• Key Performance indicators
• October 2020
Non-Casino Rooms Sold

October 2019 over October 2020

Fiscal Year To Date October

Source: STR
Casino Rooms Occupied

October 2019 over October 2020

- 2019: 186,351
- 2020: 139,372
- Decrease: 25%

Fiscal Year To Date

- FY 2020: 186,351
- FY 2021: 139,372
- Decrease: 25%

Source: MS Gaming Commission
All Rooms Sold/Occupied

October 2019 over October 2020
- October 2019: 342,341
- October 2020: 307,905
- Decrease: 10%

Fiscal Year To Date October
- FY 2020: 342,341
- FY 2021: 307,905
- Decrease: 10%

Source: STR & MS Gaming Commission
Occupancy Tax Receipts

Sept 2019 over Sept 2020

Fiscal Year To Date
October-September

Source: MS Department of Revenue
Non-Casino Occupancy

October 2019 over October 2020

Fiscal Year To Date

October

Source: STR
Casino Occupancy

October 2019 over October 2020

FY 2019: 73.94%
FY 2020: 67.76%
FY 2021: 67.76%

(25% decrease)

Source: MS Gaming Commission
All Occupancy

October 2019 over October 2020

71.84%  63.58%

(12%)

Fiscal Year To Date

October

FY 2019  FY 2020  FY 2021

71.84%  62.20%  63.58%

(12%)

Source: STR & MS Gaming Commission
Non-Casino ADR

October 2019 over October 2020

October 2019: $94.92
FY 2019: $85.91
FY 2020: $94.92
FY 2021: $88.68

(7%)

Fiscal Year To Date
October

Source: STR
Casino ADR

October 2019 over October 2020

Fiscal Year To Date

Source: MS Gaming Commission
All ADR

October 2019 over October 2020

Fiscal Year To Date

Source: STR & MS Gaming Commission
Gaming Revenue

- Sept 2019 over Sept 2020:
  - $118,087,073
  - $106,428,534
  - (10%)

- Fiscal Year To Date:
  - FY 2020: $118,087,073
  - FY 2021: $106,428,534
  - (10%)

Sports Betting Wagers

- October 2019-October 2020:
  - October:
    - $33,425,798
    - $41,204,104
    - 23%

- Fiscal Year To Date:
  - FY 2020: $33,425,798
  - FY 2021: $41,204,104
  - 23%

Source: MS Gaming Commission
* Sports Betting began August 2018
Leisure & Hospitality Jobs

Source: MS Department of Employment Security

Sept 2019 over Sept 2020

Fiscal Year To Date
October-September

Yearly numbers reflect an average of all months in the FY.
Definite Bookings - Meeting/Sports

**Bookings**

- October 2019: 4
- October 2020: 0 (100% decrease)
- Fiscal Year To Date October 2020: 31
- Fiscal Year To Date October 2021: 4 (100% decrease)

**Room nights**

- October 2019: 2,461
- October 2020: 0 (100% decrease)
- Fiscal Year To Date October 2020: 15,005
- Fiscal Year To Date October 2021: 1,835 (100% decrease)

*Source: Coastal Mississippi*
Definite Bookings – Leisure

Bookings

FY 2019 Leisure booking and room nights included FIT business which is not being included in FY 2020 or 2021 numbers.

FY 2020 FY 2021

October

October

Fiscal Year To Date

October

Fiscal Year To Date

October

Source: Coastal Mississippi
Leads Issued - Meetings/Sports

- FY 2019
- FY 2020
- FY 2021

October 2019-October 2020:
- October 2019: 20
- October 2020: 1

Fiscal Year To Date: October
- 2020: 20
- 2021: 1

Potential Room Nights:

October 2019-October 2020:
- October 2019: 87,966
- October 2020: 24,638

Fiscal Year To Date: October
- 2020: 24,638
- 2021: 45

Source: Coastal Mississippi
Leads Issued – Leisure

FY 2019 leisure leads and room nights include FIT business which is not being included in FY 2020 or 2021 numbers.

October 2019-October 2020

<table>
<thead>
<tr>
<th>October 2019</th>
<th>FY 2020</th>
<th>FY 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>14</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Fiscal Year To Date

October 2020

<table>
<thead>
<tr>
<th>FY 2020</th>
<th>FY 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>14</td>
<td>0</td>
</tr>
</tbody>
</table>

Fiscal Year To Date

October 2021

<table>
<thead>
<tr>
<th>FY 2020</th>
<th>FY 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>913</td>
<td>0</td>
</tr>
</tbody>
</table>

Source: Coastal Mississippi
Convention Center Leads

October 2019 over October 2020

Fiscal Year To Date
October

Source: Coastal Mississippi
Pace Report

Source: Coastal Mississippi
Google Analytics – Users

Traffic Analysis:
- Organic sessions were down 20% compared to last year. However, there was positive movement as month-over-month sessions increased by 7%.
- The Cruisin the Coast event detail was the top landing page. It added 7,374 sessions which was a 179% increase over last year. Also adding more sessions YoY was the Peter Anderson Arts & Crafts Festival. When combined, all related content (i.e. event details, landing pages, blog posts) added 30% more sessions this year than last.

Source: Google Analytics
## 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.

<table>
<thead>
<tr>
<th>FY 2020</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newsletter Signup</td>
<td>241</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total Active Newsletter Recipients</strong></td>
<td><strong>19,850</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Request the Guide</td>
<td>568</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Digital Guide Views</td>
<td>118</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## Action Taken

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

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

<table>
<thead>
<tr>
<th>Action Taken</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Event Detail</td>
<td>5,339</td>
</tr>
<tr>
<td>Listing Detail</td>
<td>10,648</td>
</tr>
<tr>
<td>Website referral</td>
<td>14,105</td>
</tr>
</tbody>
</table>
Number of Articles

October 2019 over October 2020

Fiscal Year To Date

October

Source: Cision

Decrease in Articles and Impressions attributed to the heightened coverage (regional, national, top-tier outlets) in 2019 re: Harmful Algal Bloom/Freshwater Intrusion.
Impressions

October 2019 over October 2020

Fiscal Year To Date

Source: Cision

Decrease in Articles and Impressions attributed to the heightened coverage (regional, national, top-tier outlets) in 2019 re: Harmful Algal Bloom/Freshwater Intrusion.
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.

October 2019 over October 2020

- October 2019: $1,236,900
- October 2020: $1,086,245
- Decline: 12%

Fiscal Year To Date

- FY 2020: $12,236,000
- FY 2021: $1,086,245
- Decline: 12%

Source: Cision
Earned Media

Content Drivers:
- COVID-19
- Hurricane Season
- UMUSIC Development Announcement
- Cruisin’ the Coast
- Fall Getaways
COVID-19 safety measures aim to make Coastal Mississippi tourism safe for everyone

Without a mask mandate in place, CEO of Coastal Mississippi Milton Segarra said they’ve created a health promise with their vendors to eliminate any fear travelers may have.

“It was good to have the mandate through the entire state. That helped us tremendously to provide that additional level of comfort, but we feel very comfortable if we keep doing what we’re doing right now to make sure when people visit us they will be safe,” Segarra said.
Universal Music is turning Biloxi’s historic Broadwater Hotel into a $1.2B casino resort

LIFTING THE COAST

UMUSIC Hotels will create jobs for local residents, support local businesses and suppliers and provide opportunities for local artists, such as the establishment of new state-of-the-art music venues, the company said. The original estimate was for more than 2,500 full- and part-time jobs to staff the hotel, music venue, casino and golf course.

There has long been talk of providing the right mix of amenities and attractions to elevate Coastal Mississippi to the status of a “premier destination.”

With its focus on music and the arts, and the culture and community of Biloxi, “This development will offer incredible experiences for visitors of all ages and groups,” said Milton Segarra, CEO of Coastal Mississippi tourism promotion agency for South Mississippi.

“Despite the challenges we have been facing, we are seeing a substantial amount of private sector investments and impending disbursements, and Coastal Mississippi is looking at an extremely prosperous future,” he said.
Why remote work vacations are the biggest travel trend

As the colder temperatures of the fall and winter months start to move in, people who are able to work from home are figuring out more favorable locations to ride out the pandemic. Workers and students are packing up their laptops and head out to places like beaches and mountain retreats.

Best destinations for remote work

Coastal Mississippi

The Secret Coast is 62 miles of picturesque beach and is often overlooked by it's more popular neighbors of East Florida and West Texas. The temperate climate makes it a year-round destination for outdoor activities.

Stunning fall drives in every state

Mississippi: Highway 90

Highway 90 spans from West Texas to East Florida, but one of the most gorgeous sections of the road can be found in Coastal Mississippi. From Waveland to Moss Point, you’ll cross two magnificent bay bridges and travel through tiny towns with tons of Southern charm. Plan to make time for outdoor attractions along the way, like marsh tours, sunset music cruises, and fishing charters, to enjoy the temperate fall weather.
Country Roads
Seascapes on the Secret Coast

Returning to Mississippi’s Gulf Coast, with a new appreciation for its watery wonders.

For those of us becoming weary of the same old same old, hoping to dip our toes into the travel waters again, Mississippi’s Secret Coast makes for the perfect destination of solace and stimulation without having to venture too very far from home.

Mississippi: Bay St. Louis
There’s St. Louis, and then there’s Bay St. Louis, which dubs itself “a place apart.” Here, beach life collides with folk art. Catch the Arts Alive event in March, when dozens of artists’ studios collide for a community-enriching arts festival that features local works, live music, theater, literature and lots of food.
Top 5 Must-See Gulf Coast Destinations

Biloxi Lighthouse, Mississippi

The moment you arrive in coastal Mississippi, you’ll see it as the perfect destination, providing relaxation and excitement in equal measure along its 62 miles of scenic shoreline. Constructed in 1849, the Biloxi Lighthouse is considered Biloxi’s signature landmark as well as one of the most photographed sites on the Gulf Coast. The tours for this lighthouse are only available for 30 minutes, from 9 – 9:30 AM due to the heat the structure’s cast iron causes. The tour will be a bit of a hike, including a 57 step climb of the 65-foot tall structure spiral staircase. Along the way, visitors can view the waterlines from hurricanes dating back more than a century.

The best free attraction in every state open right now

Mississippi: Front Beach, Ocean Springs

Mississippi has little shortage of great white-sand crescents, and Ocean Springs is a top destination for beach burns. Head to the city’s Front Beach, a sandy swathe popular with local vacationers, which is backed by scenic Front Beach Drive. Bask on the sand, hunt for crabs, and then drink in the sunset from a photogenic fishing pier. Now discover America’s most charming seaside towns.
## Social Media Metrics

<table>
<thead>
<tr>
<th></th>
<th>Facebook</th>
<th>Twitter</th>
<th>Pinterest</th>
<th>Instagram</th>
<th>YouTube</th>
<th>LinkedIn</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>October 2020</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Total Likes)</td>
<td>151,107</td>
<td>15,882</td>
<td>922</td>
<td>14,275</td>
<td>1,663,305</td>
<td>5,277</td>
<td>1,850,768</td>
</tr>
<tr>
<td>(Total Followers)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>859</td>
<td>46</td>
<td>3</td>
<td>460</td>
<td>17,231</td>
<td>60</td>
<td>18,659</td>
</tr>
<tr>
<td>Monthly Increase</td>
<td>1%</td>
<td>Flat</td>
<td>Flat</td>
<td>3%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Loss of Pinterest followers due to channel audit + overhaul, upcoming new organic + promoted content will boost numbers.
Coastal Mississippi
Posted by HeyOrca
Oct 9

A $1.2 billion entertainment destination is coming soon to The #SecretCoast! 🎉

Universal Music to build $1.2 billion hotel, entertainment destination in Biloxi
wlox.com

11:01 AM · 10/9/20 · HeyOrca

379,291 people reached

UMUSIC Broadwater Hotel announcement

379,291 impressions
54.3k interactions

View Tweet activity

14 Retweets 3 Quote Tweets 32 Likes

Like
Comment
Share

Boost Post

Organic Reach
355,191
Paid Reach
15,575
Post Clicks
25,045

A $1.2 billion entertainment destination is coming soon to The #SecretCoast!

Story by WLOX: https://bit.ly/3jFY9hV | #ComingSoon #Development

Universal Music to build $1.2 billion hotel, entertainment destination in Biloxi
wlox.com · 3 min read

9 Comments

UMUSIC Broadwater Hotel announcement

3,362 impressions
201 interactions

In-house photography of Cruisin’ the Coast festivities In Bay St. Louis

117.2k impressions
19,267 interactions

Like
Comment
Share

4,974

UMUSIC Broadwater Hotel announcement

4,979 impressions
271 interactions