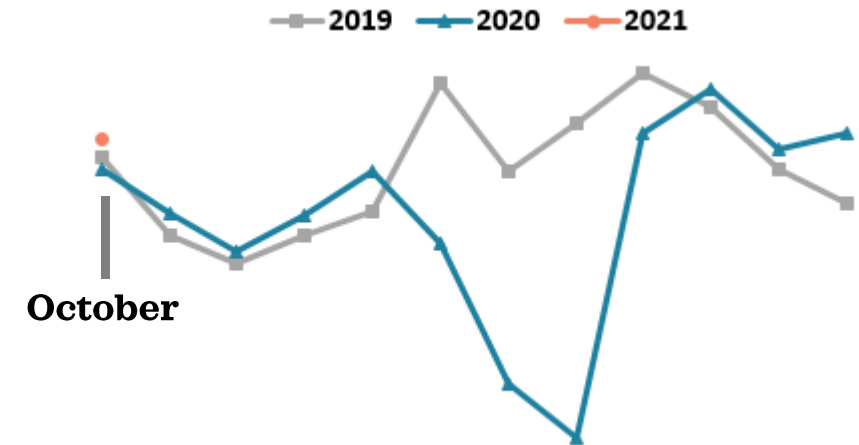
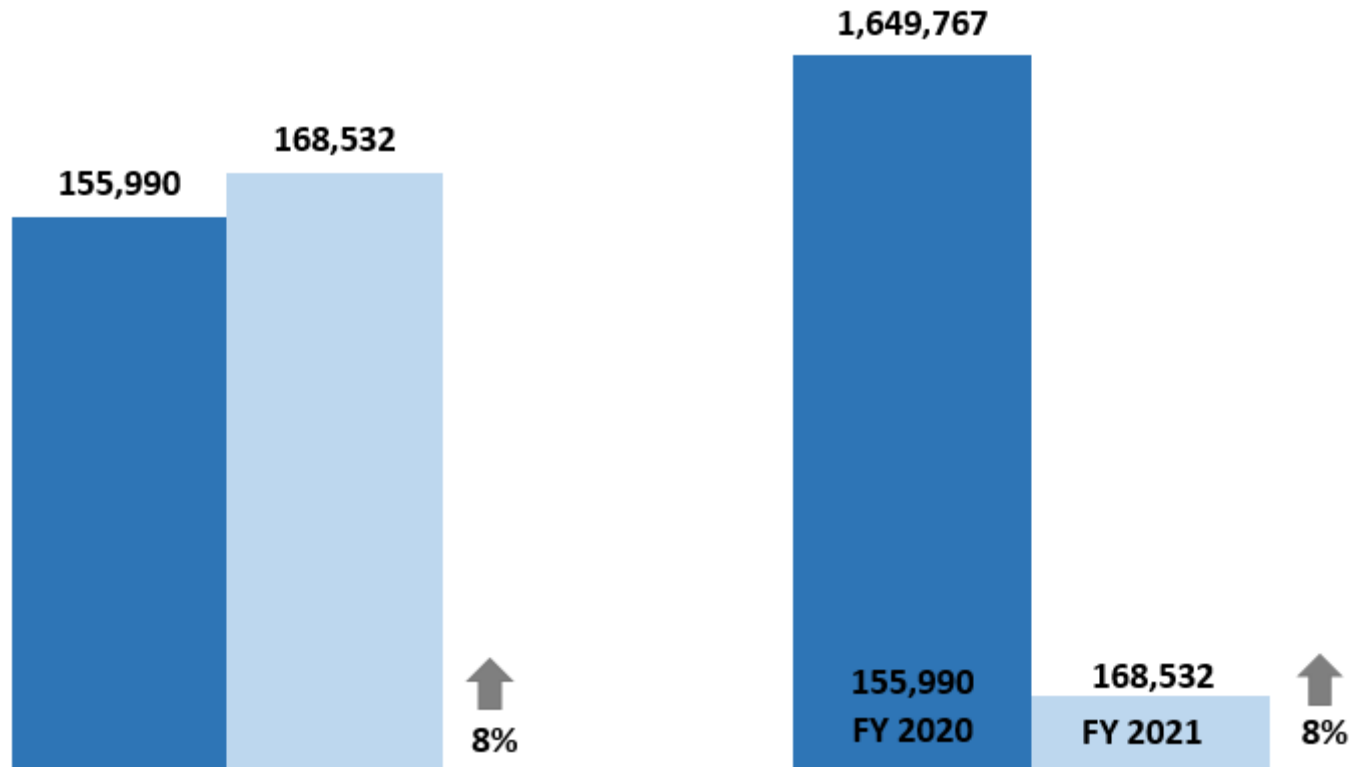


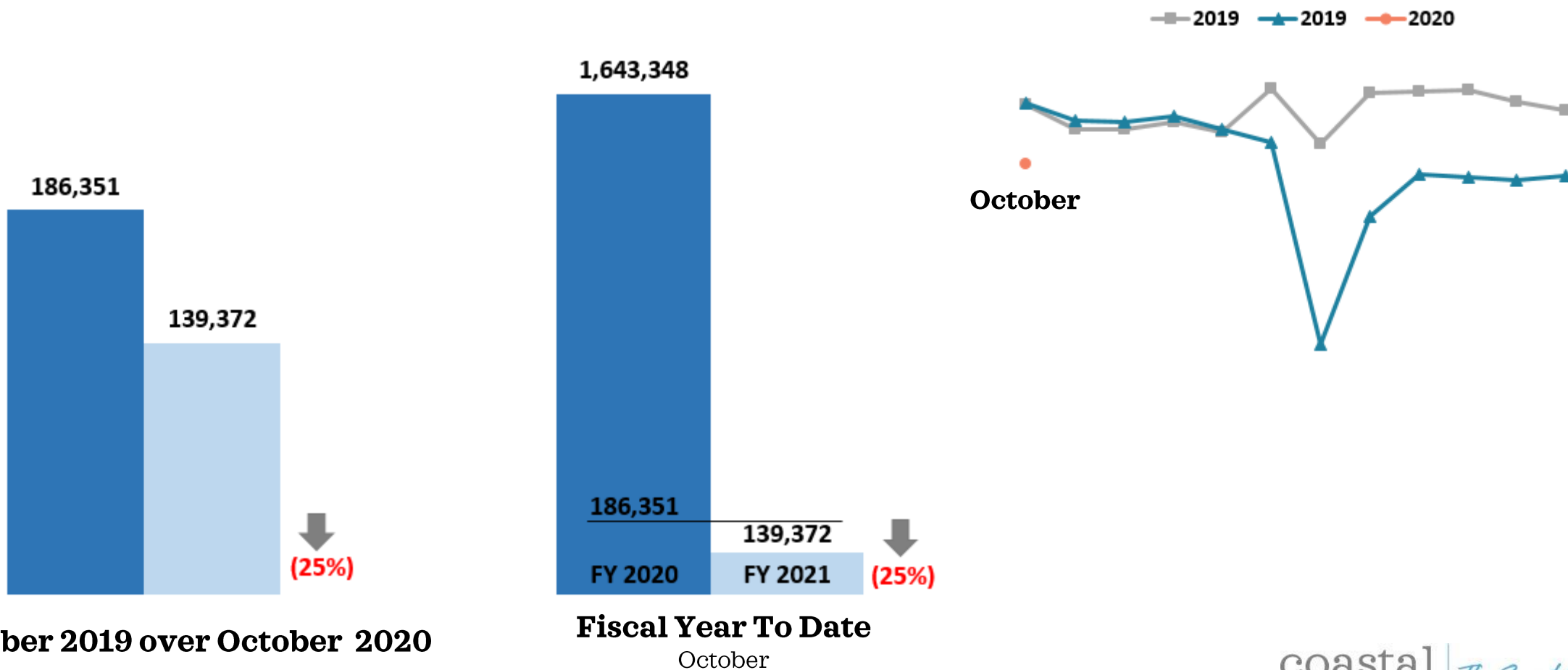
# coastal MISSISSIPPI *The Secret Coast*

- Key Performance indicators
- October 2020

# Non-Casino Rooms Sold

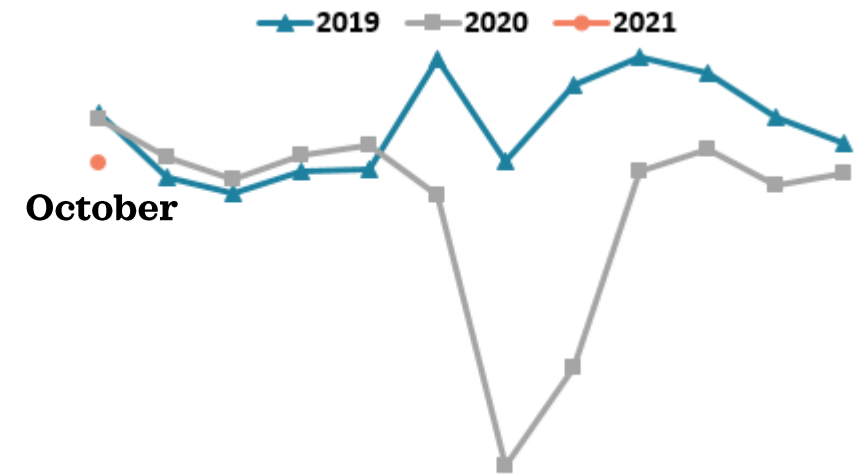
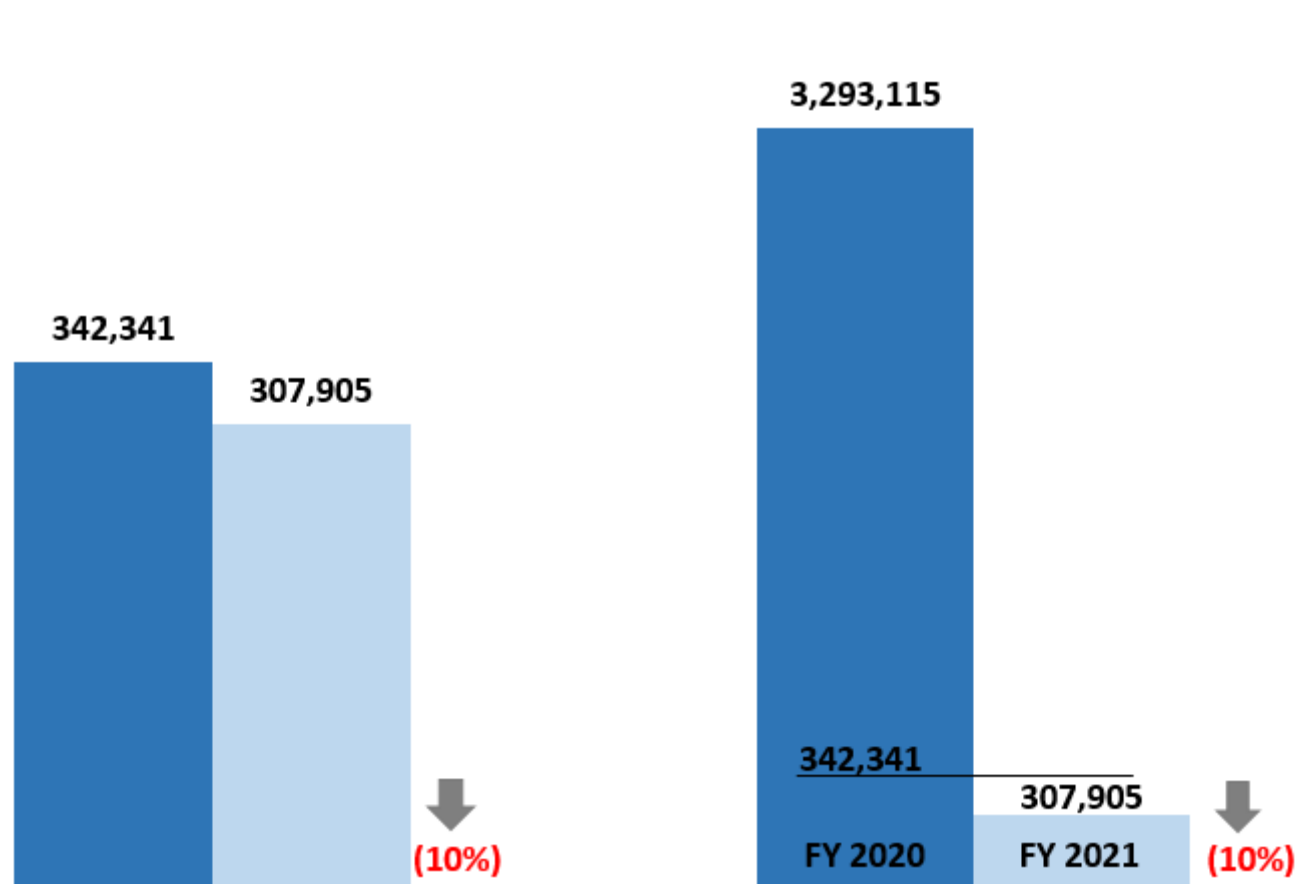


# Casino Rooms Occupied



Source: MS Gaming Commission

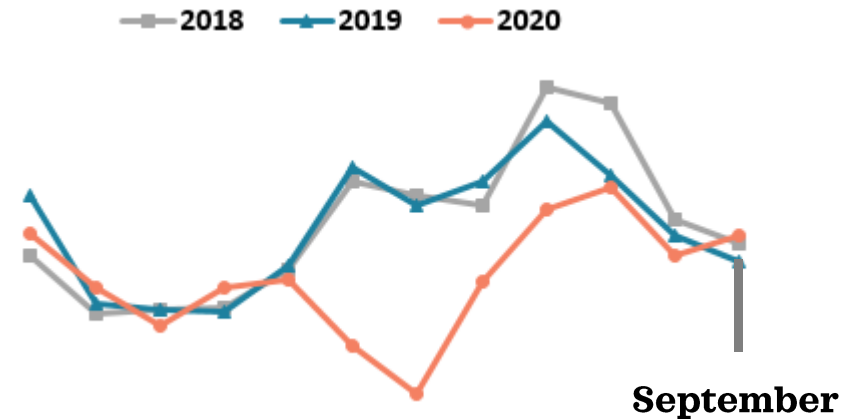
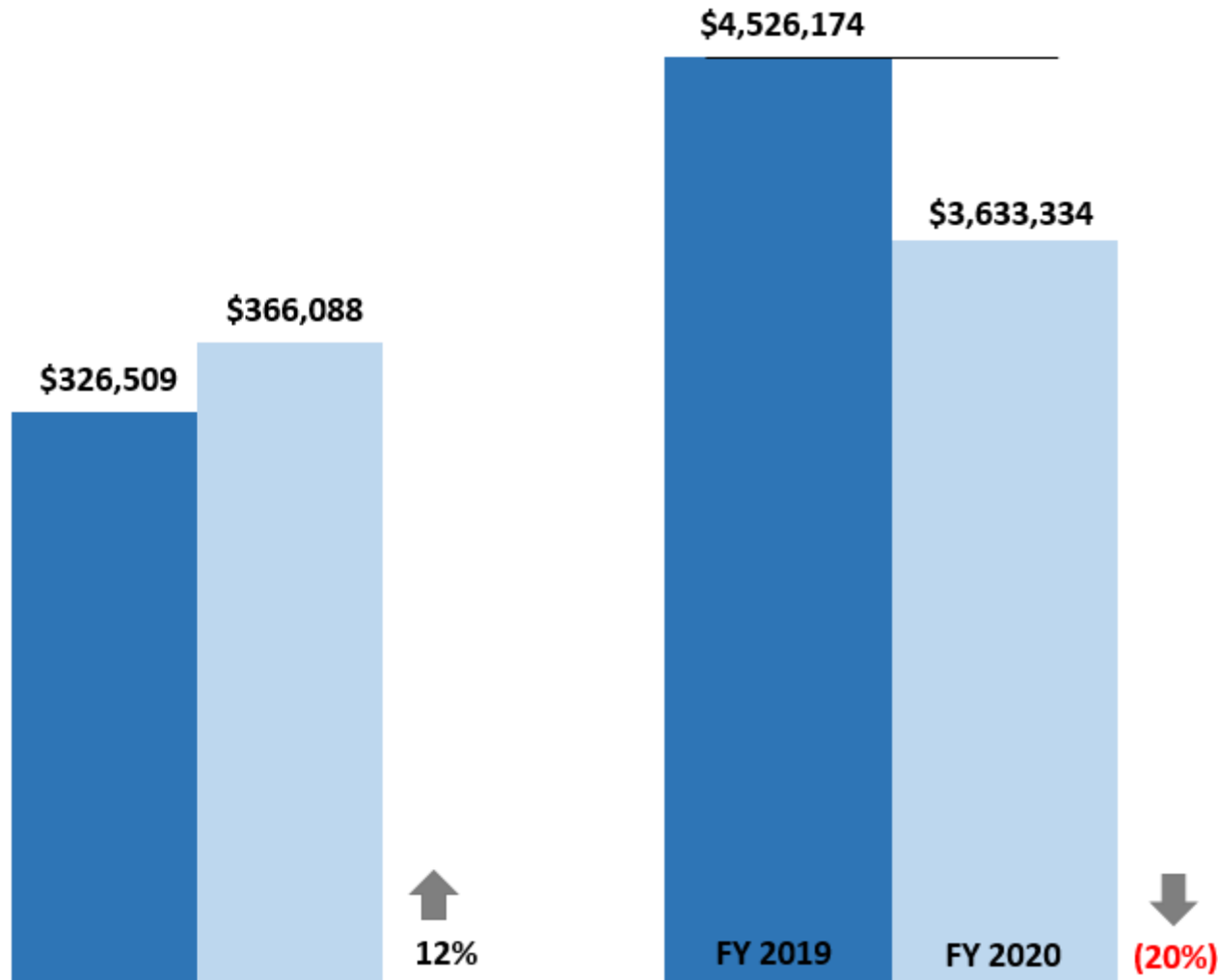
# All Rooms Sold/Occupied



October 2019 over October 2020

Fiscal Year To Date  
October

# Occupancy Tax Receipts

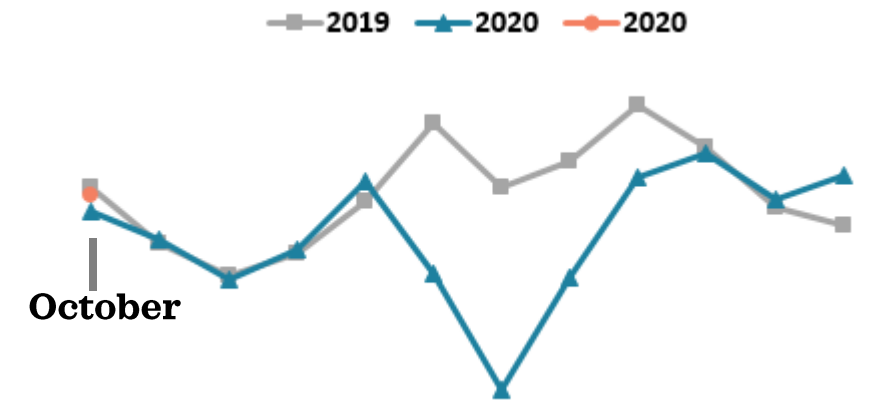
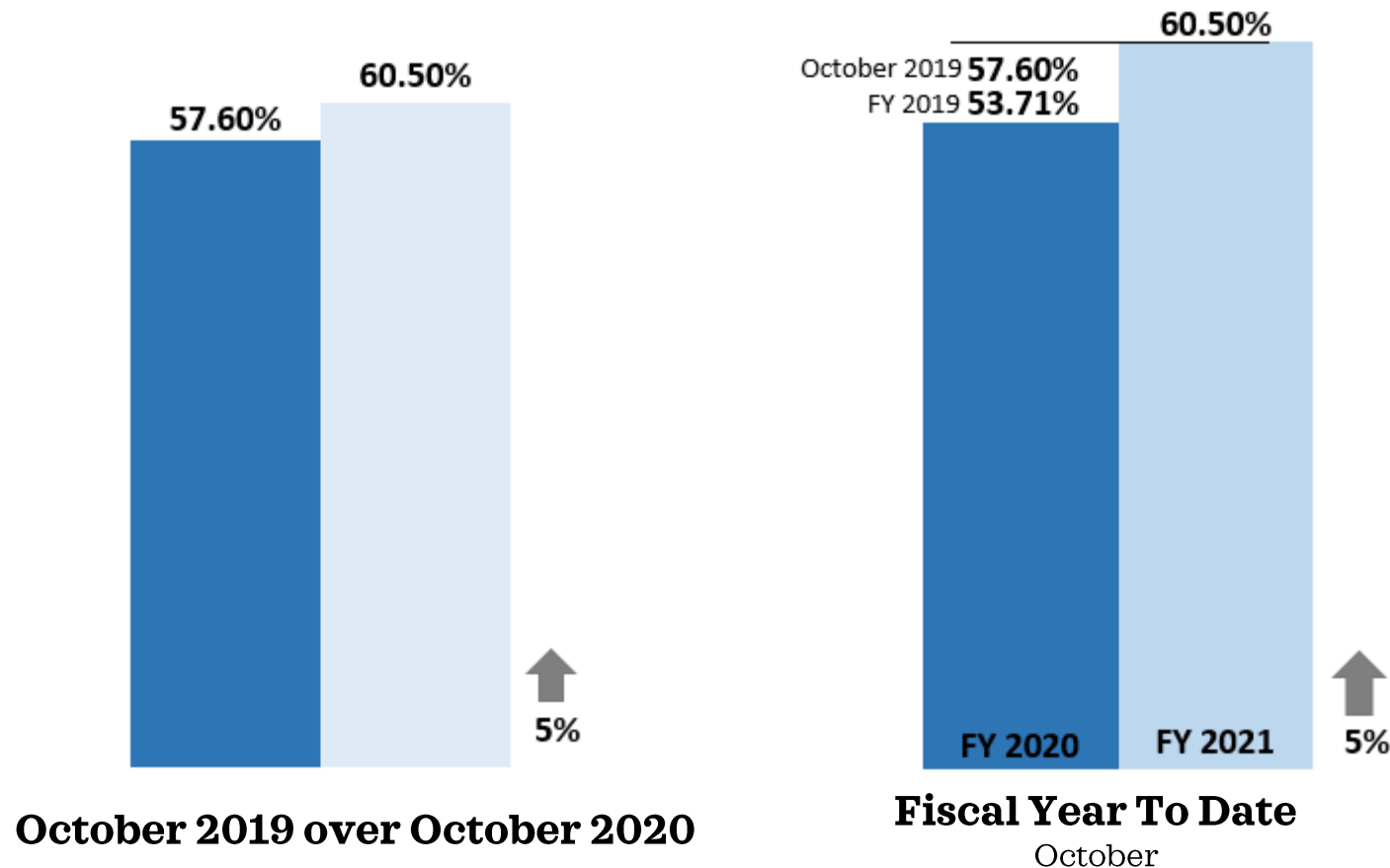


**Sept 2019 over Sept 2020**

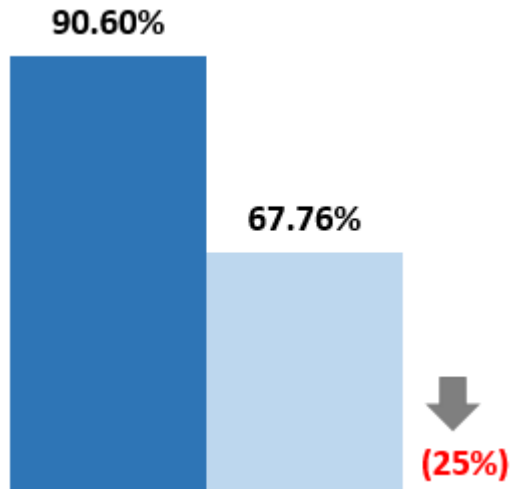
**Fiscal Year To Date**  
October-September

Source: MS Department of Revenue

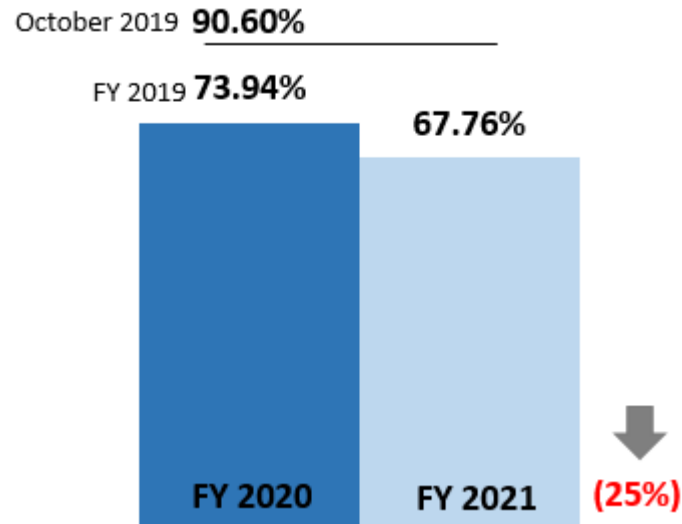
# Non-Casino Occupancy



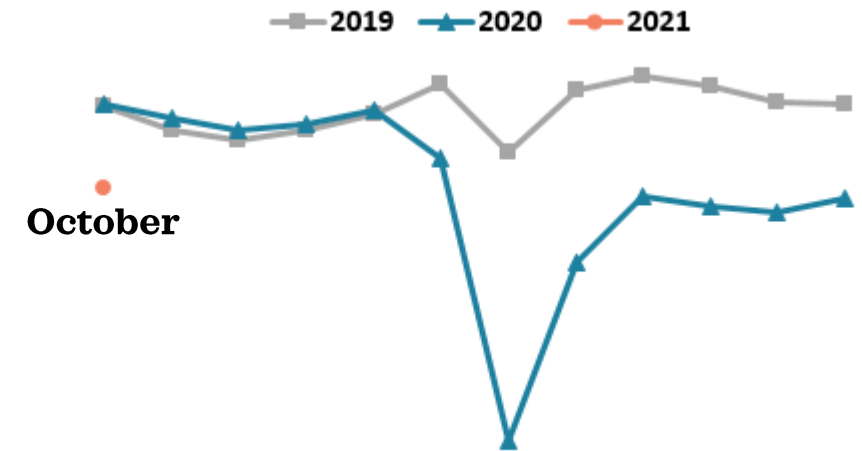
# Casino Occupancy



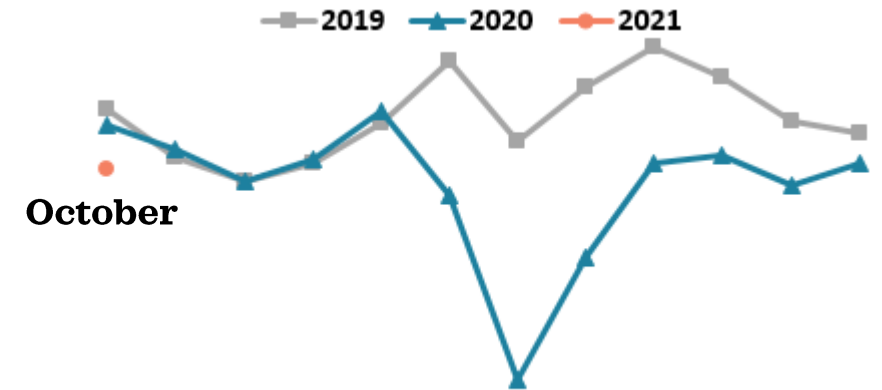
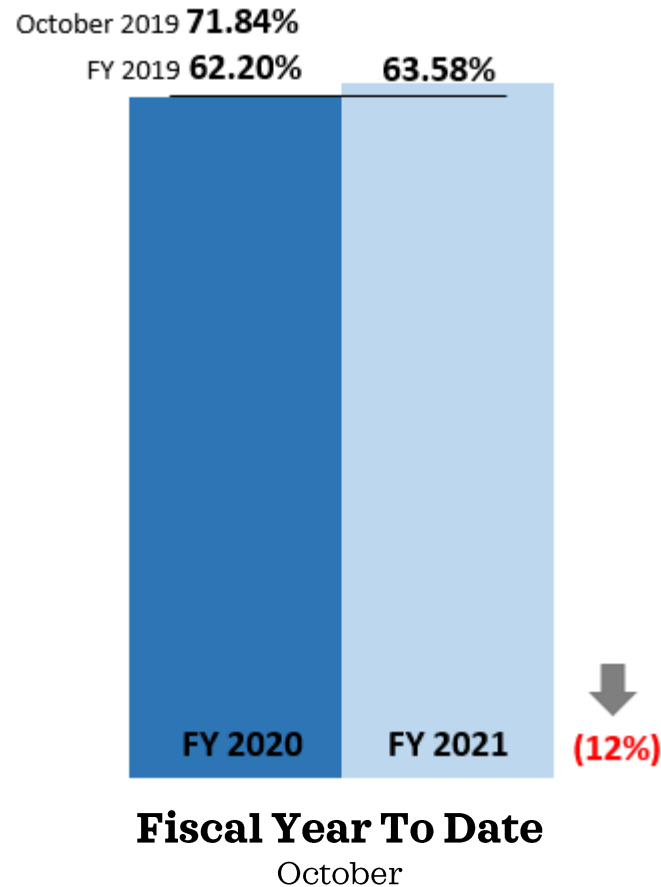
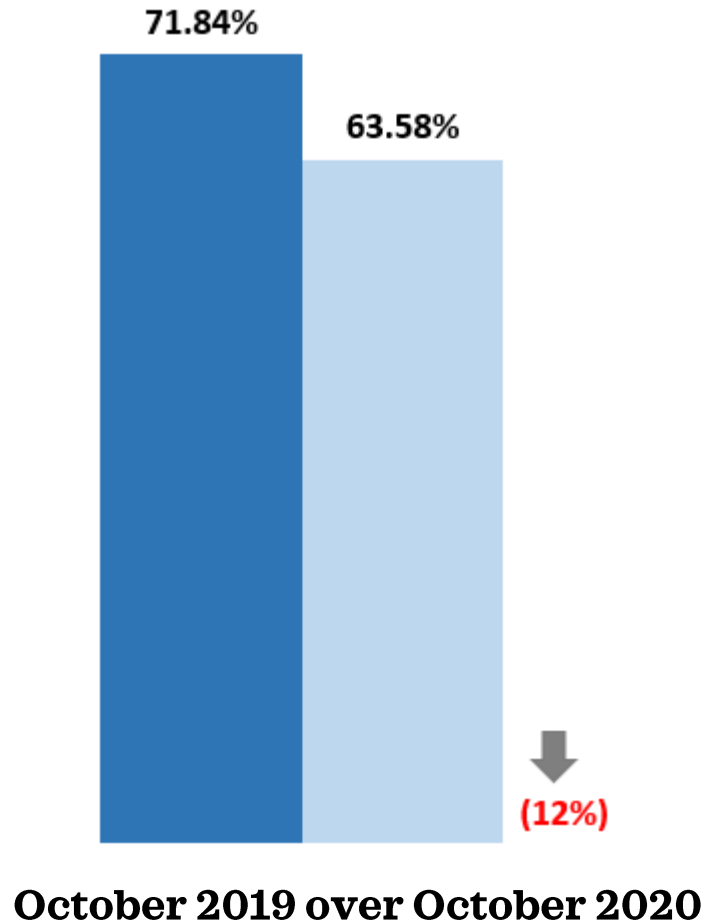
**October 2019 over October 2020**



**Fiscal Year To Date**  
October

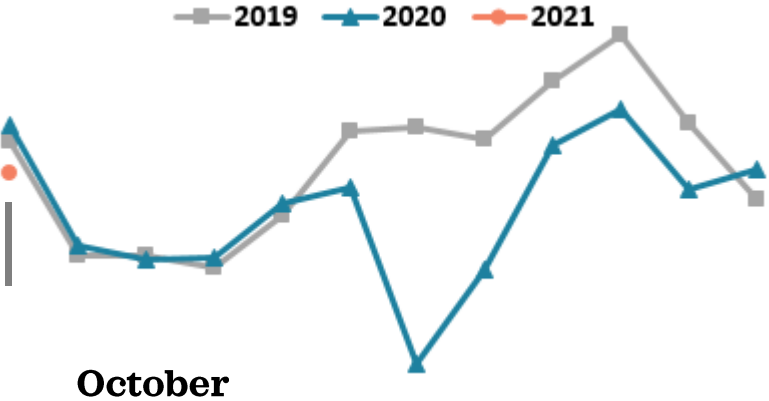
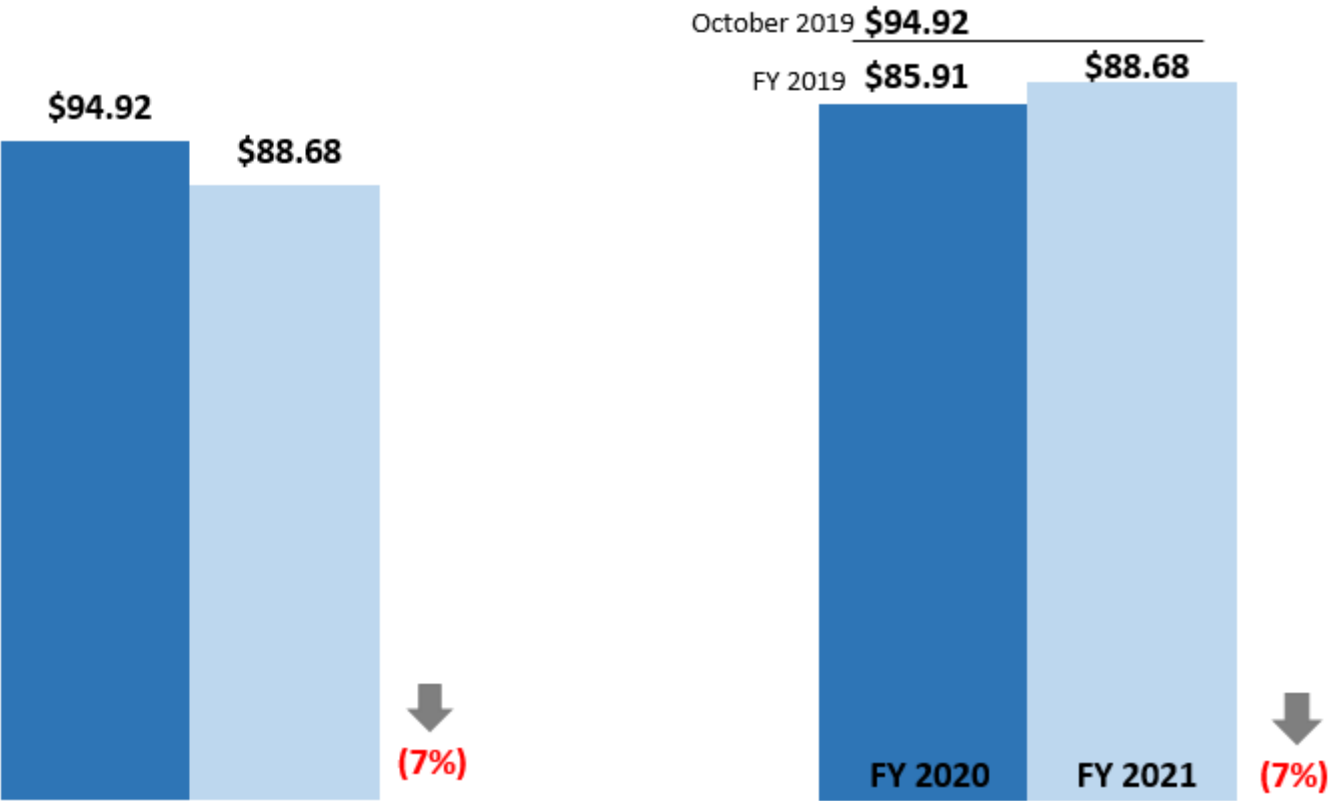


# All Occupancy





# Non-Casino ADR

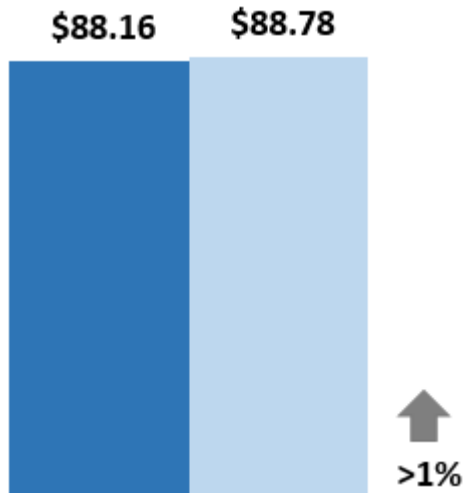


October 2019 over October 2020

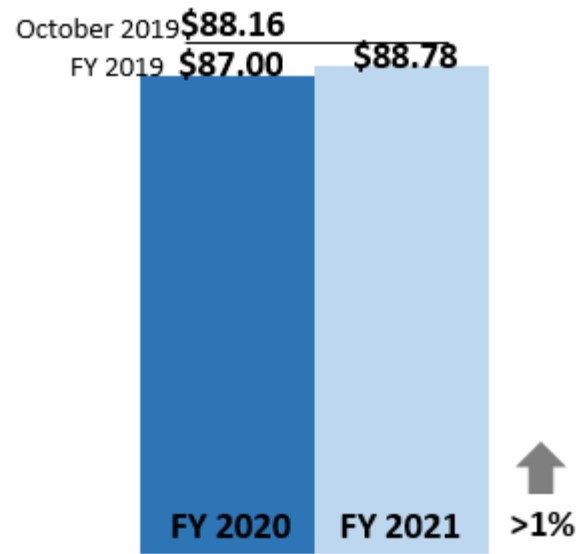
Fiscal Year To Date  
October

Source: STR

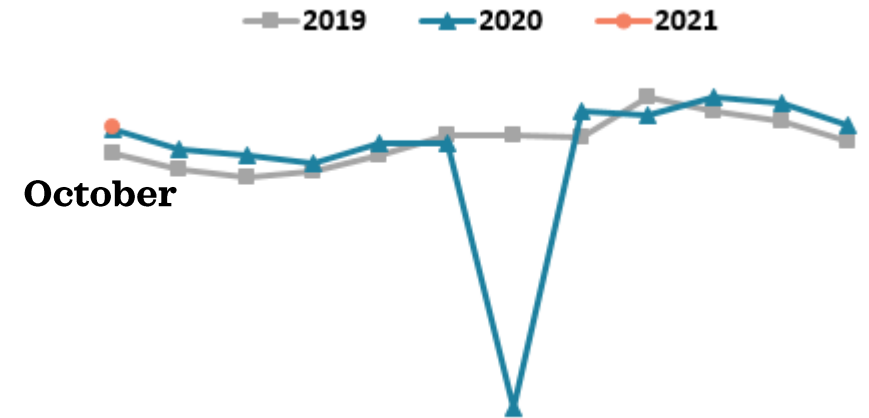
# Casino ADR



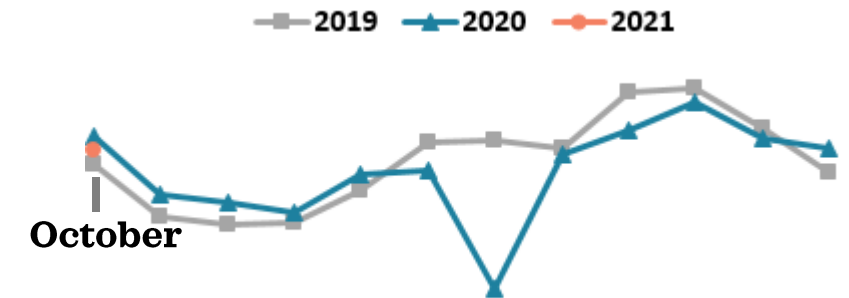
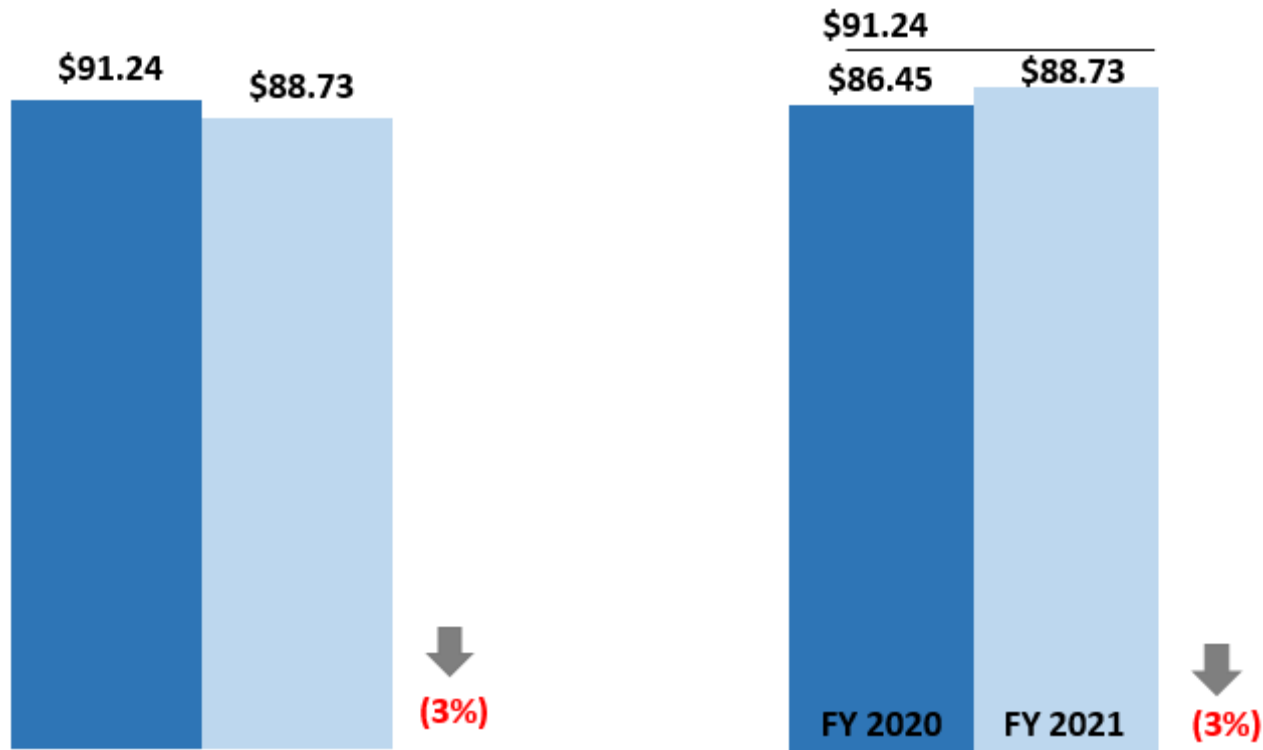
October 2019 over October 2020



Fiscal Year To Date  
October



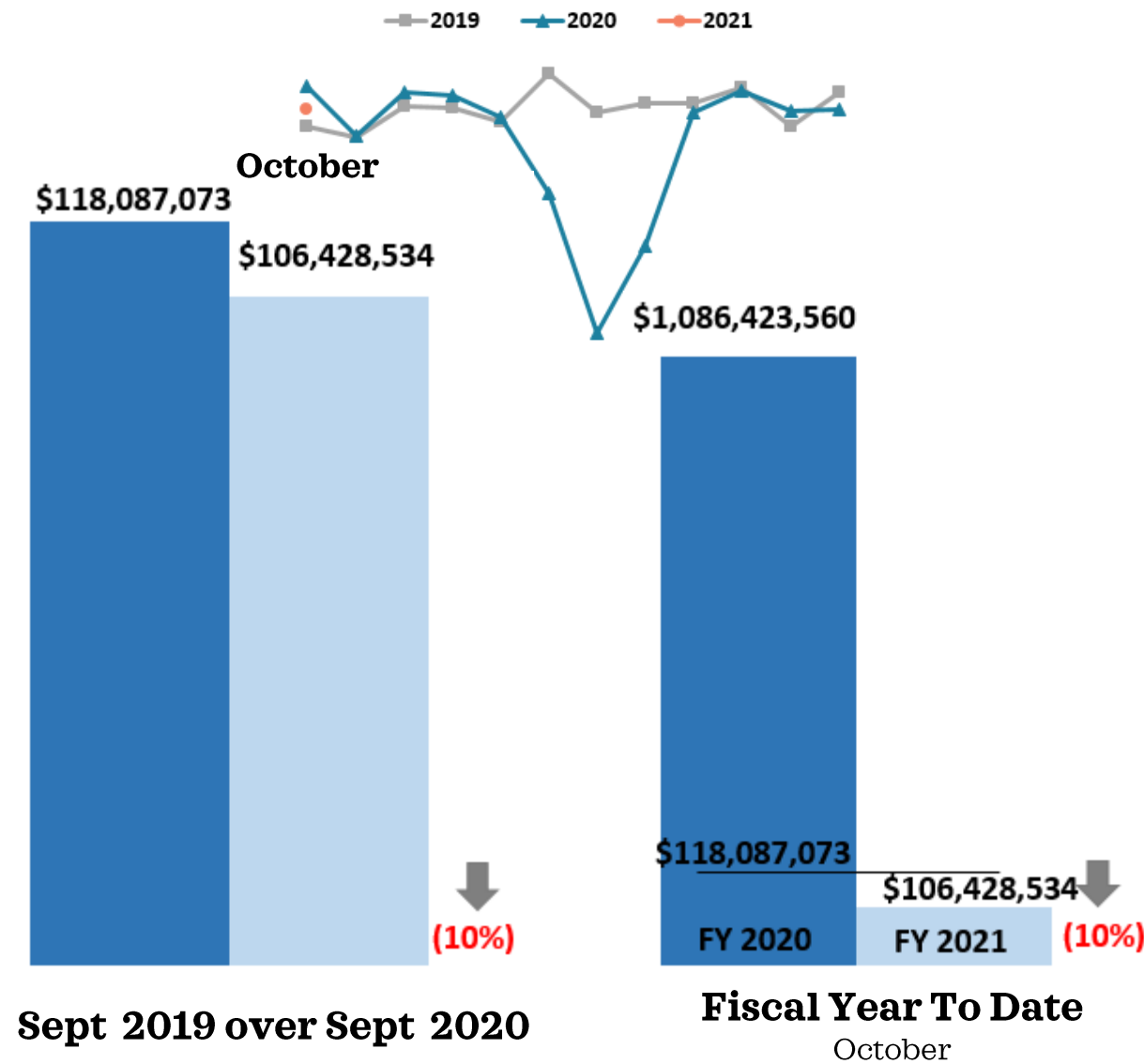
# All ADR



October 2019 over October 2020

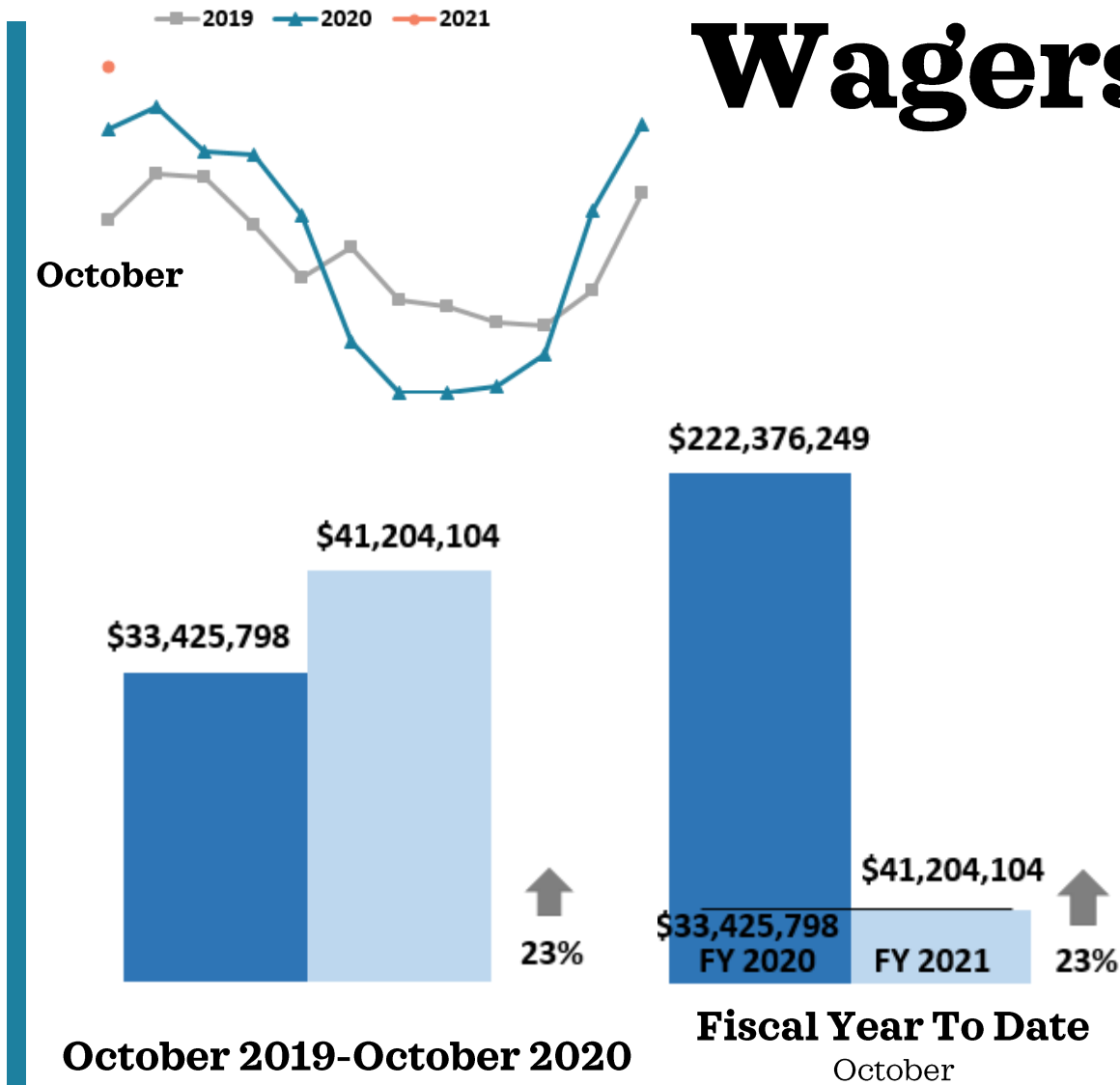
Fiscal Year To Date  
October

# Gaming Revenue



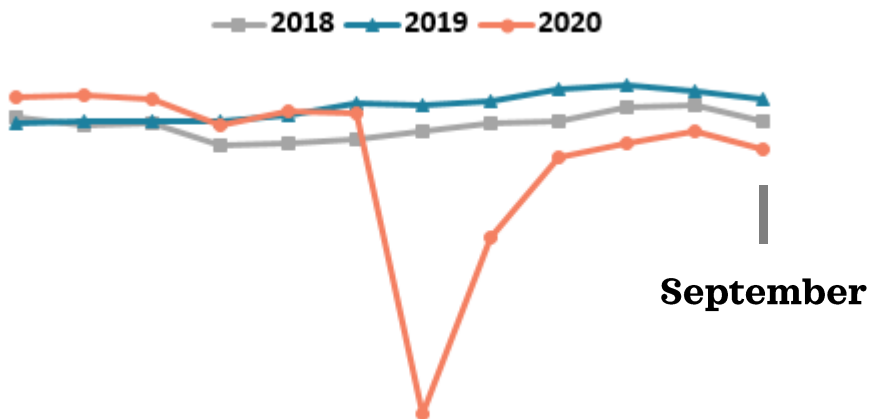
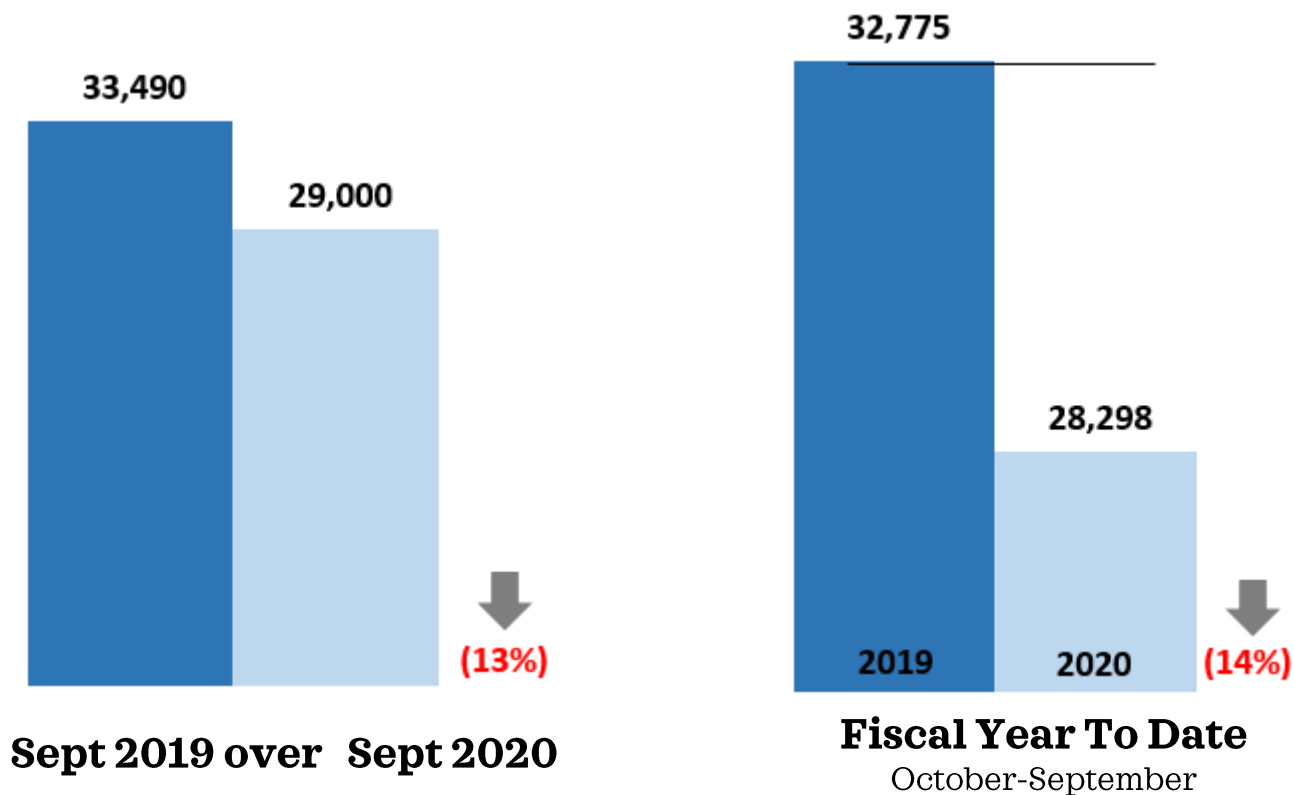
Source: MS Gaming Commission

# Sports Betting Wagers



\* Sports Betting began August 2018

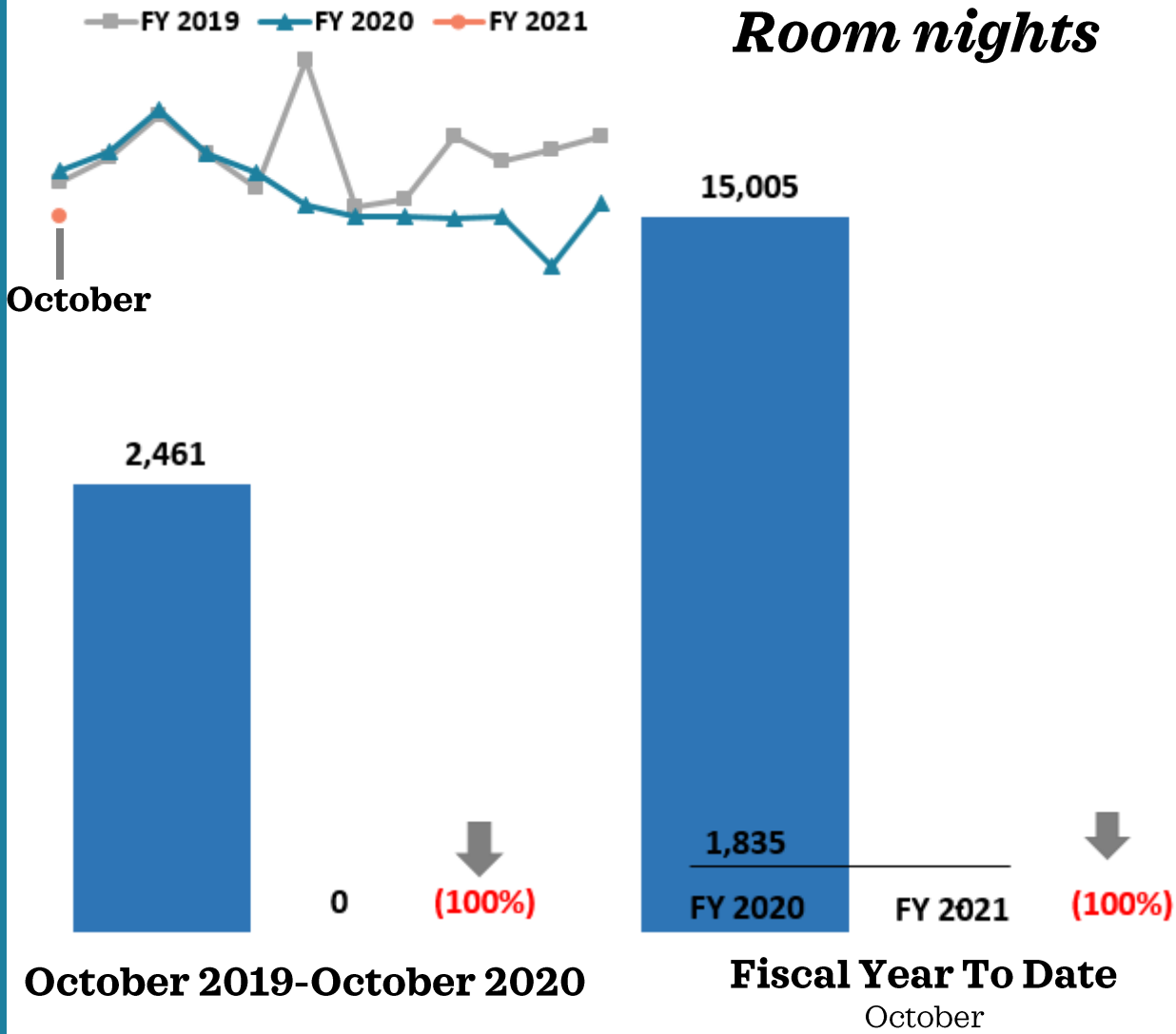
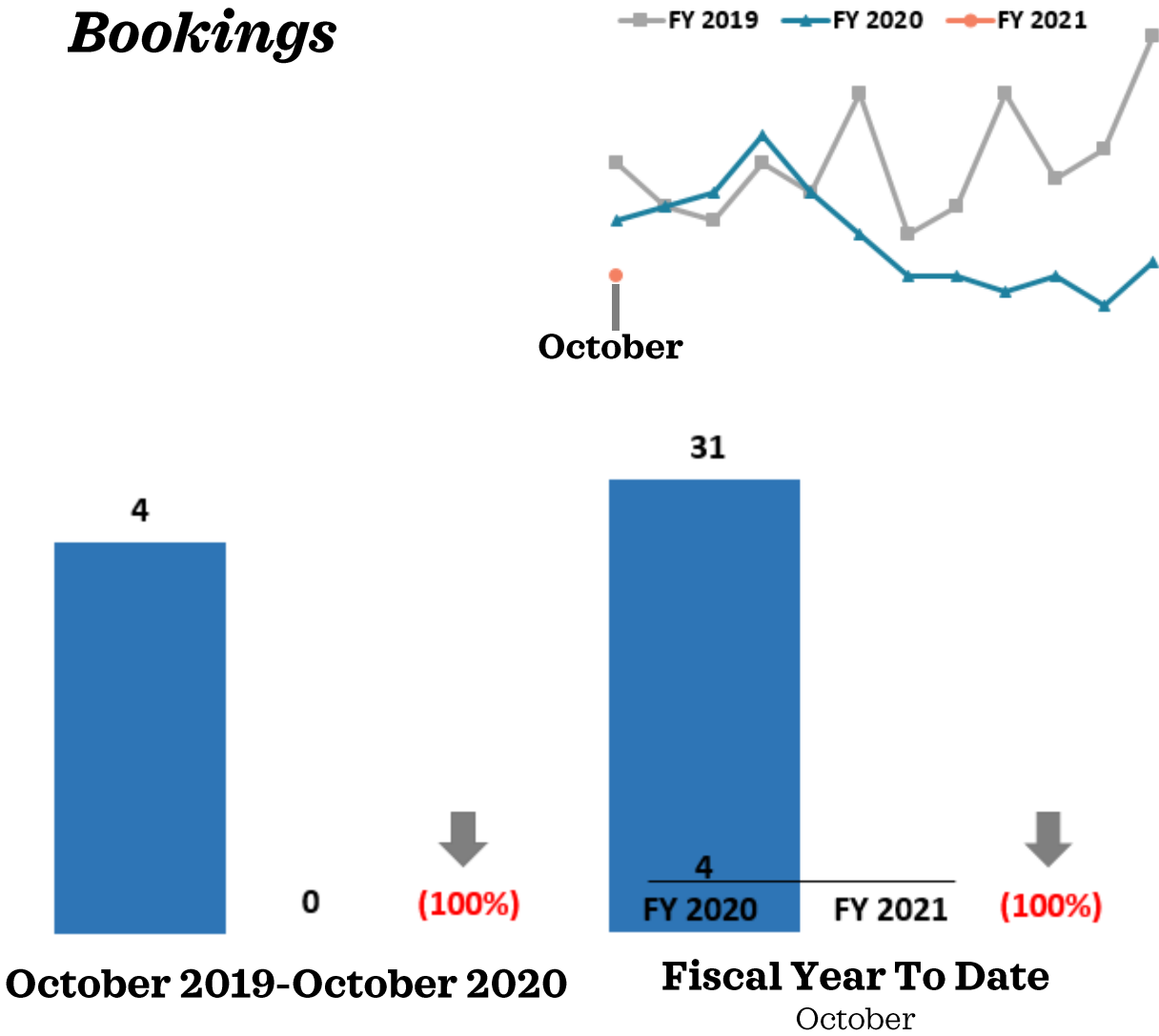
# Leisure & Hospitality Jobs



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

# Definite Bookings - Meeting/Sports

## Bookings

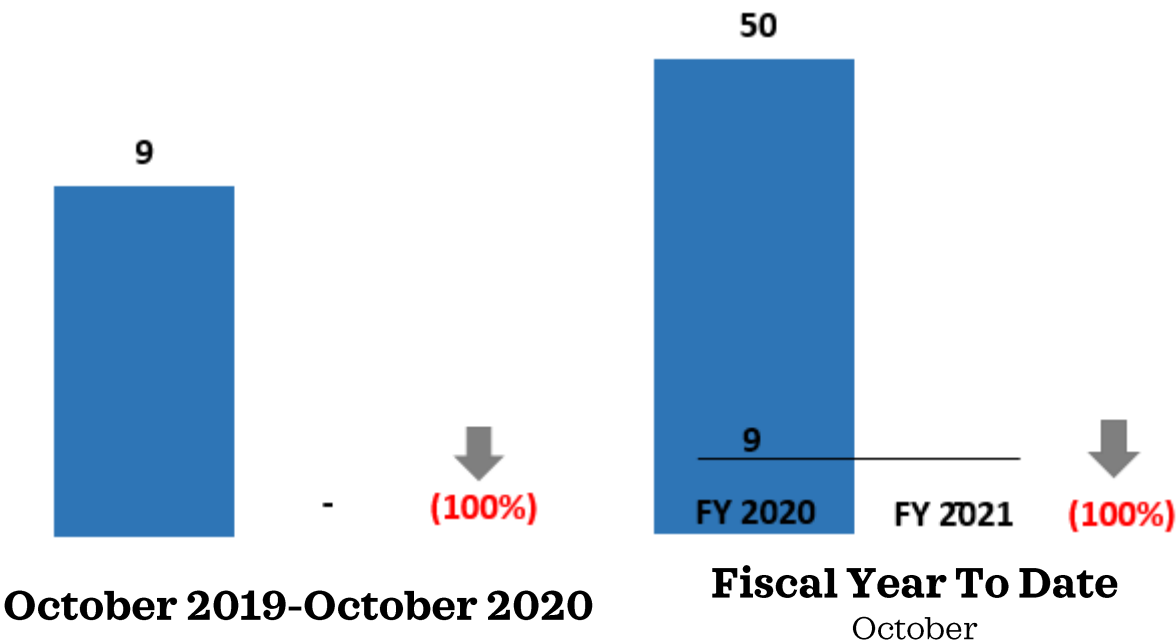
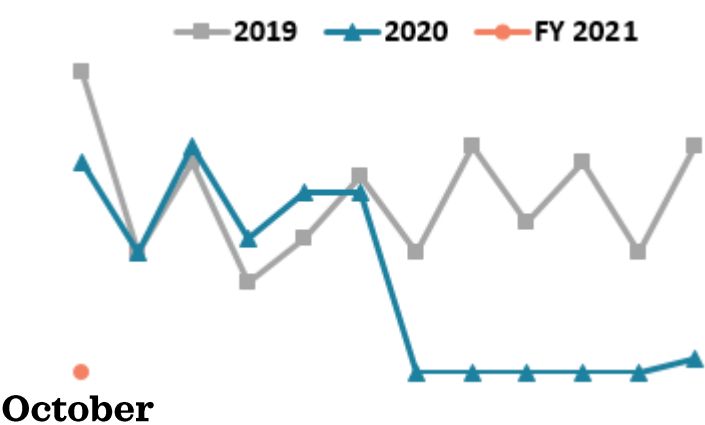


Source: Coastal Mississippi

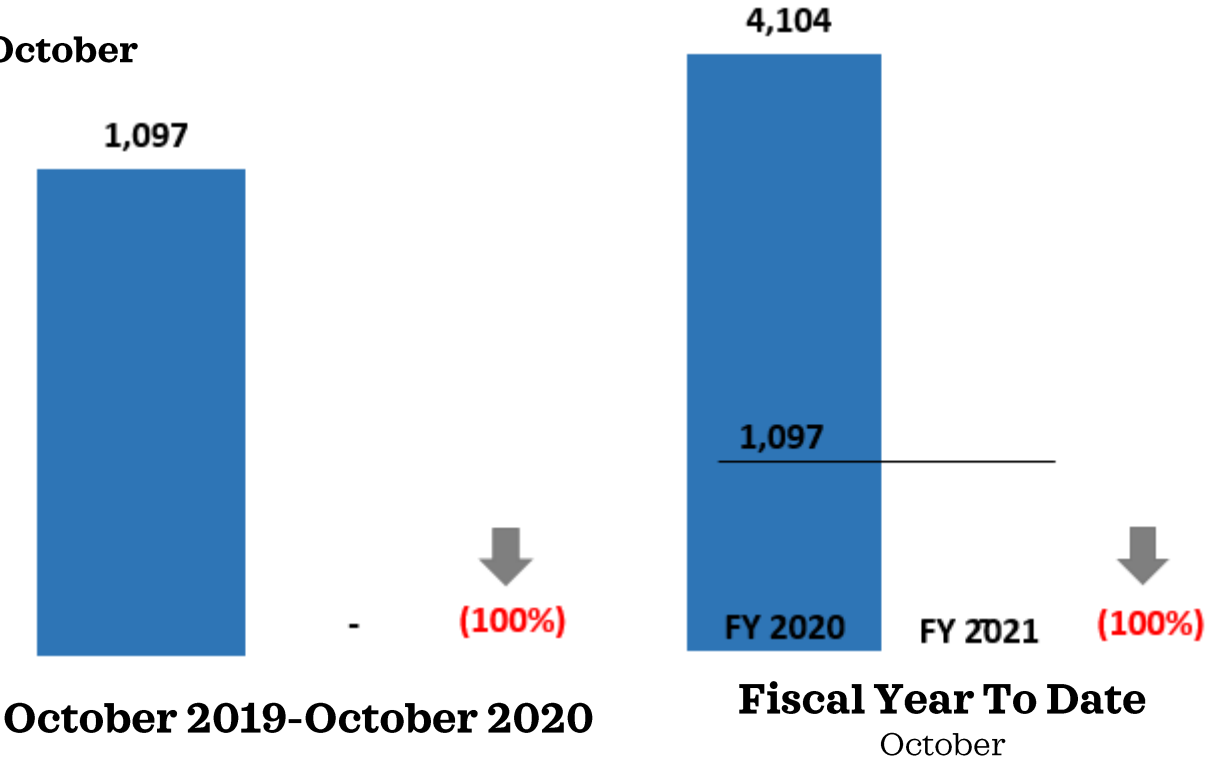
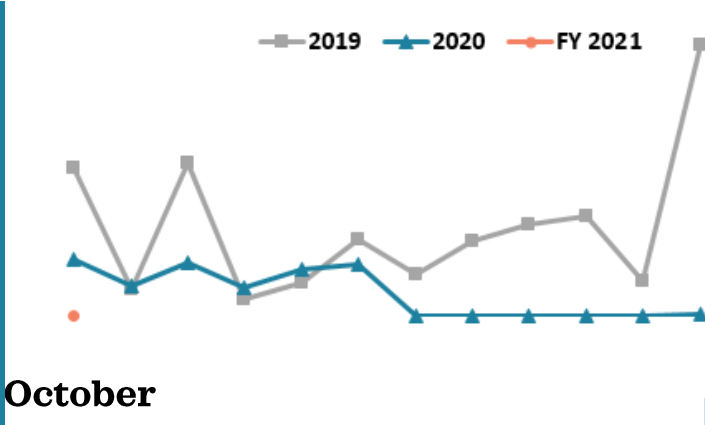
# Definite Bookings - Leisure

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

## Bookings

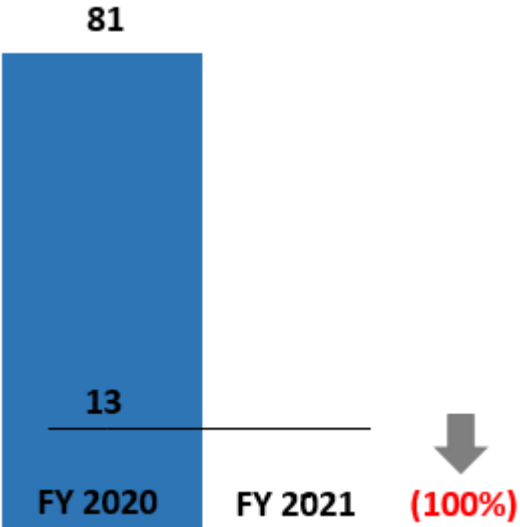
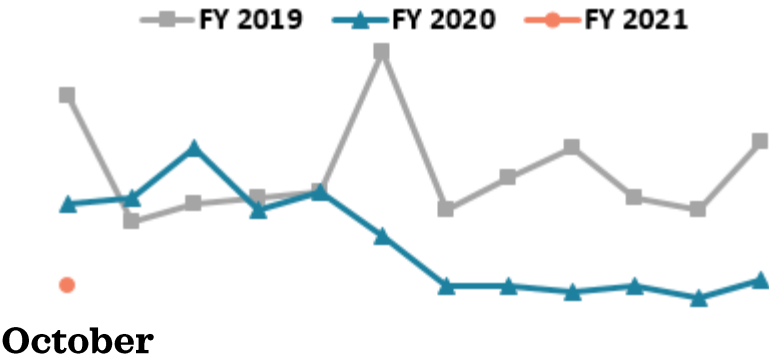


## Room nights



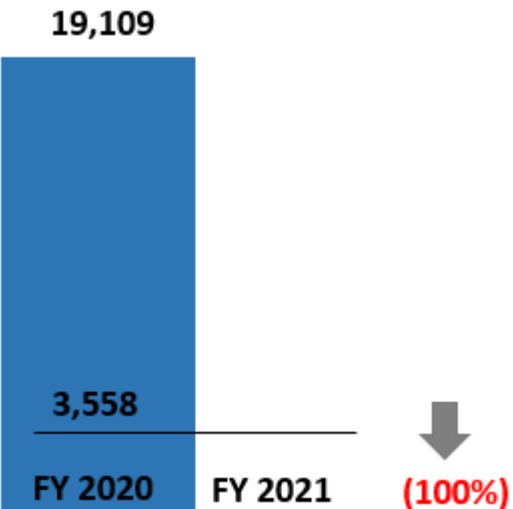
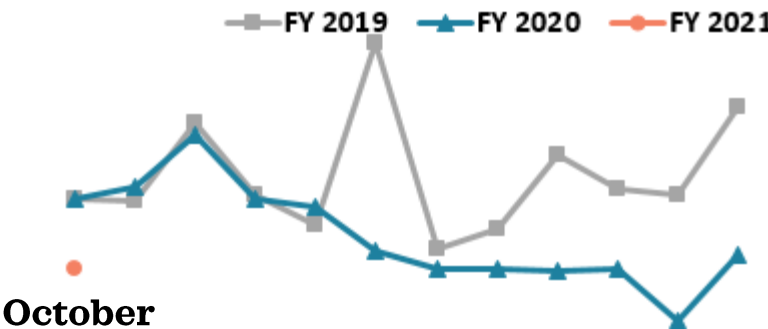
# Definite Bookings - All Sales

## Bookings



October 2019-October 2020

## Room nights

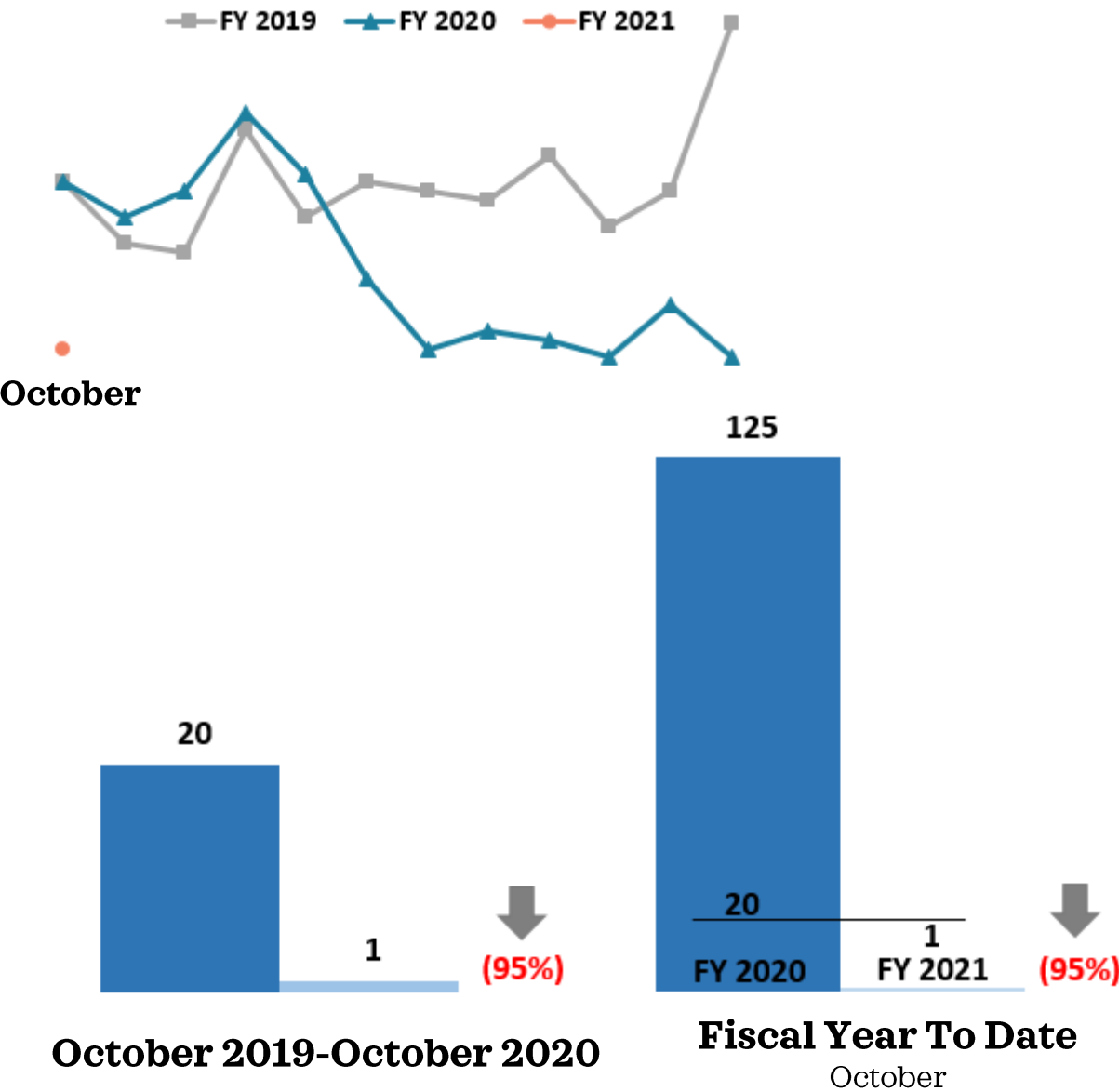


October 2019-October 2020

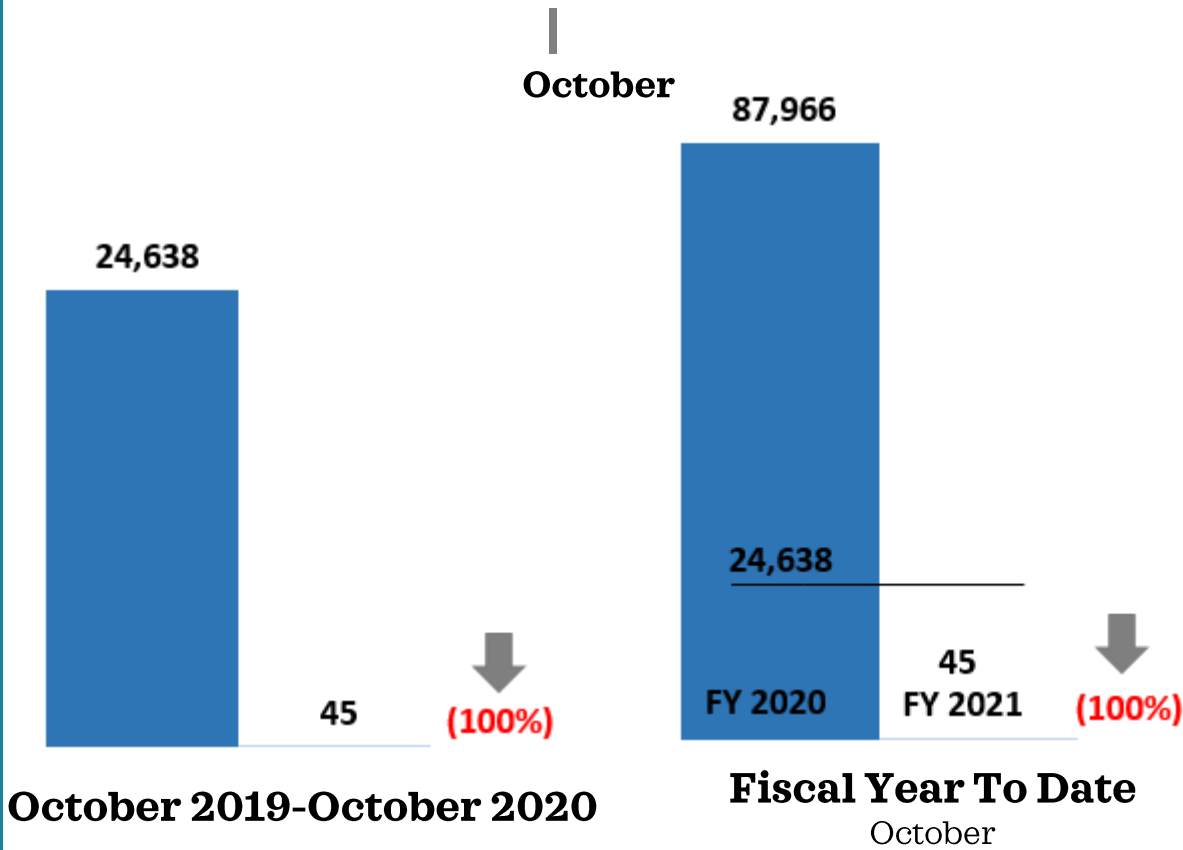
Source: Coastal Mississippi



# Leads Issued – Meetings/Sports

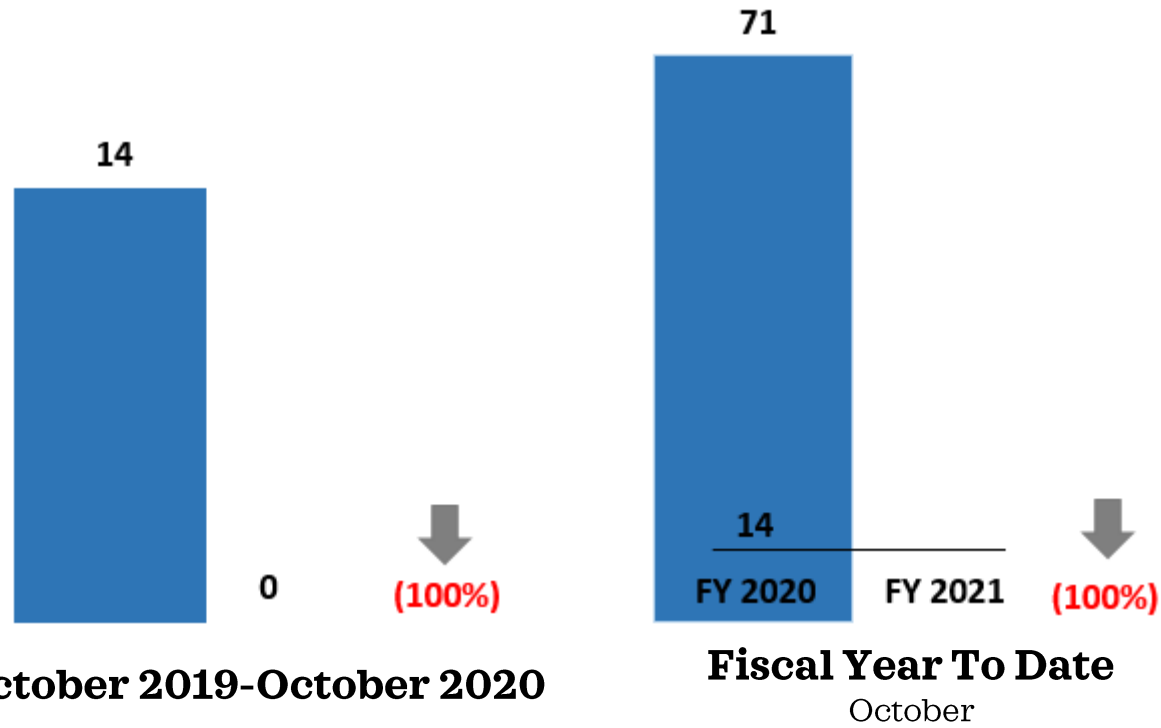
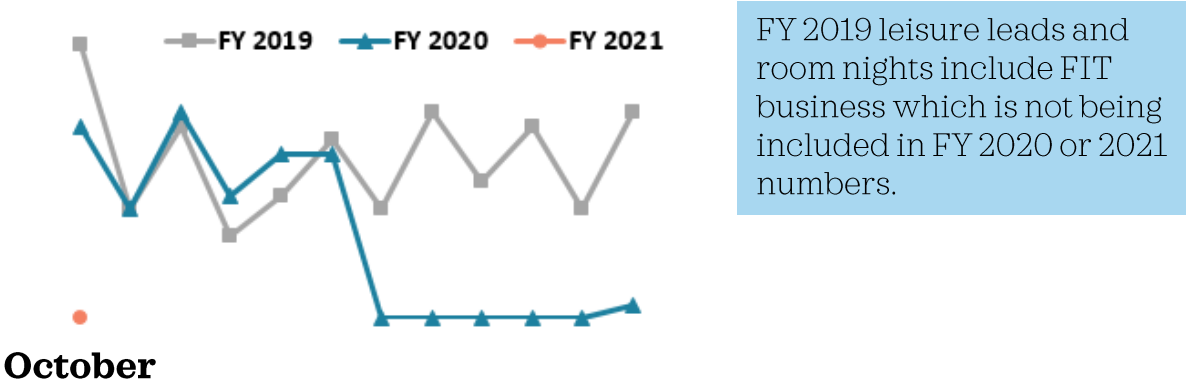


# Potential Room Nights

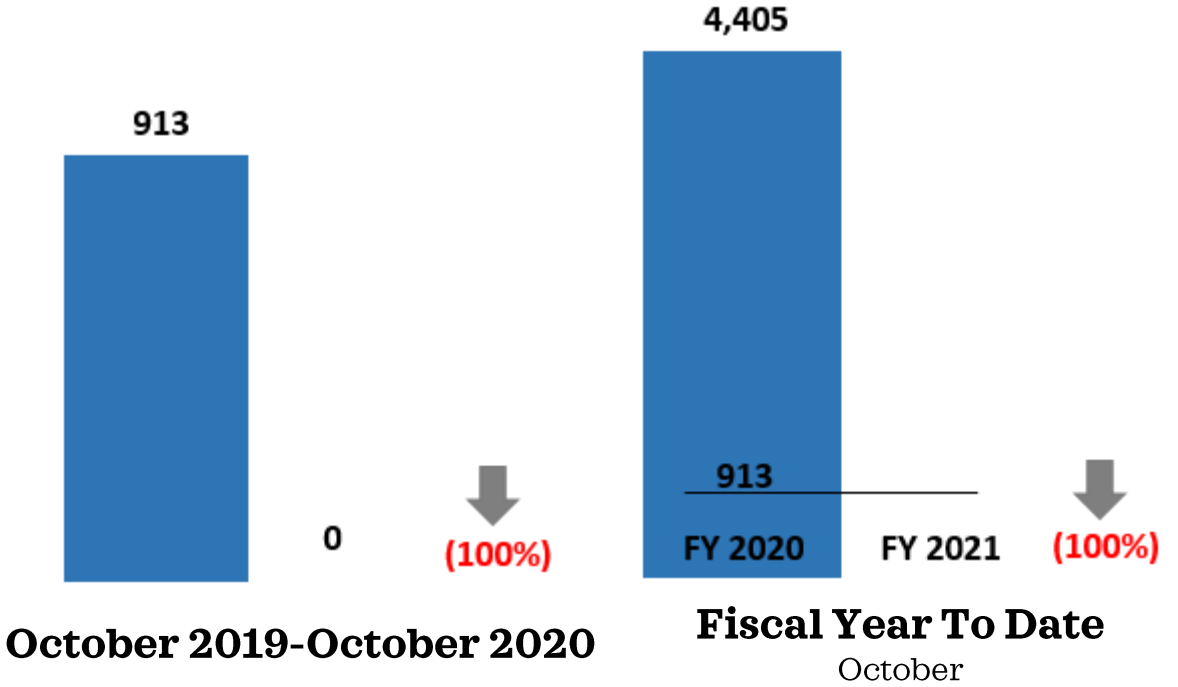
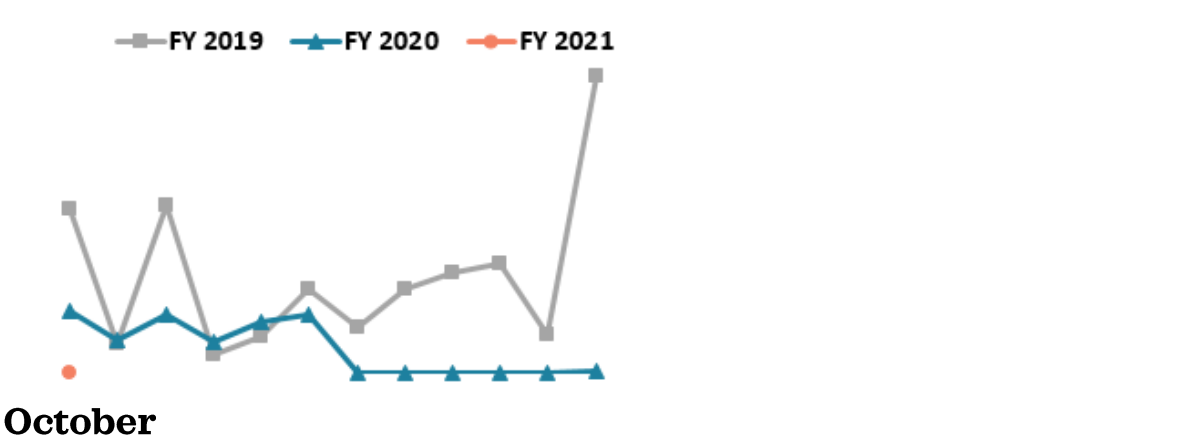


Source: Coastal Mississippi

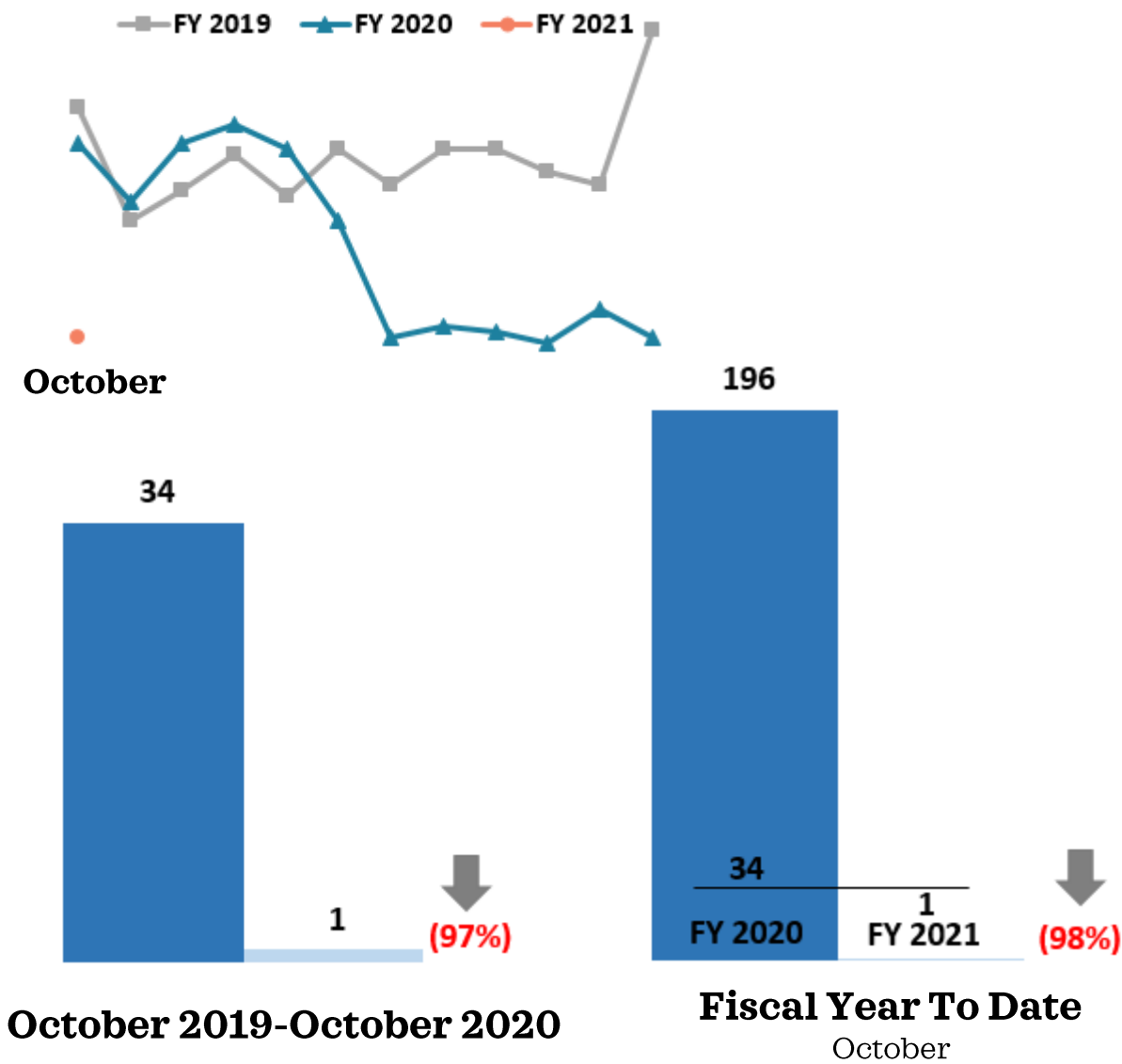
# Leads Issued - Leisure



# Potential Room Nights

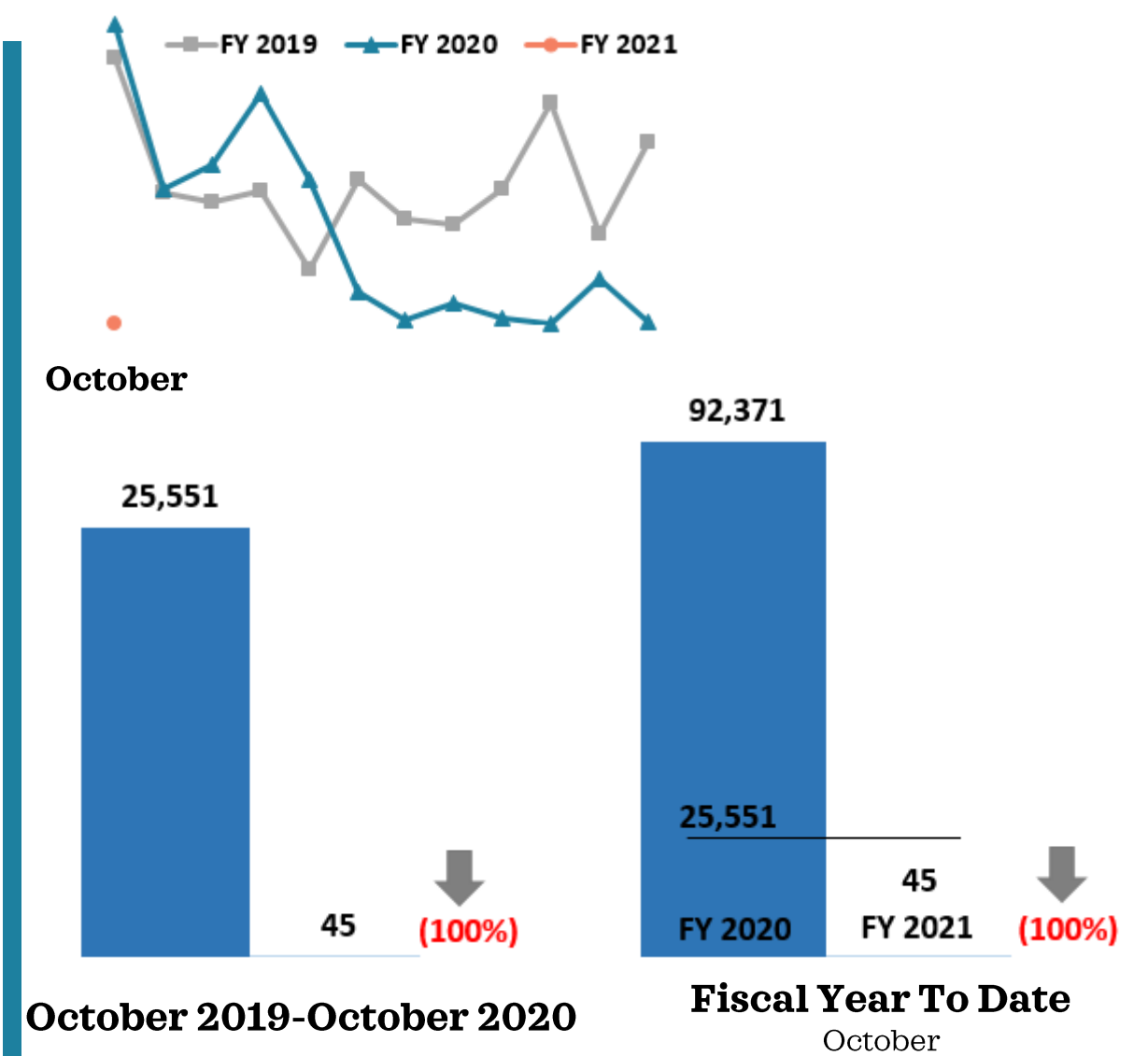


# Leads Issued - All Sales



Source: Coastal Mississippi

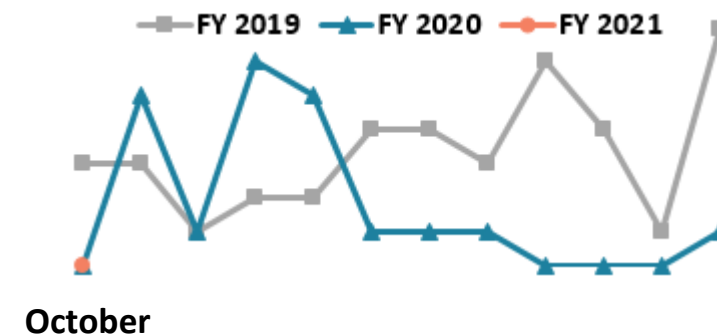
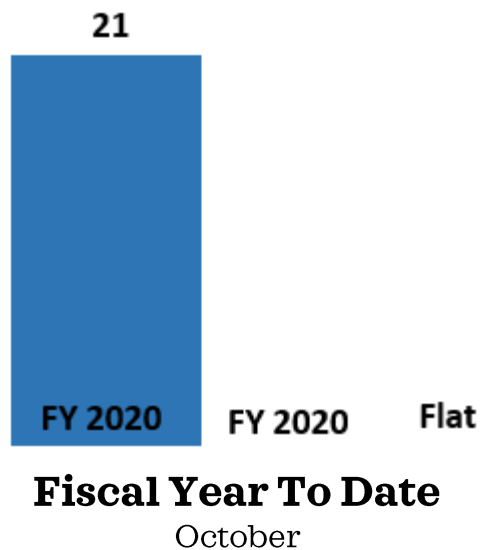
# Potential Room Nights



# Convention Center Leads

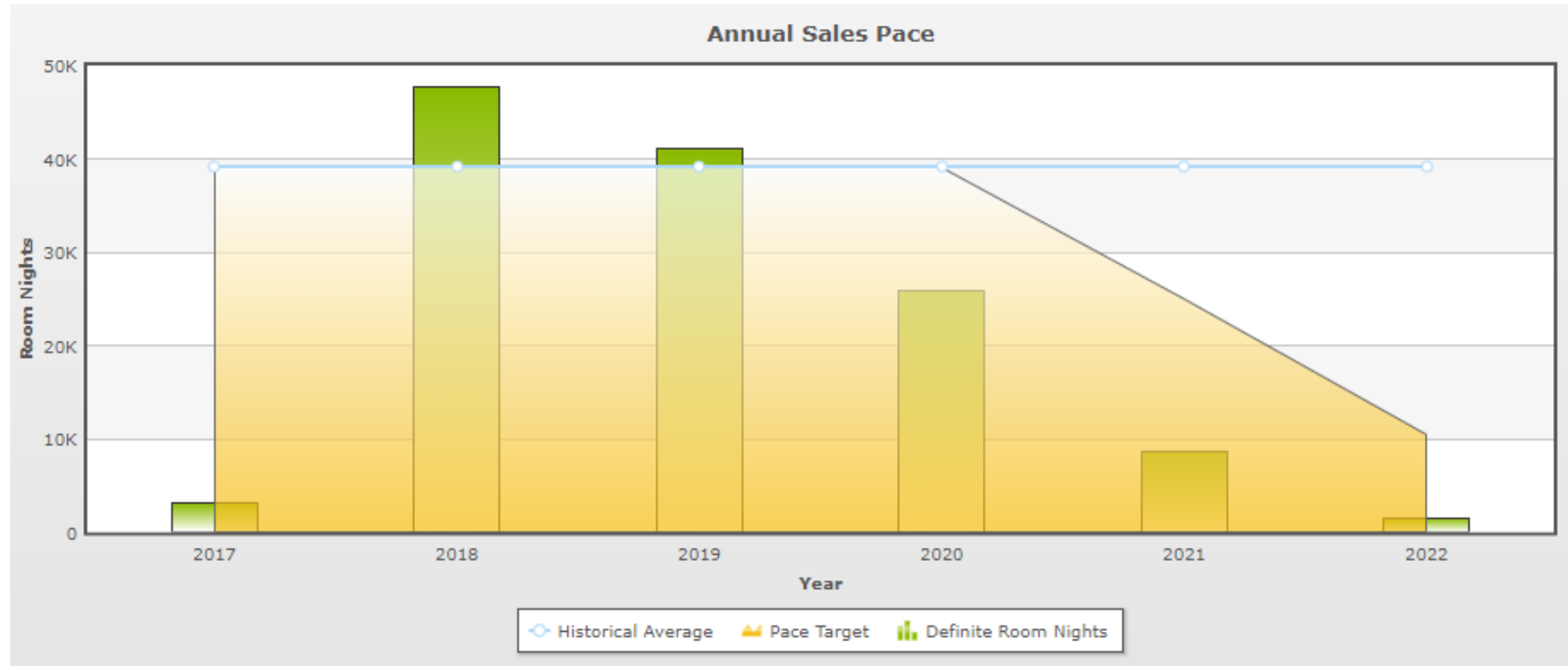
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**October 2019 over October 2020**



Source: Coastal Mississippi

# Pace Report



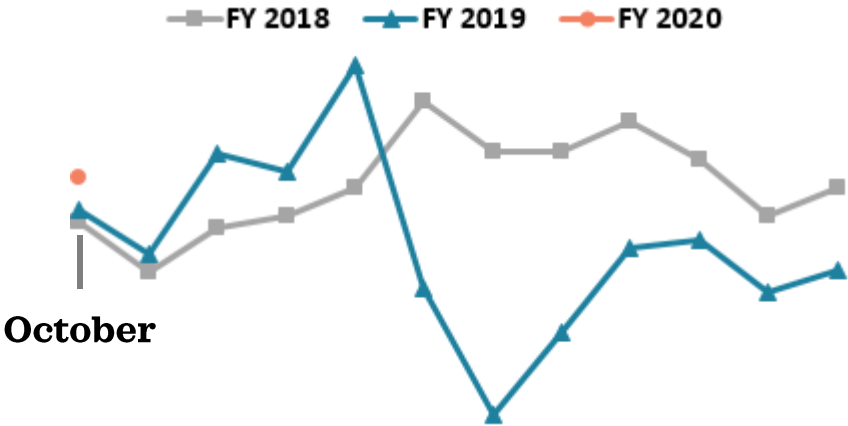
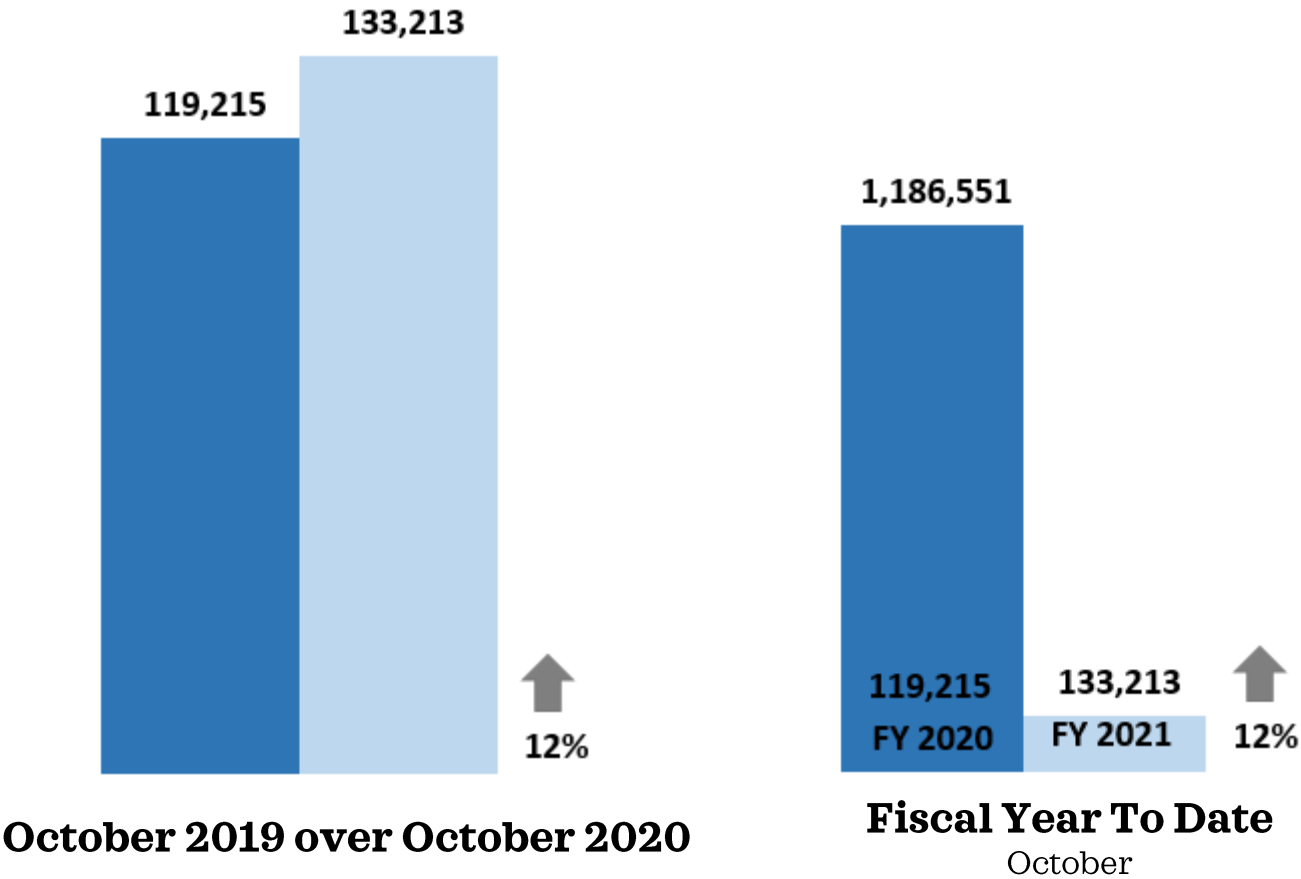
# Pace Report - Pipeline



# 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.

FY 2020	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Newsletter Signup	241											
Total Active Newsletter Recipients 19,850												
Request the Guide	568											
Digital Guide Views	118											

# Action Taken

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

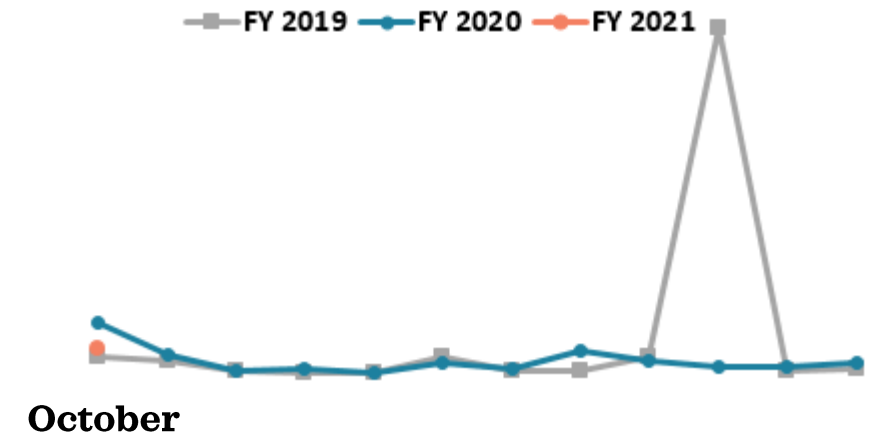
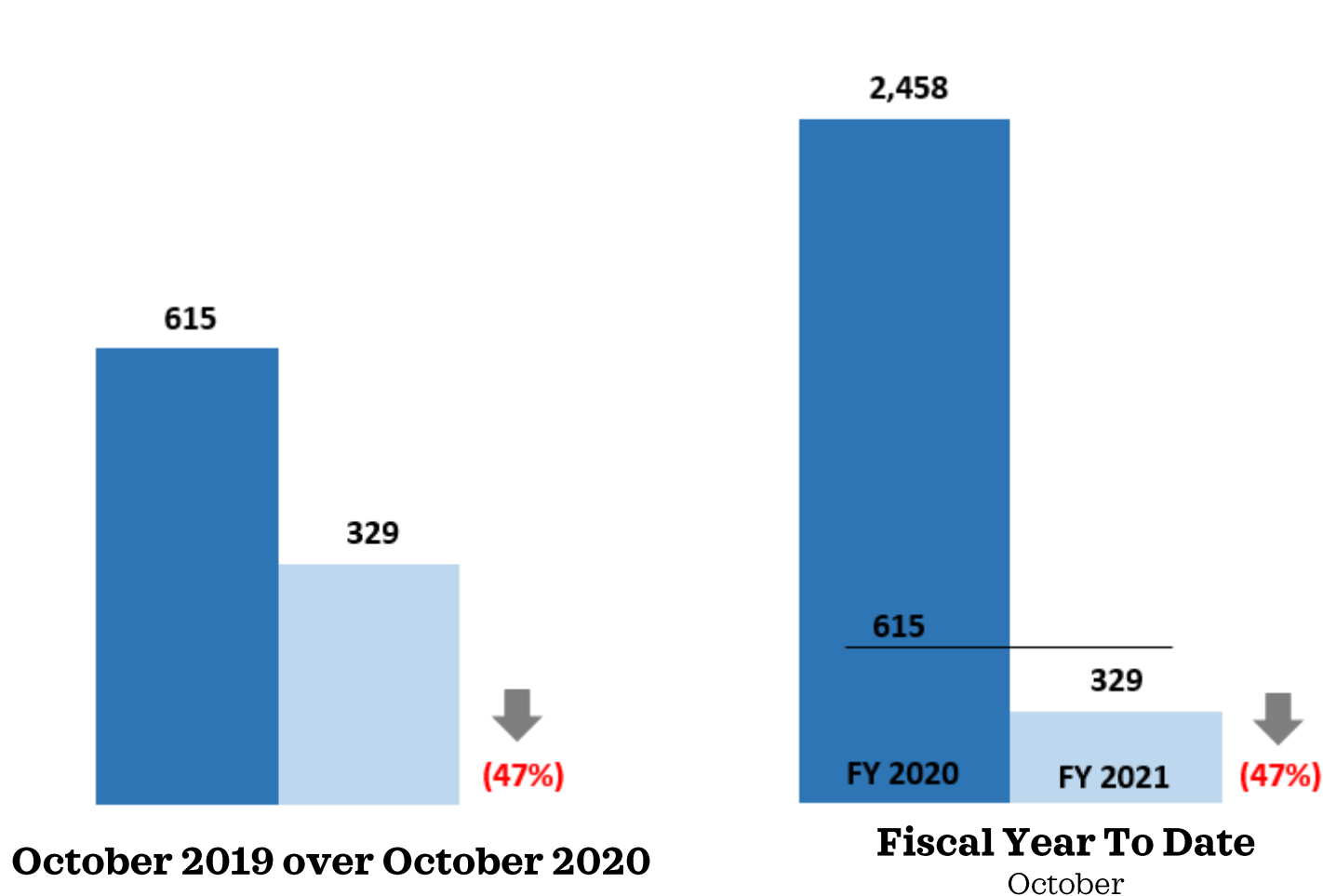
Website Referral – Referrals to partner websites from any of our pages.

Event Detail	5,339											
Listing Detail	10,648											
Website referral	14,105											



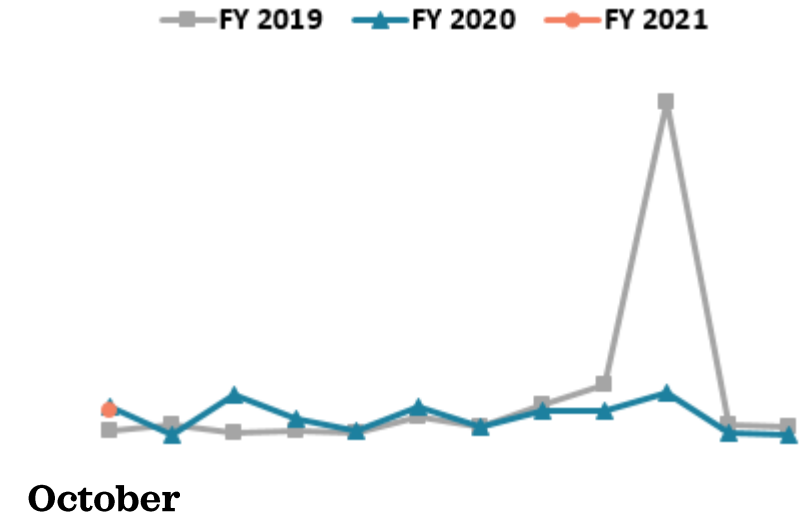
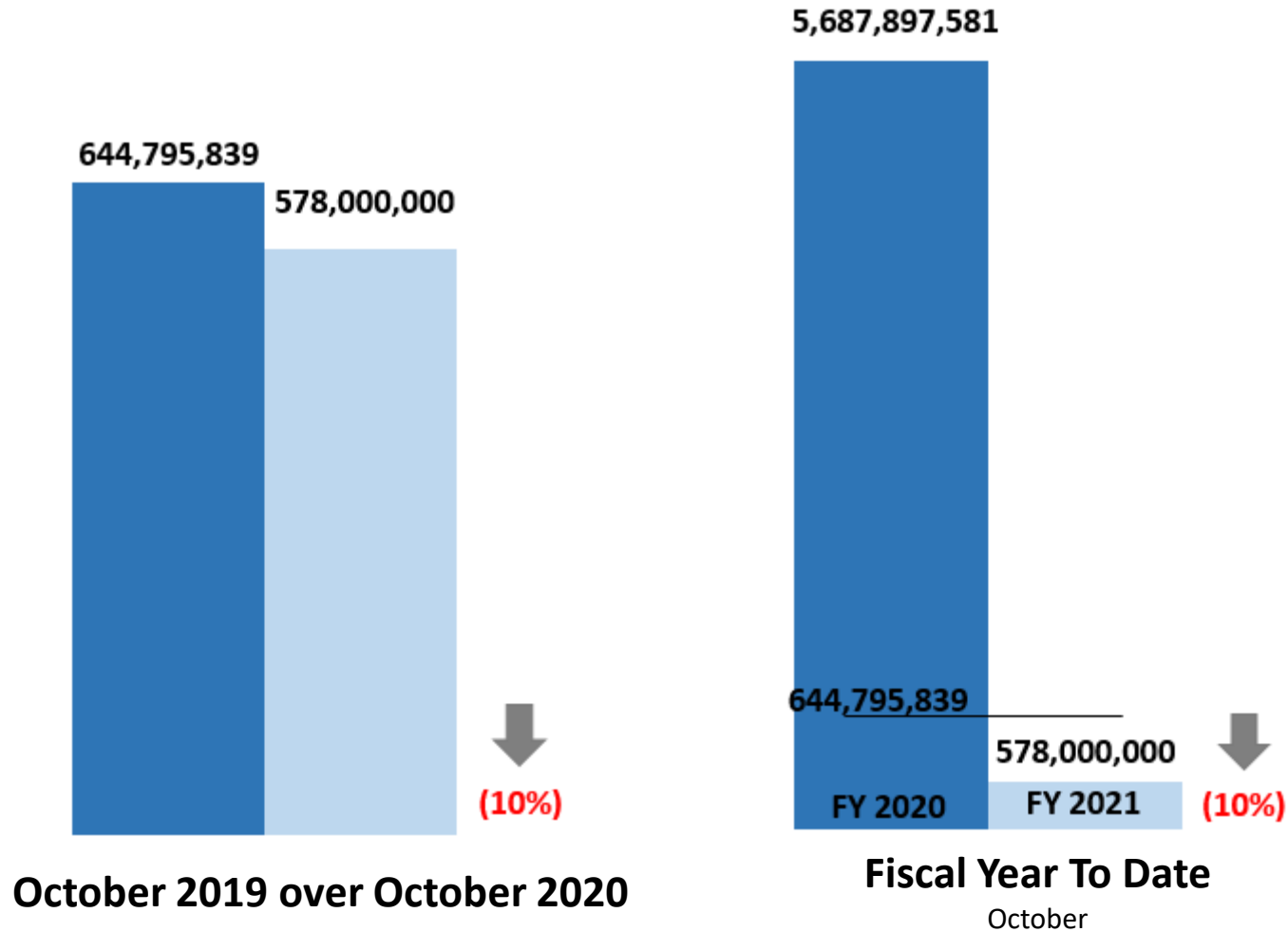
# Number of Articles

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



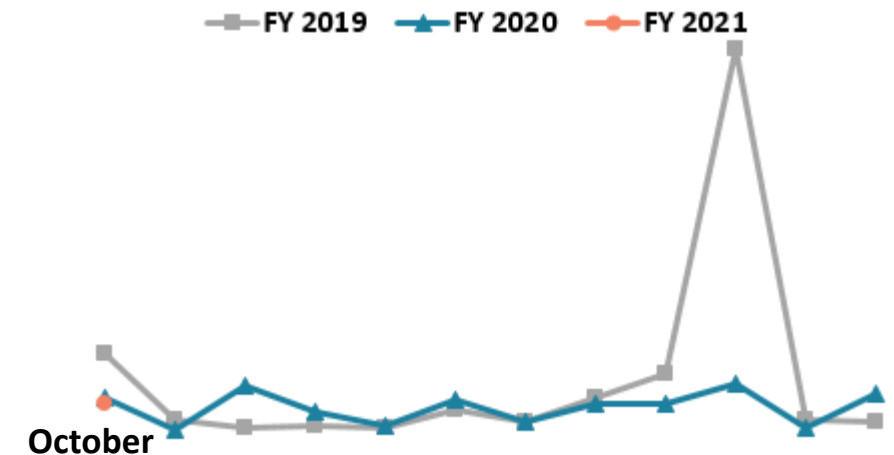
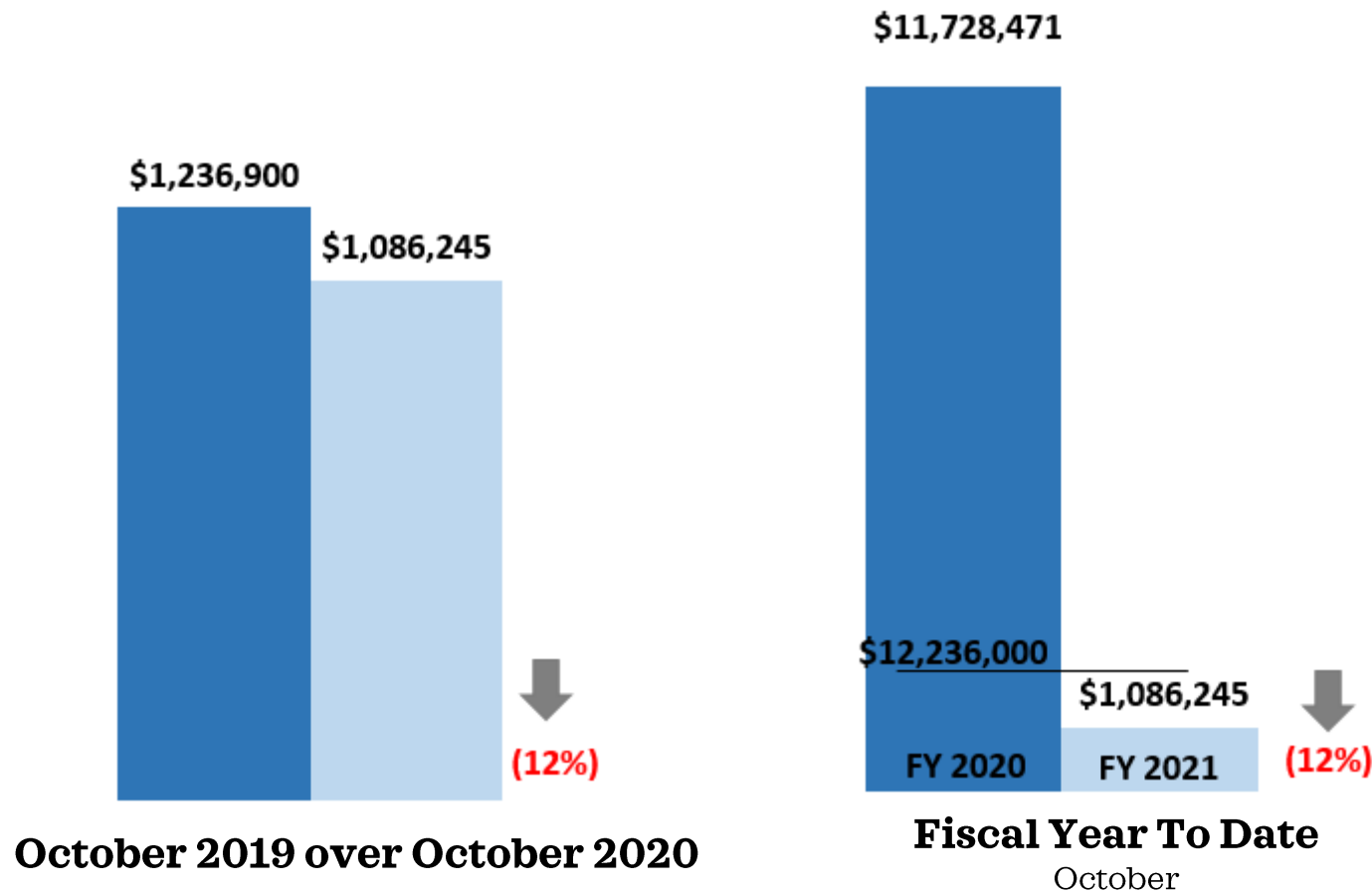
# Impressions

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

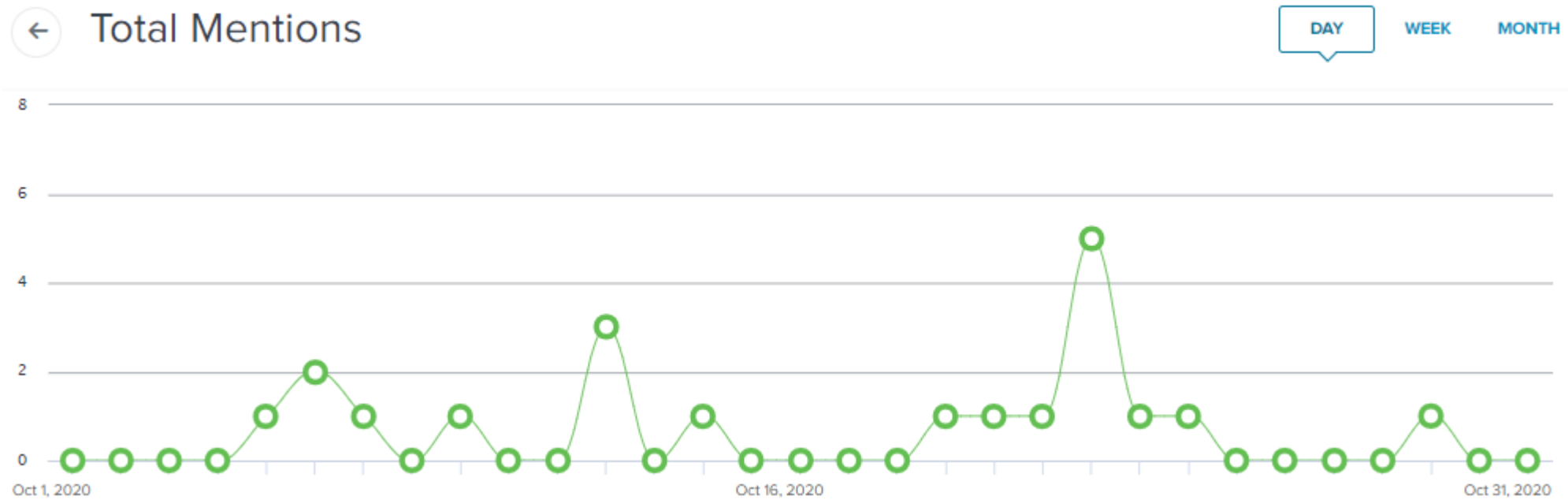
Declining AVE numbers related to changes in the monitoring platform. Industry standards are shifting away from AVE and towards methods that focus on measuring how coverage is relevant to the brand and its goals. This is an ongoing process and we are currently exploring multiple options for how we measure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



# Earned Media

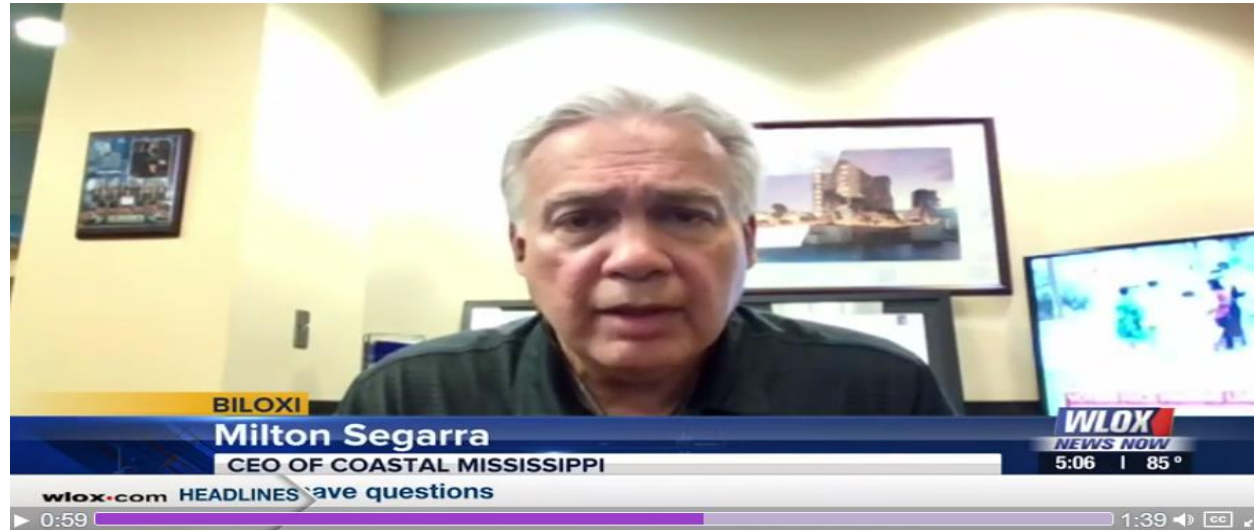
## Content Drivers:

- 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.

# Local Media Coverage - Assisted

# SunHerald

## 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.

## Local Media Coverage - Assisted



## 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 its 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.

# Coastal Mississippi Assisted Media Coverage





# 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.

## Coastal Mississippi Assisted Media Coverage

 msn | lifestyle  
powered by Microsoft News

## Discover the Best Hidden Gem Destinations in Every State



### 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.

coastal  
MISSISSIPPI | *The Secret Coast*





## 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 1848, 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.

 msn | lifestyle  
powered by Microsoft News

## 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 bums. 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](#).

# Coastal Mississippi Assisted Media Coverage

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# Social Media Metrics

Loss of Pinterest followers due to channel audit + overhaul, upcoming new organic + promoted content will boost numbers.



Monthly  
Increase

859  
1%

46  
Flat

3  
Flat

460  
3%

17,231  
1%

60  
1%

18,659  
1%

October  
2020

151,107  
Facebook  
(Total Likes)

15,882  
Twitter  
(Total Followers)

922  
Pinterest  
(Total Followers)

14,275  
Instagram  
(Total Followers)

1,663,305  
YouTube  
(Lifetime Followers)

5,277  
LinkedIn  
Total Followers

1,850,768  
Total



Coastal Mississippi

Posted by HeyOrca

Oct 9 · 🌐

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

WLOX.COM

Universal Music to build \$1.2 billion hotel, entertainment destination in Biloxi

👍👎❤️ 24.8K

1.1K Comments 4.2K Shares

👍 Like

💬 Comment

➦ Share

379,291 people reached >

Boost Post

25,945

355,191

15,575

Organic Reach

Paid Reach

Post Clicks

Coastal Mississippi

@SeeCoastalMS

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

👁 View Tweet activity

14 Retweets

3 Quote Tweets

32 Likes

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Bay Saint Louis, Mississippi

View Insights

Promote

❤️🗨🚩

Liked by oceanspringsinn and 18,718 others

coastalms

You make me wanna roll my windows down and cruise. 🤘 #cruisinthecoast

View all 36 comments

Coastal Mississippi

5,352 followers

1mo · 🌐

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

👍👎❤️ 225

9 Comments

👍 Like

💬 Comment

➦ Share

Organic Impressions

4,974 >

UMUSIC Broadwater Hotel  
announcement

379,291 impressions  
54.3k interactions

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

UMUSIC Broadwater Hotel  
announcement

4,979 impressions  
271 interactions

# SOCIAL MEDIA

The Secret Coast