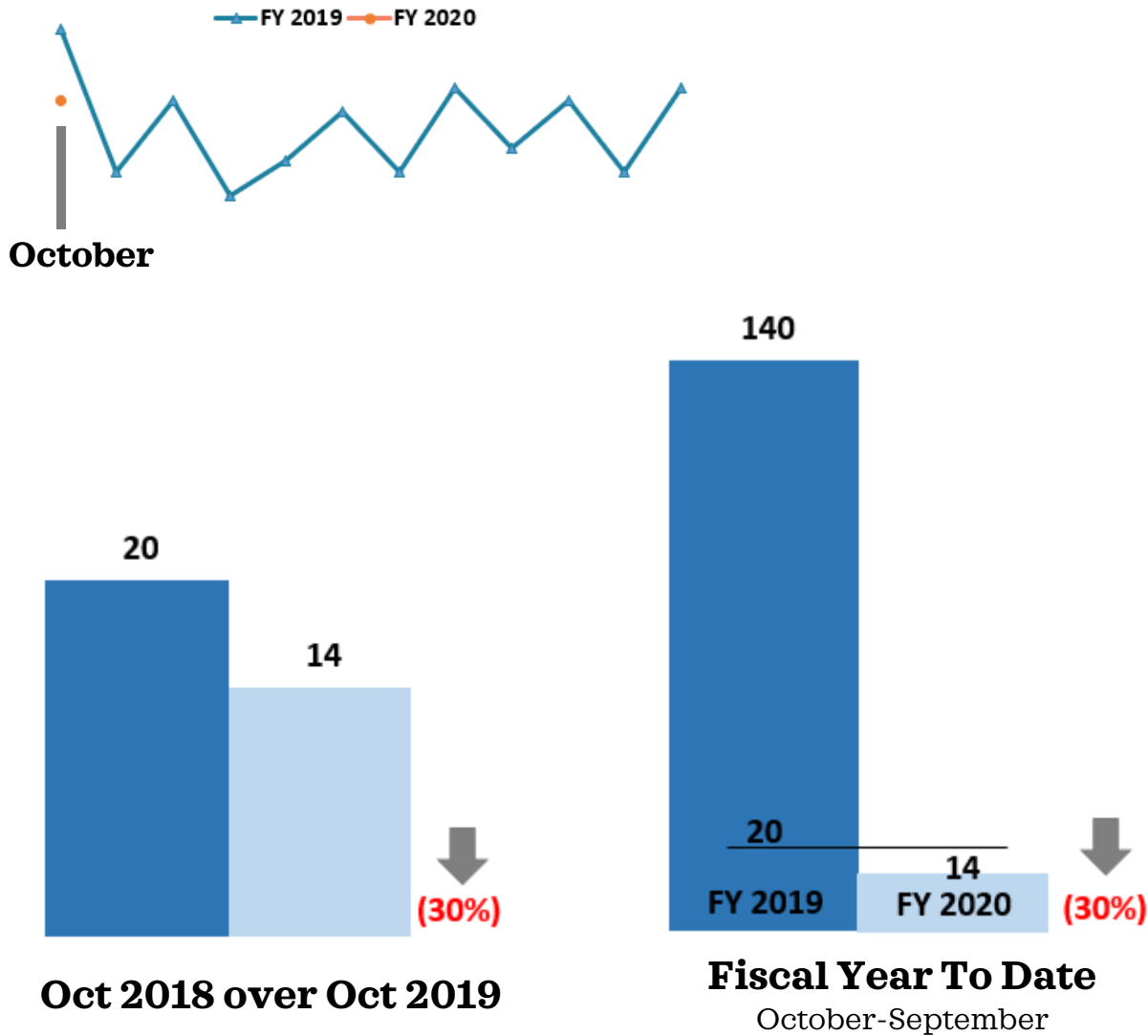


Potential Room Nights

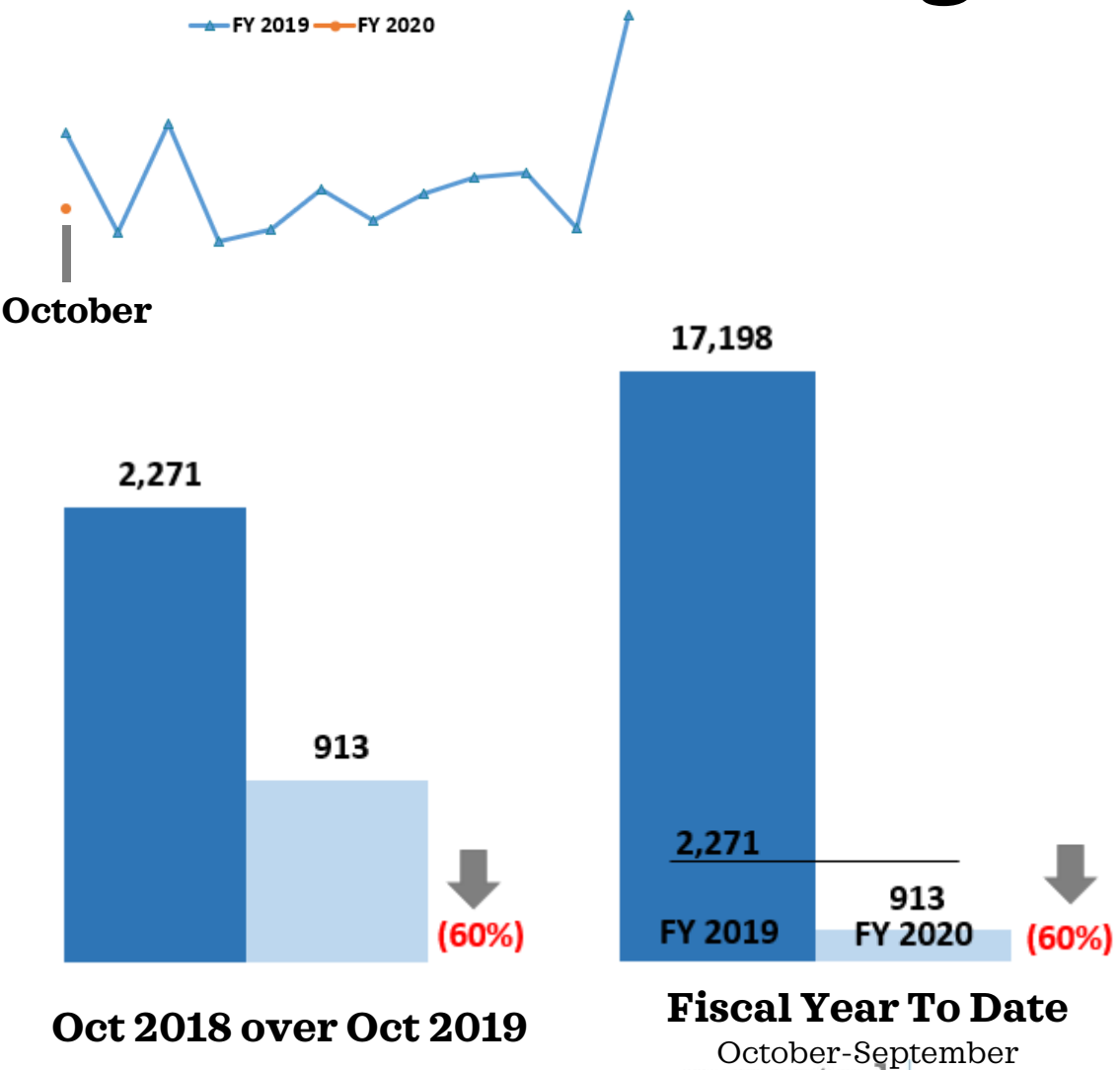


Source: Coastal Mississippi

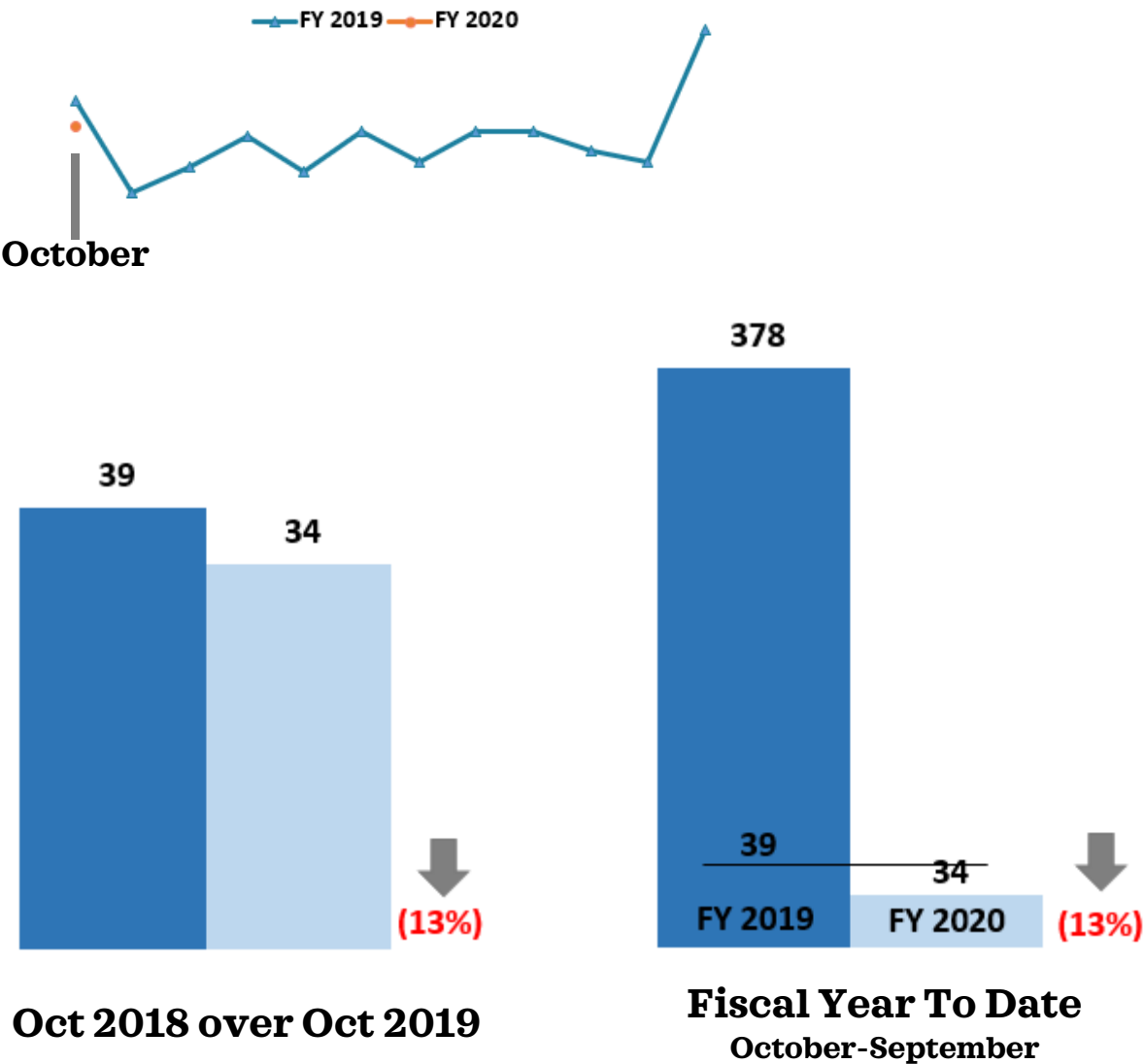
Leads Issued - Leisure



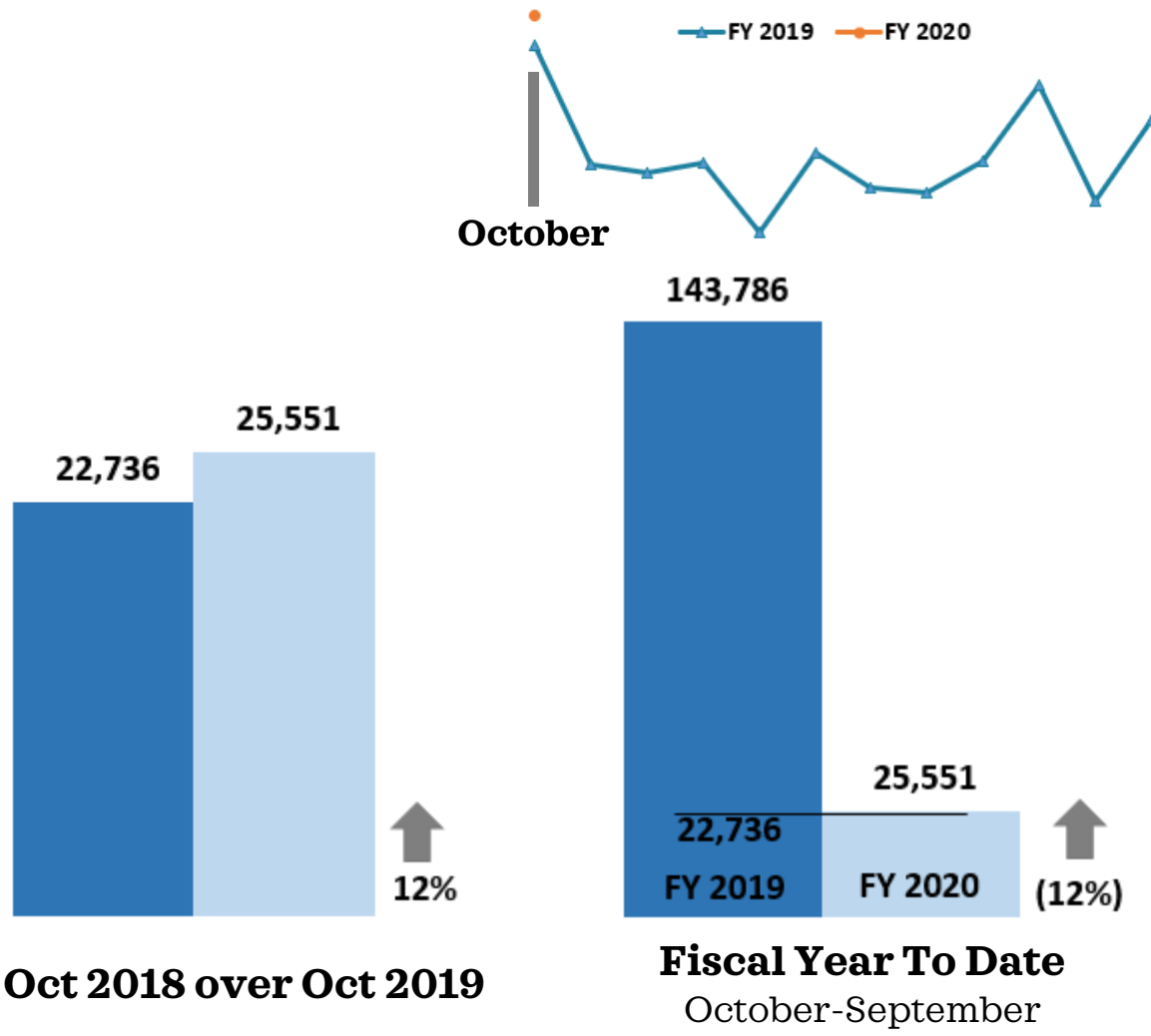
Potential Room Nights



Leads Issued - All Sales

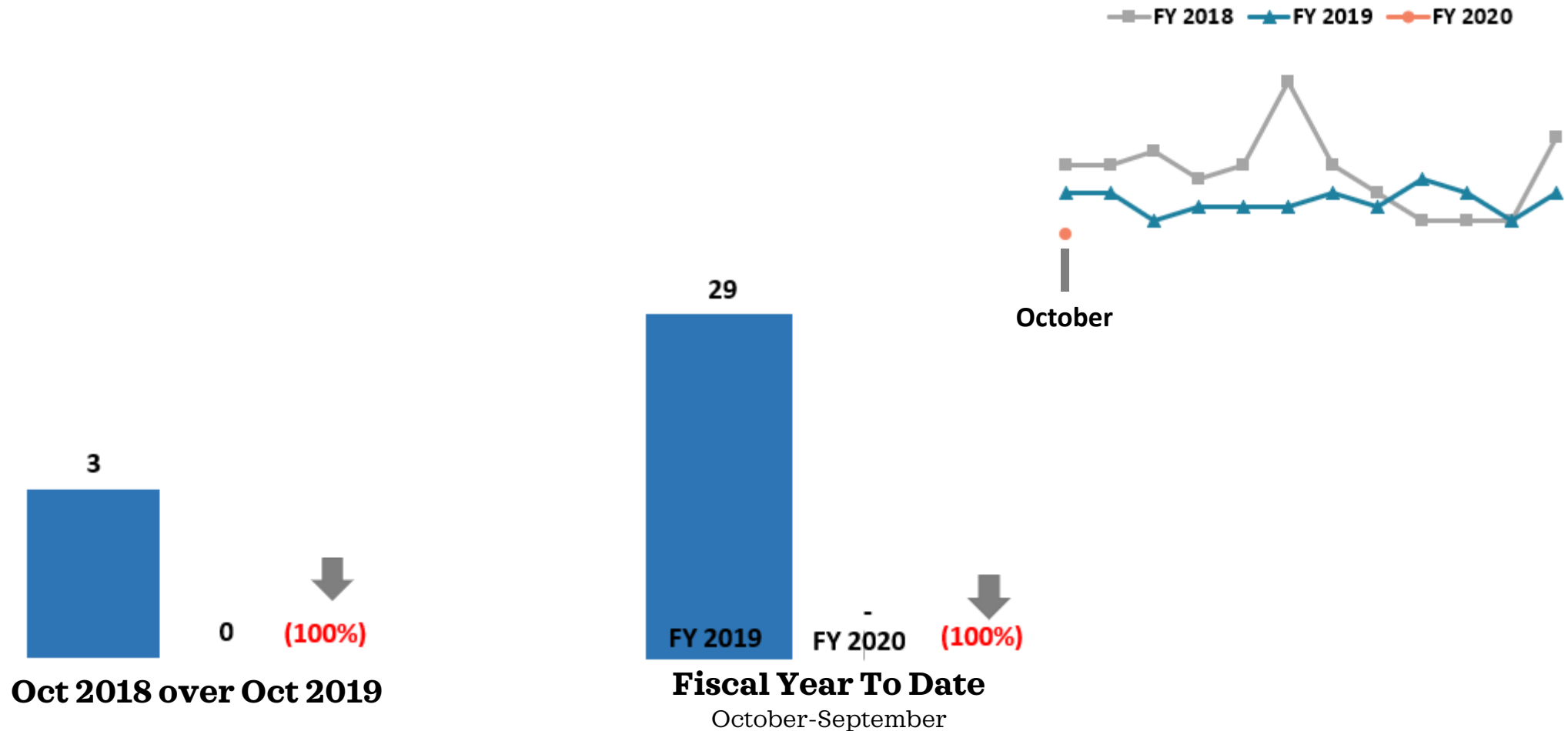


Potential Room Nights



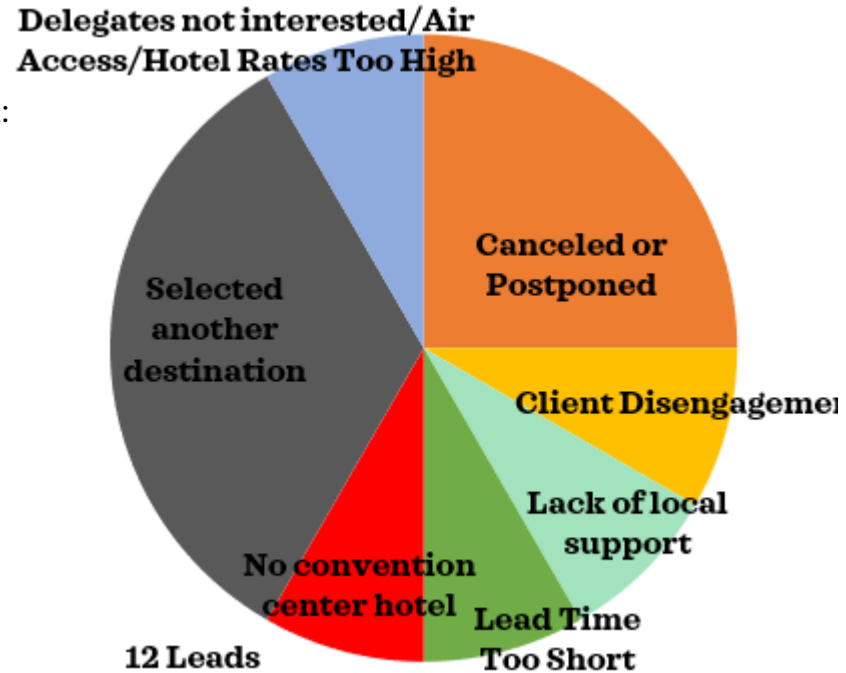
Source: Coastal Mississippi

Convention Center Leads



Lost Business

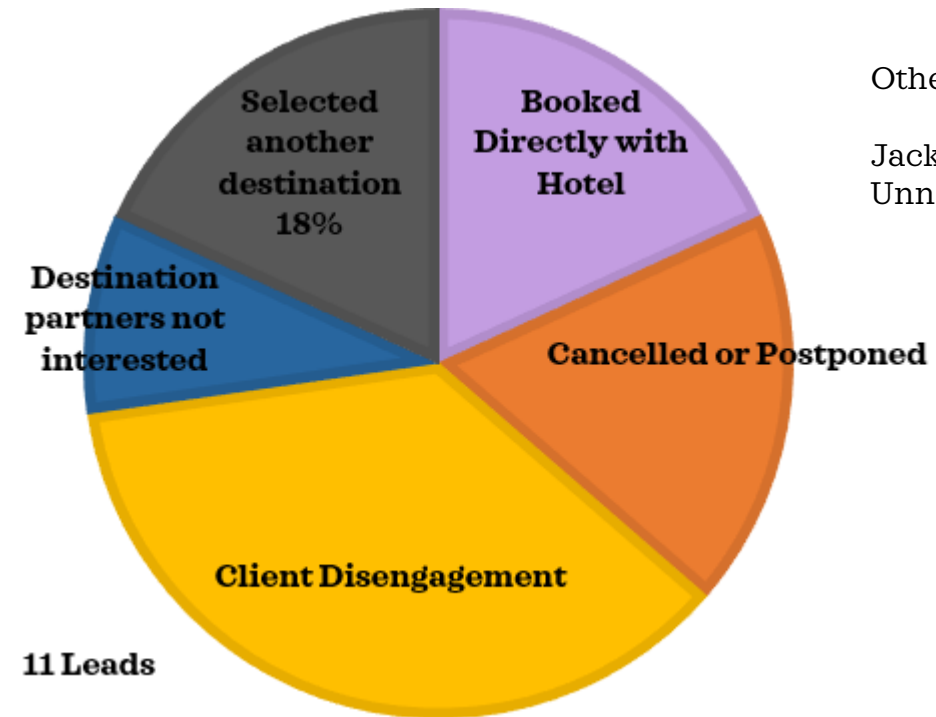
October 2018



Other Cities Selected:

Point Clear, AL
Unnamed (3)

October 2019



Other Cities Selected:

Jackson, MS
Unnamed

Pace Report

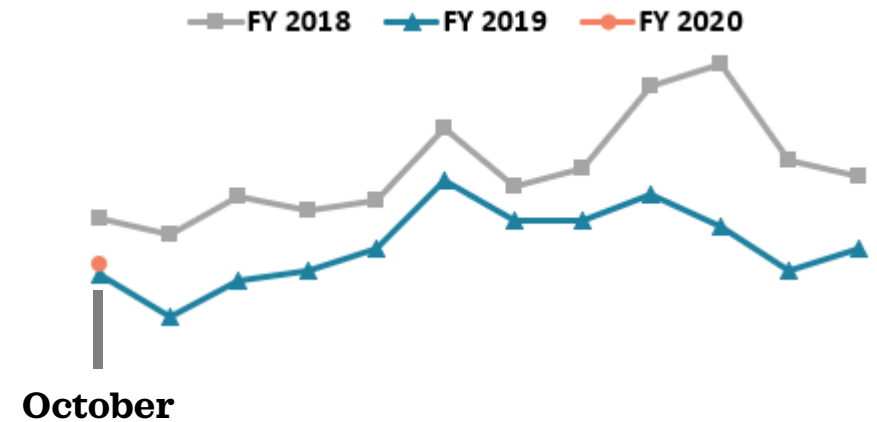
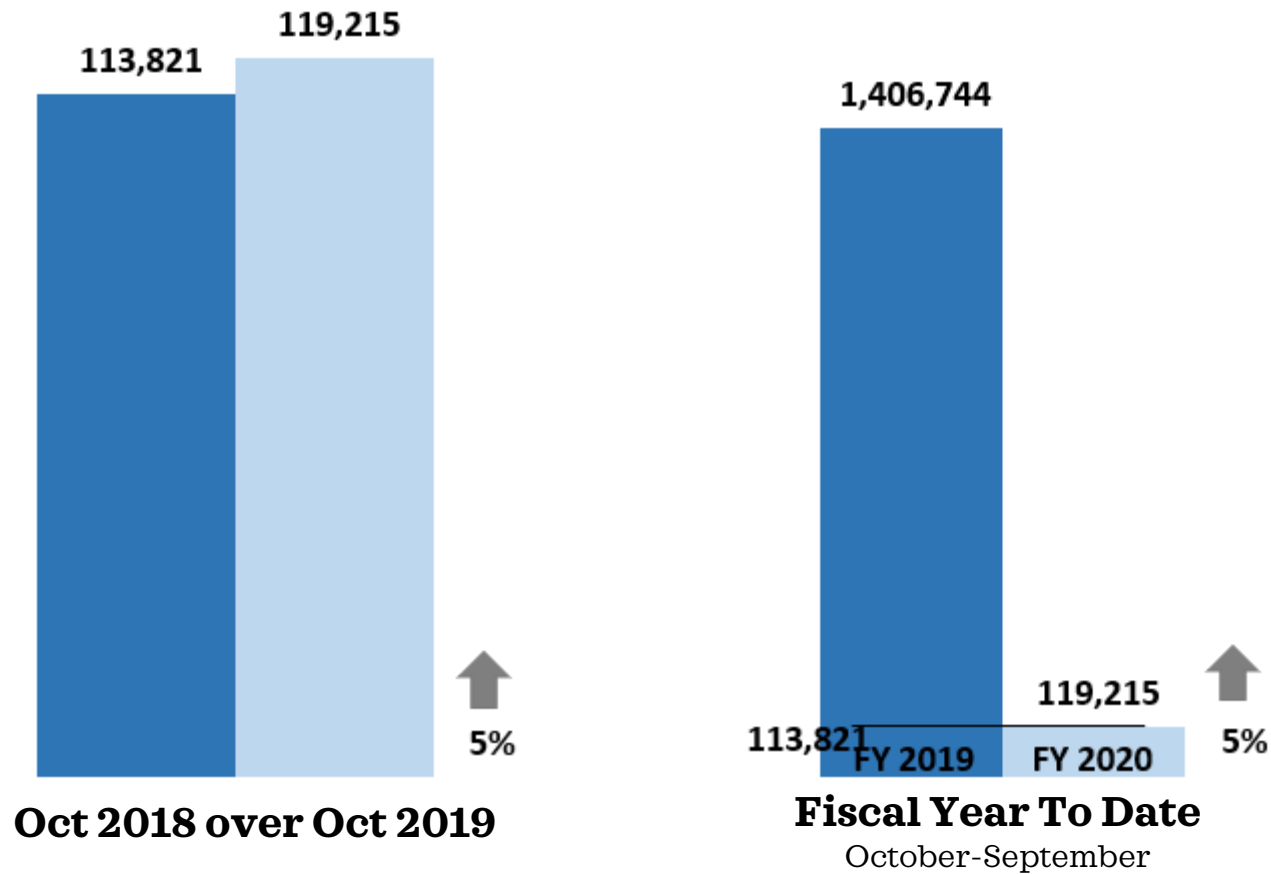


Pace Report - Pipeline



Google Analytics - Users

Traffic Overview - After seeing declines YoY for several months, traffic is up 5% this month. Channels of traffic that helped drive the growth included Display and Paid Search.



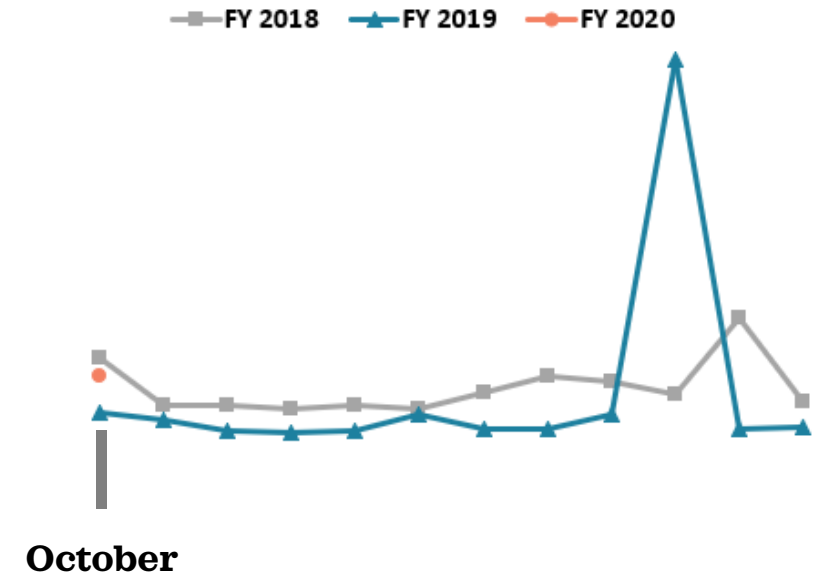
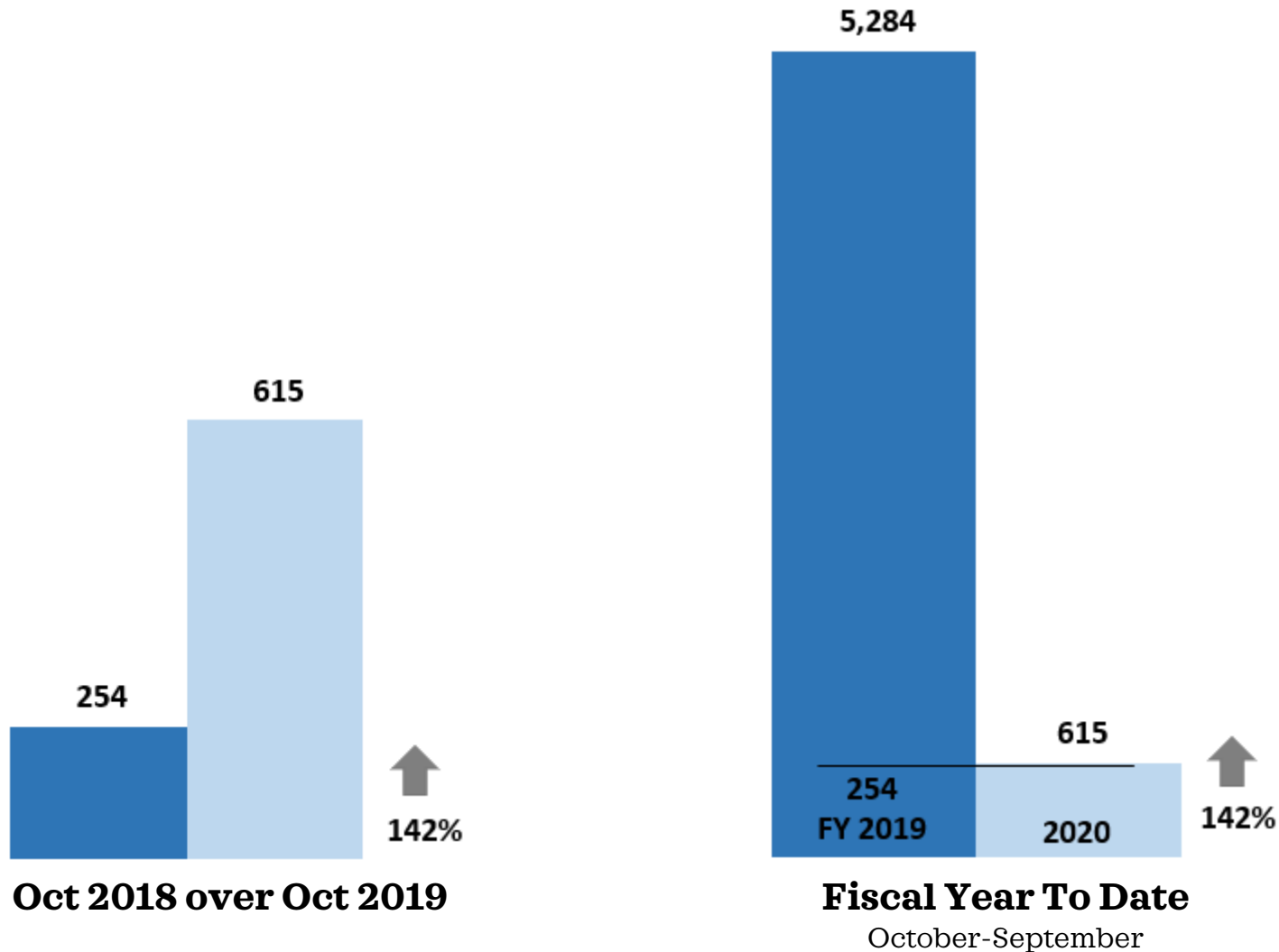
Site Engagement

FY 2020	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Newsletter Signup	140											
Request the Guide	226											
Digital Guide Viewed	267											

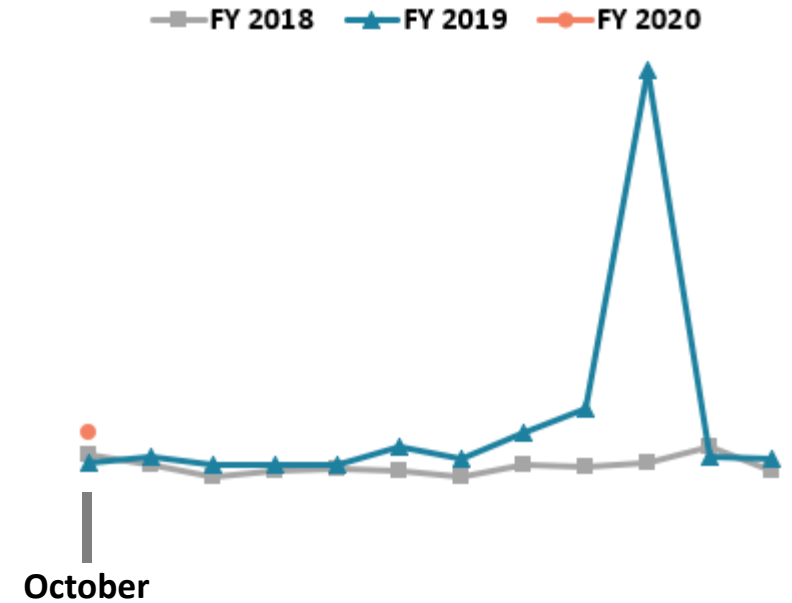
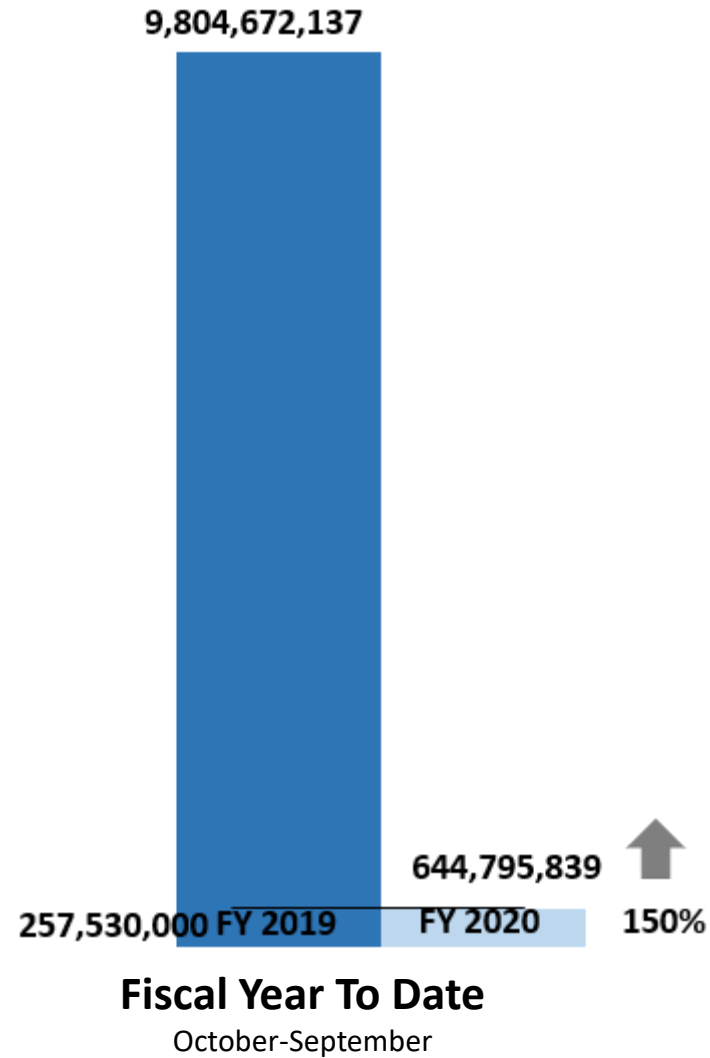
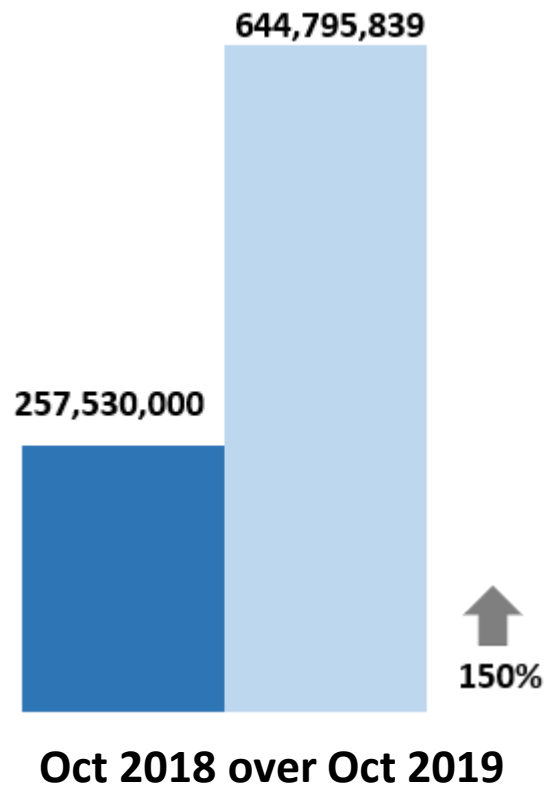
Action Taken

Event Detail	12,074											
Listing Detail	9,730											
Website referral	19,886											

Number of Articles

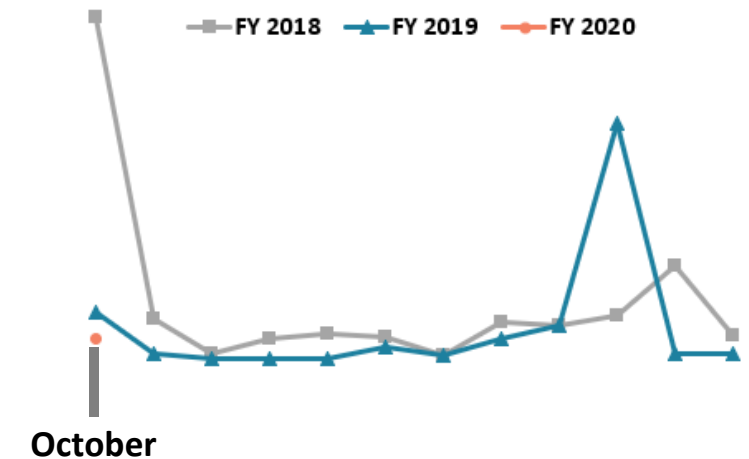
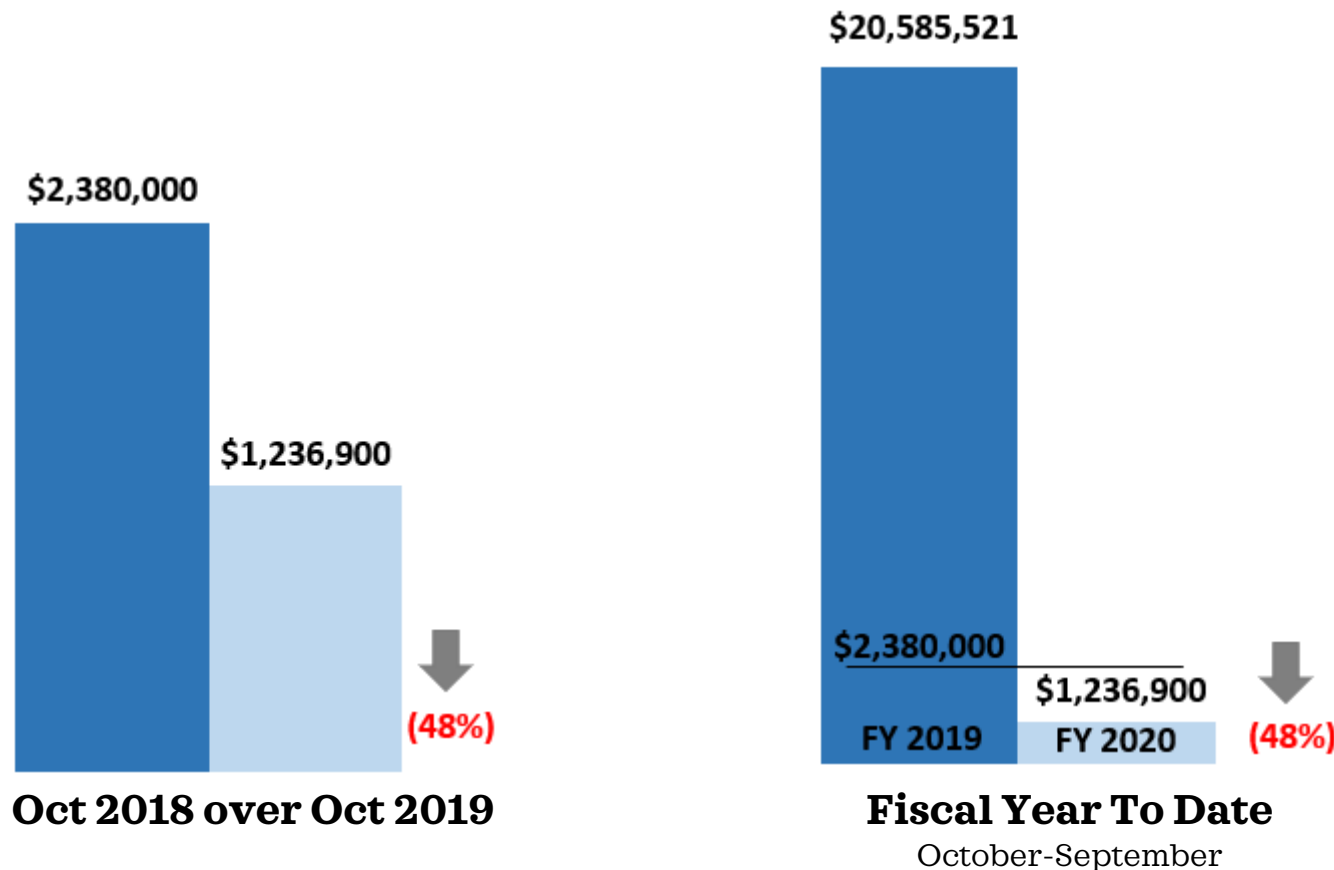


Impressions



Advertising Value Equivalency

Declining AVE numbers related to changes in the monitoring platform. Industry standards are shifting away from AVE and towards methods that focus on measuring how coverage is relevant to the brand and its goals. This is an ongoing process and we are currently exploring multiple options for how we measure success.



Earned Media

Content Drivers:

- Events (Cruisin' the Coast)
- Winter Travel
- 2020 Travel
- Environment
- Food & Drink

Increased impressions year over year due to higher aggregate readership of positive news coverage (including Thrillist, MSN, Southern Living), announcement about water contact warnings lift, and coverage related to Mississippi River diversions.

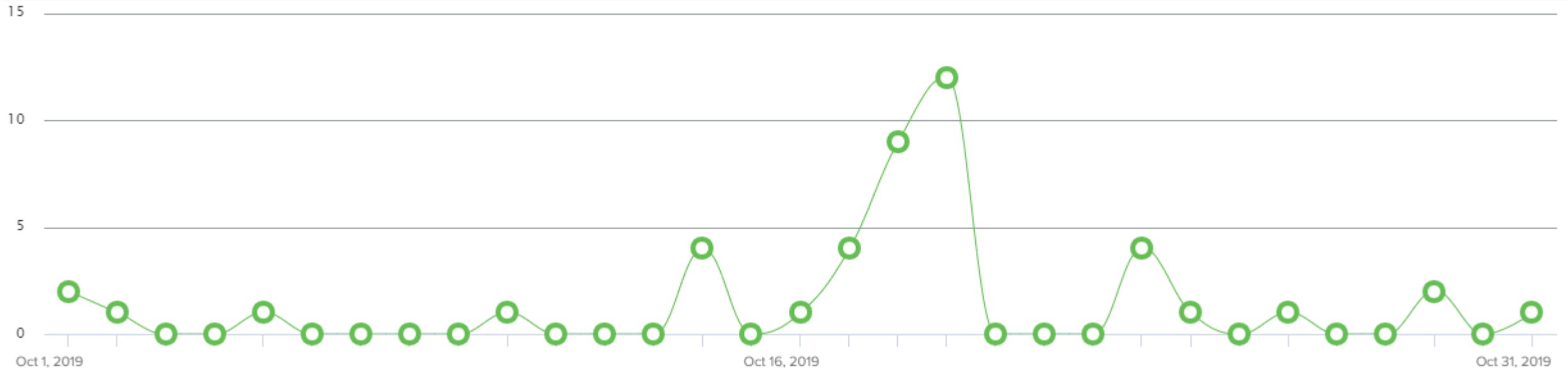


Total Mentions

DAY

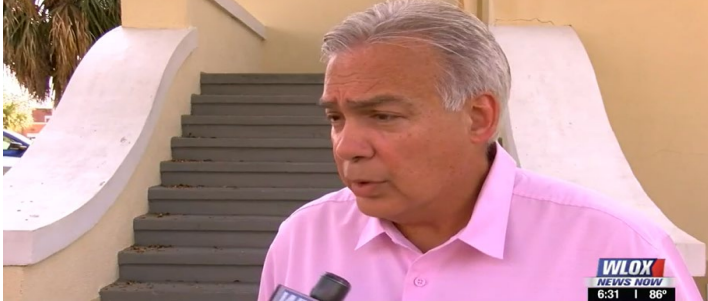
WEEK

MONTH





Coast residents, visitors relieved after water advisories lifted



On Friday, the Mississippi Department of Environmental Quality announced that after months of testing, coastal waters now meet the Environmental Protection Agency's safety standards.

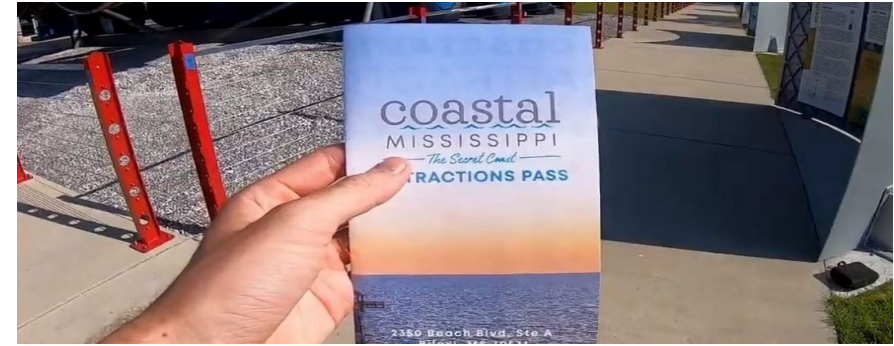
"People will come, have a great time and enjoy the beautiful Coastal Mississippi experience," said Milton Segarra, CEO of Coastal Mississippi.

Tourism experts said South Mississippi saw record lows in the peak season. Segarra said now that the water contact advisory is lifted, it is time to move forward.

"That will provide us another important communication piece to promote the fall and winter on the Coast," Segarra said.

As part of its promotional efforts, Coastal Mississippi hosted a group of European travel journalists and immersed them in coastal culture.

Visit 8 must-see South Mississippi attractions for one low price



SOUTH MISSISSIPPI (WLOX) - For less than \$50, you can now get a pass that will allow you to visit eight different iconic spots on the Mississippi Gulf Coast.

Coastal Mississippi unveiled the attraction passes Monday, saying they are now available for purchase at each of the participating locations.

The passes cost \$45 and include admission to the following: INFINITY Science Center, Lynn Meadows Discovery Center, Beauvoir, Biloxi Lighthouse, Ohr-O'Keefe Museum of Art, Maritime & Seafood Industry Museum, Walter Anderson Museum of Art, and Pascagoula River Audubon Center.

Local Media Coverage - Assisted



Cruisin' the Coast: 23 years and still going strong

Twenty-three years ago, the organizers of Cruisin' the Coast had a goal: to give a boost to fall tourism in South Mississippi. Here to talk about that Cruisin' vision and where we are now, we welcome Coastal Mississippi CEO Milton Segarra.



How to get your \$45 Coastal Mississippi Attractions Pass

The Coastal Mississippi Attractions Pass never expires and gets you into eight big tourist attractions in South Mississippi all for just \$45. They include INFINITY Science Center, Lynn Meadows Discovery Center, Beauvoir, the Biloxi Lighthouse, Ohr-O'Keefe Museum, Maritime and Seafood Industry Museum, Walter Anderson Museum of Art and the Pascagoula River Audubon Center.



Local Media Coverage - Assisted



Coastal Mississippi hosts travel and leisure industry leaders

Tourism board looks to better market, sell, and communicate all that the Gulf Coast has to offer.



Countdown is on for Gulf Coast Marathon



BILOXI, Miss. (WLOX) - The countdown is on for the fourth Mississippi Gulf Coast Marathon. The two-day event is set for Dec. 14-15, and while lots of runners are training for the race, local tourism leaders and businesses said they're heavily promoting the event.

"For this marathon, 61% of the runners are not from Mississippi," said Milton Segarra, Coastal Mississippi CEO. "Forty-five states out of 50 are participating, with double the number of runners coming from Canada coming this year compared to last year. So, it's an event that in two days can bring in a \$3.3 million economic impact to our Coast."

Over at Run-N-Tri in Gulfport, they're getting inventory ready for runners looking for a new pair of shoes for the upcoming race. Dana Vergunst said this year she's doing the half marathon, a 13.1-mile journey down Highway 90 from Jones Park east to MGM Park.

Local Media Coverage - Assisted





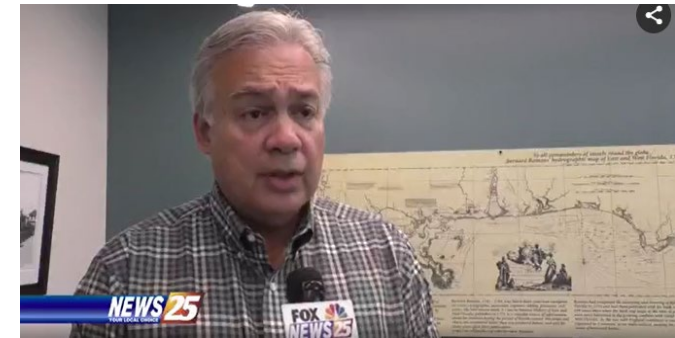
COASTAL MISSISSIPPI TOURISM RECOVERY: NEWS 25 TODAY'S GABBY EASTERWOOD REPORTS



With most Mississippi Sound waters open again, things are looking up for coastal tourism and Coastal Mississippi has been doing everything in their power to help with this.

Today their Customer Advisory Board, comprised of 13 hospitality industry leaders will be on the coast, with Coastal Mississippi ready to show off some new efforts.

COASTAL MISSISSIPPI ANNOUNCES 'ATTRACTION PASSES'

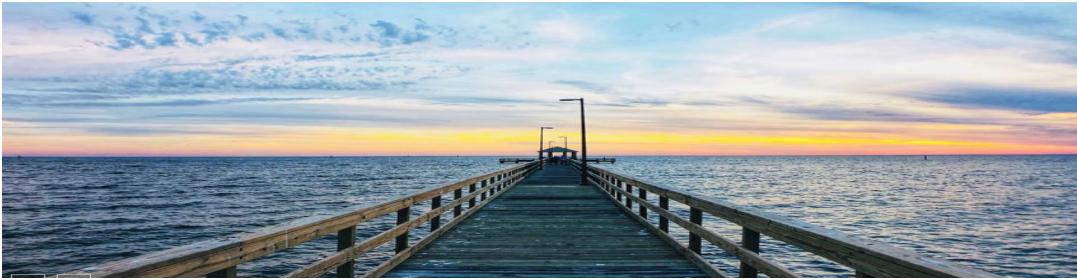


Tourism took a hard hit this summer after the toxic algae bloom closed Sound waters.

Now, with most waters open again, things for Coast tourism are looking up and Coastal Mississippi has been doing everything in their power to help with this.

Local Media Coverage - Assisted

The Best Small Cities in America to Visit for a Weekend



Biloxi, Mississippi

Population: 45,968

Folks wrongly assume Biloxi's nothing more than a bunch of casinos sitting on the shores of the Gulf of Mexico. And, yes, the city's skyline is dominated by the IP, Beau Rivage, Hard Rock, and others. But beyond the gambling, this small city is easily the best tourist destination in Mississippi. While it's not typically considered part of the American paradise that is the Redneck Riviera, the beaches here boast the same white sand and calm waters as their Florida and Alabama neighbors, with a fraction of the people. But just swimming in the ocean only nets you half of the experience; an afternoon spent on a shrimping boat or an oyster schooner is the best way to ensure you bring fresh fish to one of the dozens of area restaurants that'll cook it up for you.

Unknown destinations that are worth visiting in the US in 2020



Coastal Mississippi

Also known as Mississippi Gulf Coast or, appropriately, "The Secret Coast", [this 62-mile stretch](#) will be something of a surprise to those who think Mississippi is all blues, barbecues and bayous. This area has a bit of that too, of course, alongside caster-sugar beaches, casinos, golf courses and fishing piers. Idyllic, shell-scattered Ship Island is a short ferry hop away.

Endless Summer on the Secret Coast



Coastal Mississippi isn't finished with its summer season yet, and as temperatures cool off, events and activities heat up.

As the August heat subsides and we get that inkling of fall weather attempting to arrive, it's the perfect time to fit in a last-minute beach vacation. Summer never ends on the South's secret coast of Mississippi. With charming towns like Ocean Springs, Pass Christian and Bay St. Louis, Mississippi's coast is a quirky hidden gem.

Unique festivals like those focused on tattoos and songwriters, Frida Kahlo and an arts and crafts show brought to you by mermaids are just some of the unique annual events you'll find here.

Mississippi's collection of vibrant beach communities lies along 62 miles of undisturbed, scenic shoreline. Beaches are hardly ever crowded, with gentle waves lapping the shore, and visitors also have the opportunity to take the ferry out to [Ship Island](#), one of the country's last undeveloped barrier islands known for its beaches and shelling.

The South's Best Coffee Shops

39 of 48

Bankhouse Coffee: Long Beach, MS

In between the ocean-side Mississippi towns Pass Christian and Gulfport, Bankhouse Coffee makes its home inside the old Hancock Bank where owner Shawn Montella processes beans with his nearly 100-year-old antique roaster under the name Coast Roast Coffee. Pull up a seat at Bankhouse's old school library-inspired fusion tables with a cold brew before you hit the beach.



PHOTO: BANKHOUSE COFFEE



The Best Happy Hour Spot in (Almost) Every State



Source: Courtesy of Charred: a Steak & Oyster bar

Mississippi: Charred: A Steak & Oyster Bar

> **Located:** Ocean Springs

This Gulf Coast restaurant, just across the bay from Biloxi, acknowledges its name at happy hour (2 to 5.30 p.m. weekdays) with half-price oysters and, on Tuesdays, \$3 steak tacos and half-price drinks at the bar.



5 Warm-Weather Road Trip Destinations for Winter Travelers



Biloxi, MS

Located in Mississippi, Biloxi boasts mild winter temperatures that make a variety of outdoor activities and indoor diversions more accessible. During winter, the average high temperature ranges from 60-63 degrees Fahrenheit in this area.

Go kayaking on the bayou or walk along the gulf coast. You can also test your luck at Roulette at one of the region's many casinos, or recharge your creativity at the Walter Anderson Museum of Art. Make sure to grab a bite to eat and sample a spectrum of craft cocktails and regional brews at White Pillars on Beach Boulevard.

Coastal Mississippi Assisted Media Coverage

Social Media Metrics



Monthly
Increase

19
Flat

77
Flat

0
Flat

251
2%

1,056
Flat

126
6%

1,442
Flat

October
2019

144,774
Facebook
(Total Likes)

15,614
Twitter
(Total Followers)

1,028
Pinterest
(Total Followers)

10,553
Instagram
(Total Followers)

1,637,950
YouTube
(Lifetime Followers)

3,629
LinkedIn
Total Followers

1,813,548
Total

Coastal Mississippi

Published by Patrick Clay · 91 · October 22 at 1:44 PM ·

Shaped by the Mississippi Sound and raised with resiliency, French Hermit Oysters are uniquely Coastal Mississippi - and Uniquely Delicious.

Learn more - <http://bit.ly/FrenchHermit> #NationalSeafoodMonth

the Mississippi Sound is a productive place for raising off-bottom oysters."

15,397

People Reached

1,067

Engagements

Boost Post

83

4 Comments 38 Shares

coastalms

White Pillars Restaurant and Lounge

View Insights

Promote

Liked by fredlsalinas and 3,380 others

coastalms In Coastal Mississippi, our seafood selections tower over the rest - literally. 🦞🦀🦐

Coastal Mississippi

@SeeCoastalMS

The mainland beach water contact warnings across Coastal Mississippi have been lifted. bit.ly/2AO6pHe

8:31 AM · Oct 5, 2019 · Twitter for iPhone

View Tweet activity

11 Retweets 25 Likes

Coastal Mississippi

3,630 followers

2w · Edited ·

Cruised our way through another incredible week. 🚗🌴

See you next year! #CruisinTheCoast #MSCoastLife

61 · 6 Comments

Like

Comment

coastal MISSISSIPPI

The Secret Coast

SOCIAL MEDIA