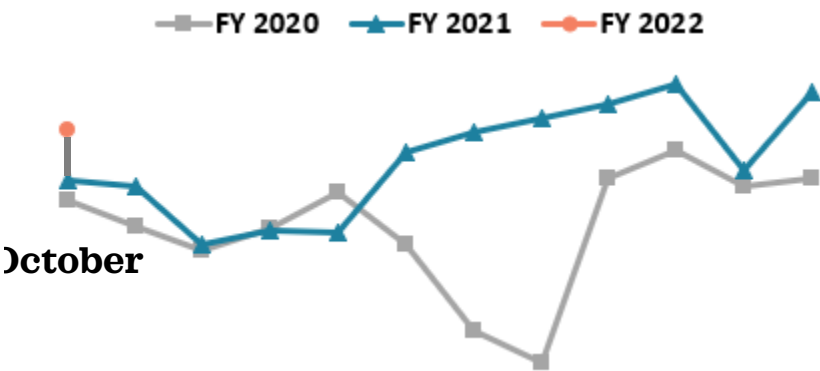
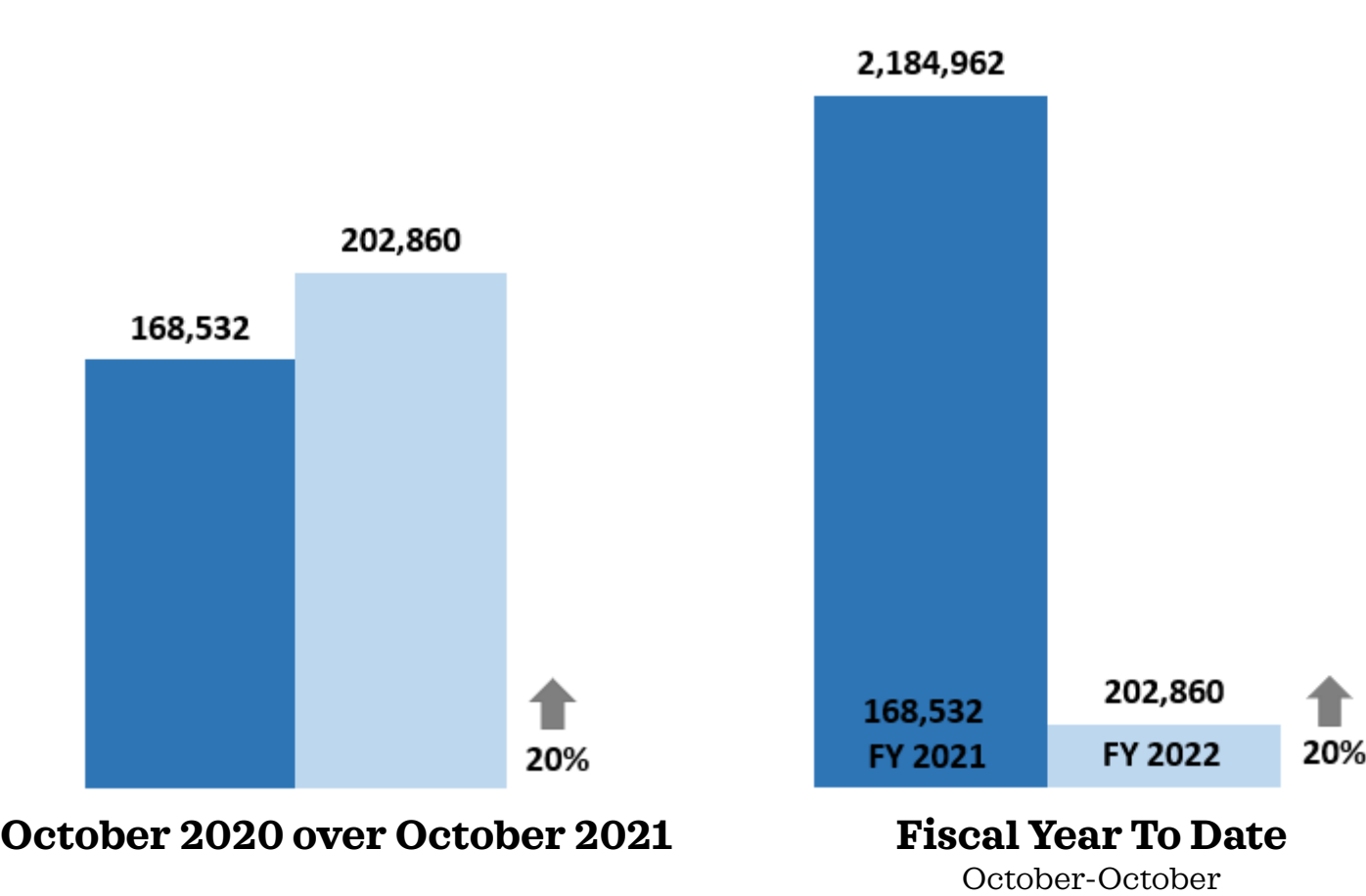


# coastal MISSISSIPPI *— The Secret Coast —*

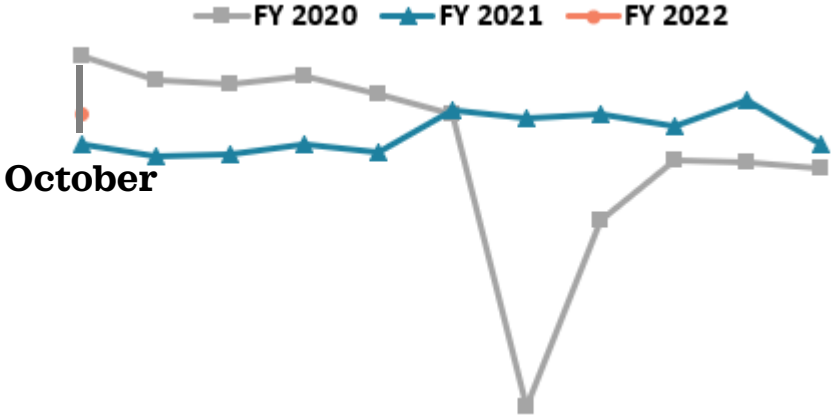
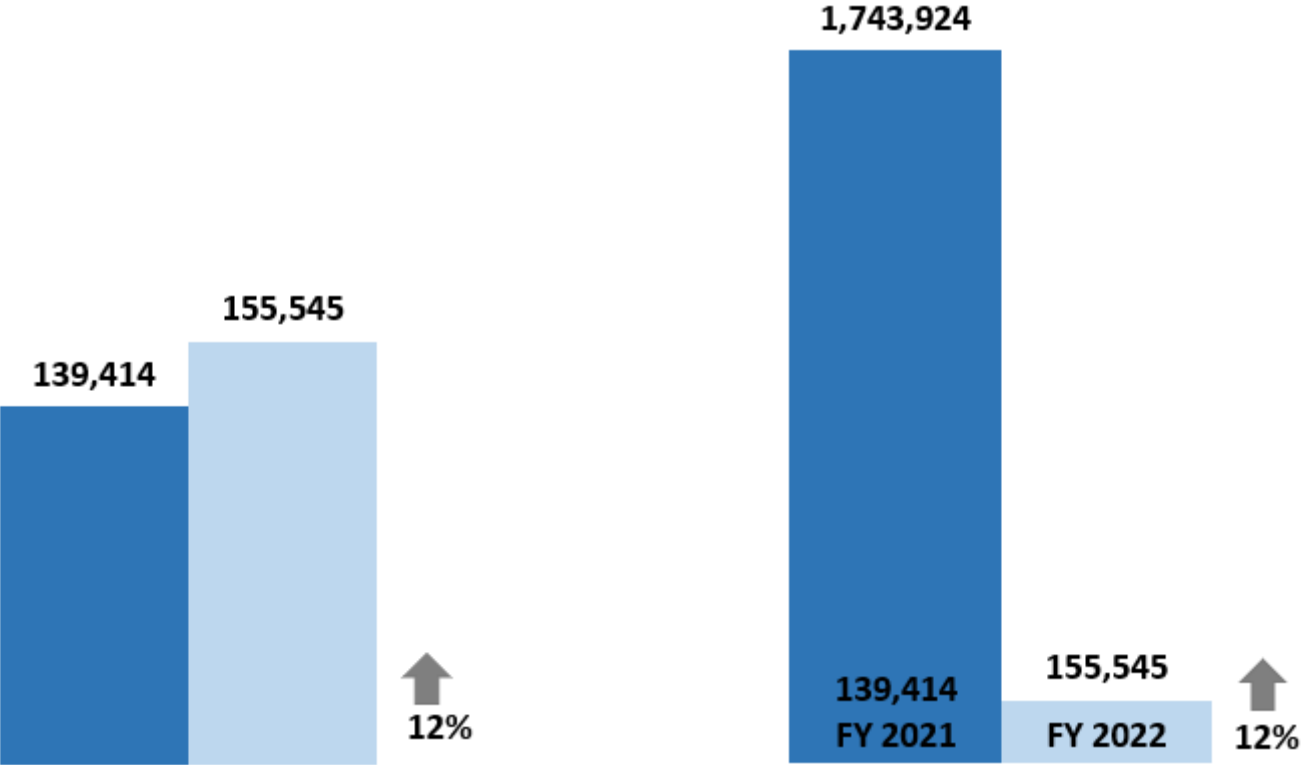
- Key Performance indicators
- October 2021

# Non-Casino Rooms Sold



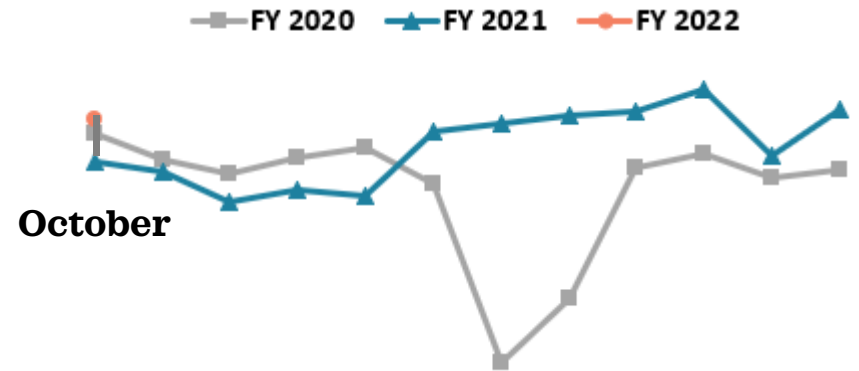
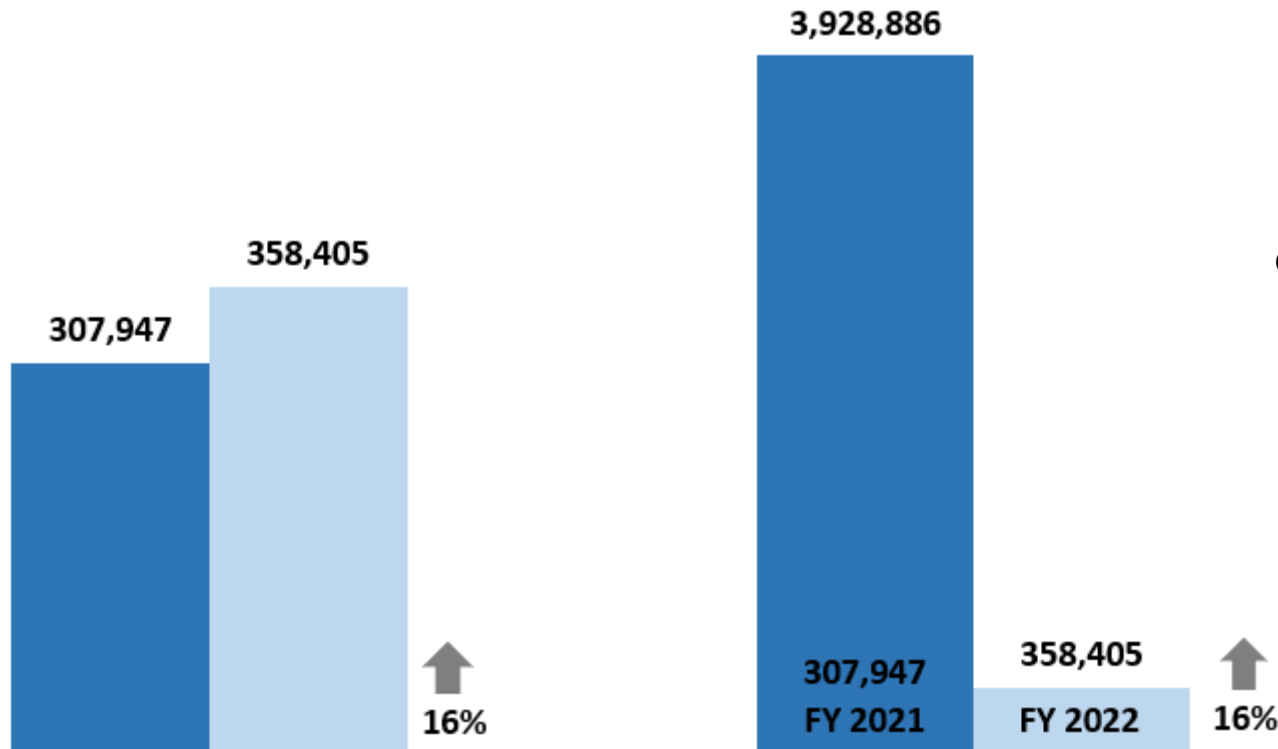
Source: STR

# Casino Rooms Occupied



Source: STR

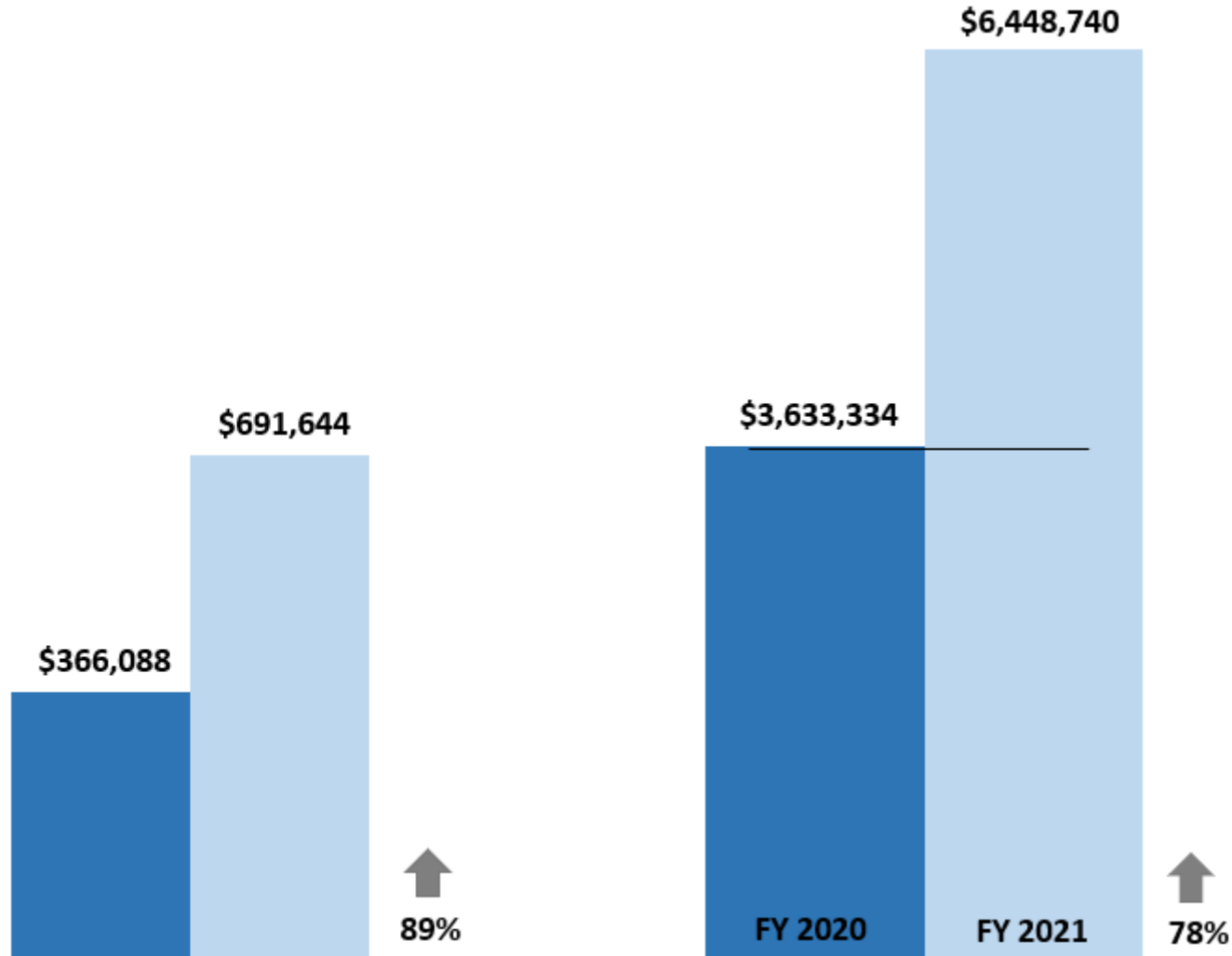
# All Rooms Sold/Occupied



October 2020 over October 2021

Fiscal Year To Date  
October

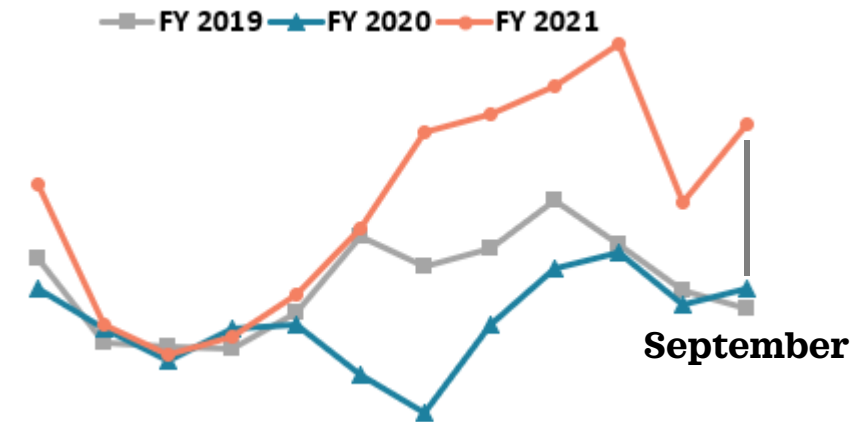
# Occupancy Tax Receipts



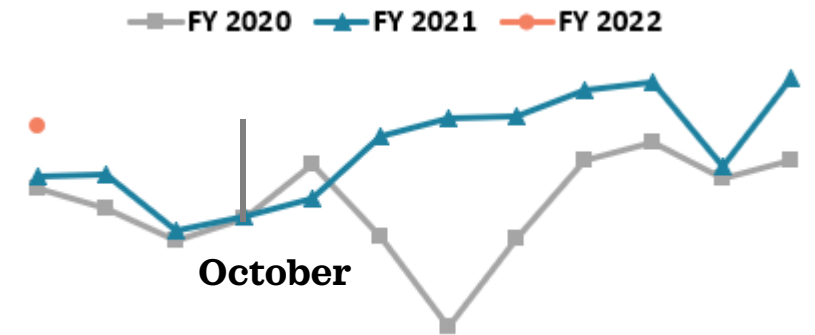
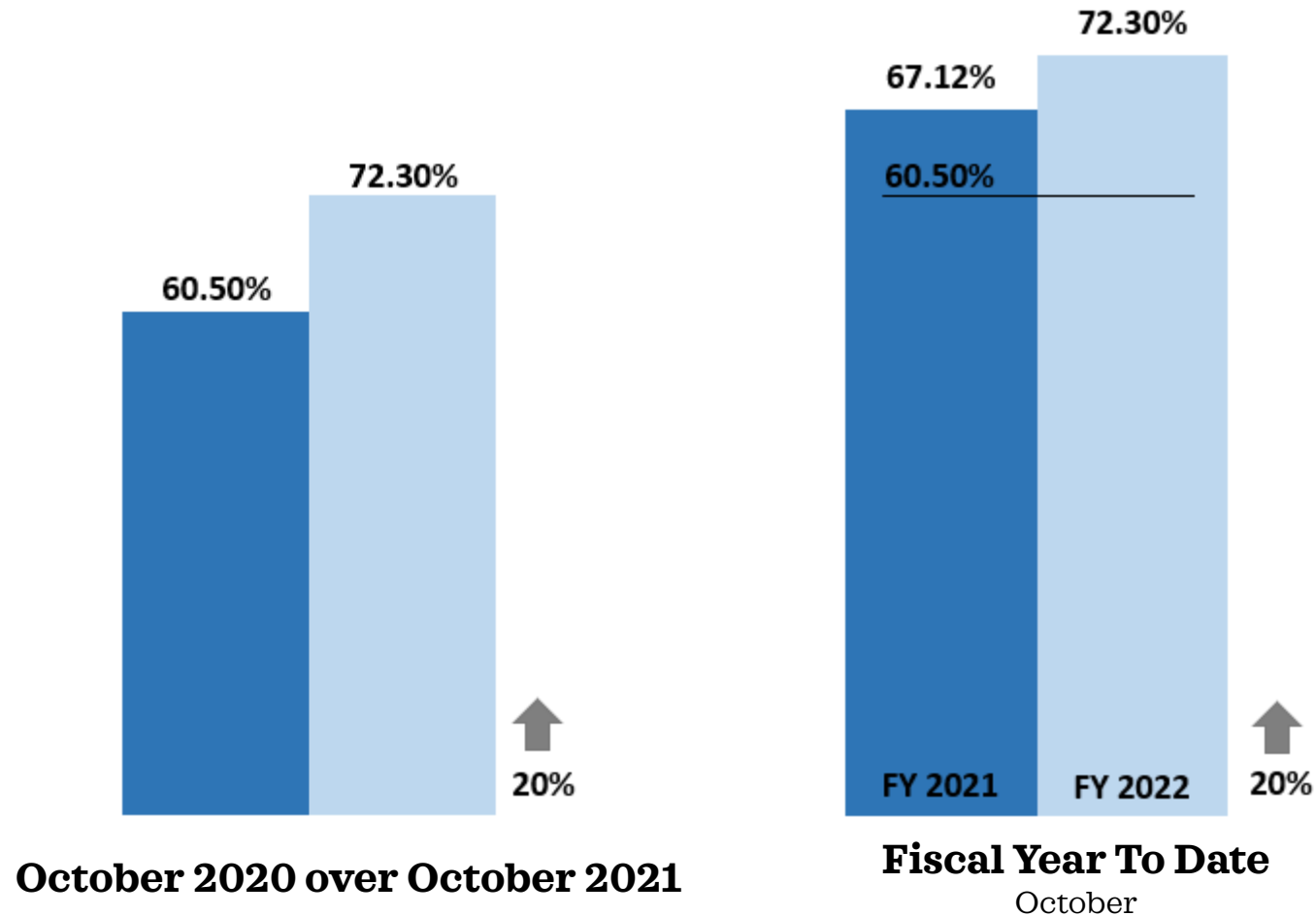
**September 2020 over September 2021**

**Fiscal Year To Date**  
October-September

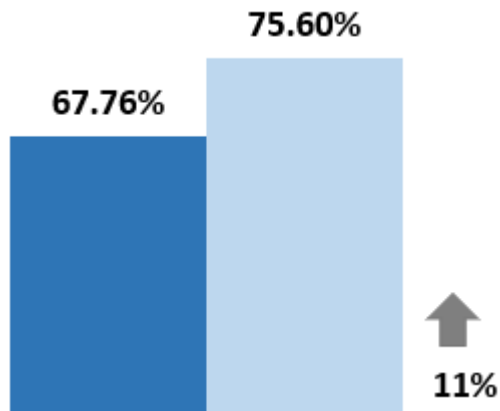
Source: MS Department of Revenue



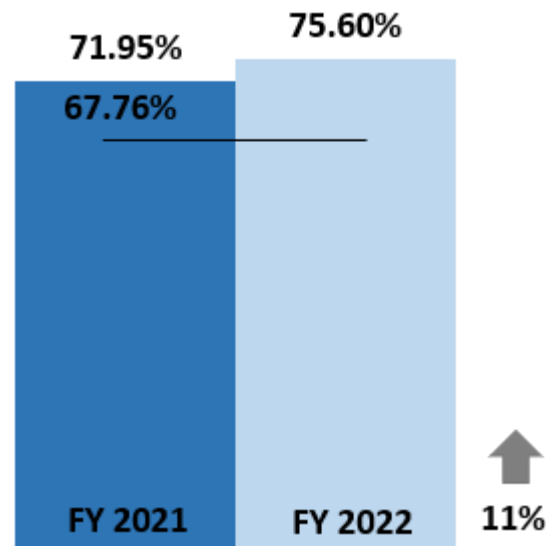
# Non-Casino Occupancy



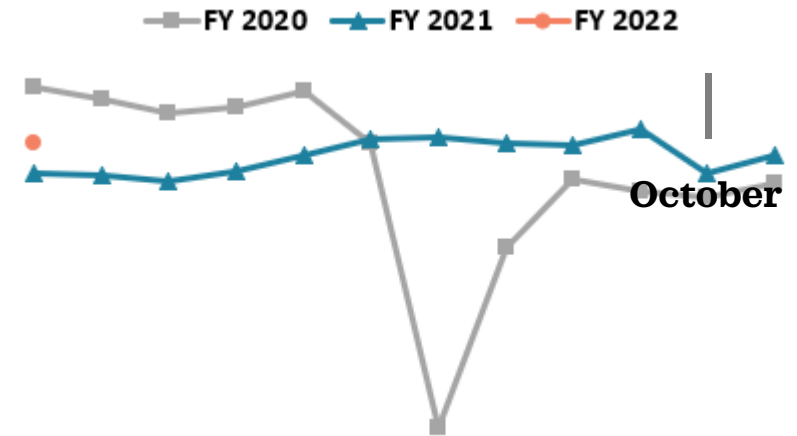
# Casino Occupancy



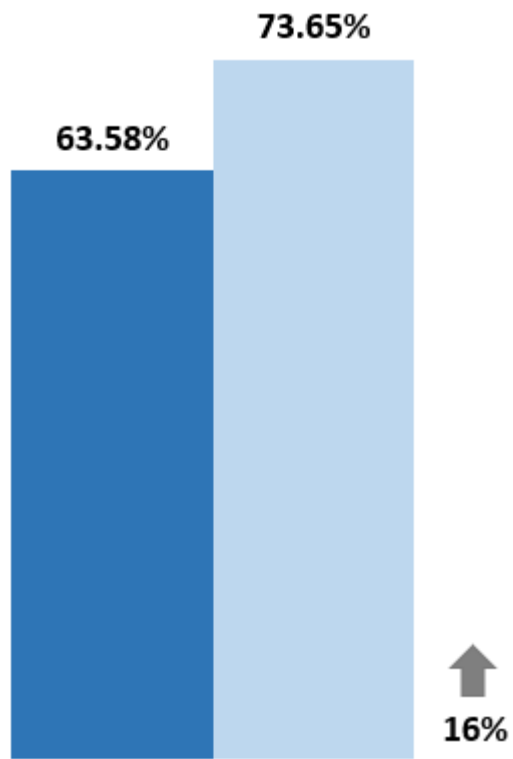
**October 2020 over October 2021**



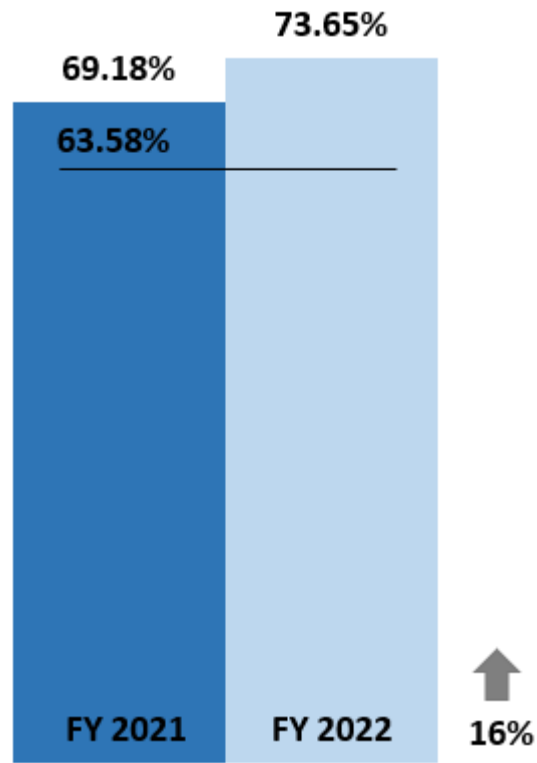
**Fiscal Year To Date**  
October



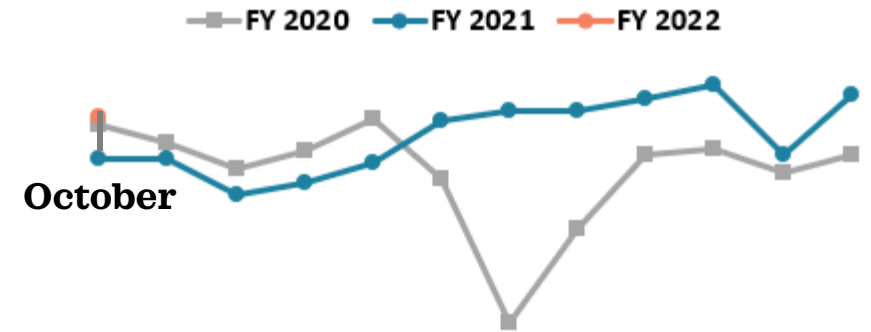
# All Occupancy



**October 2020 over October 2021**

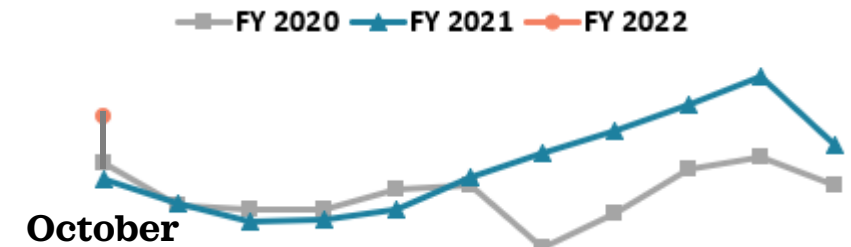
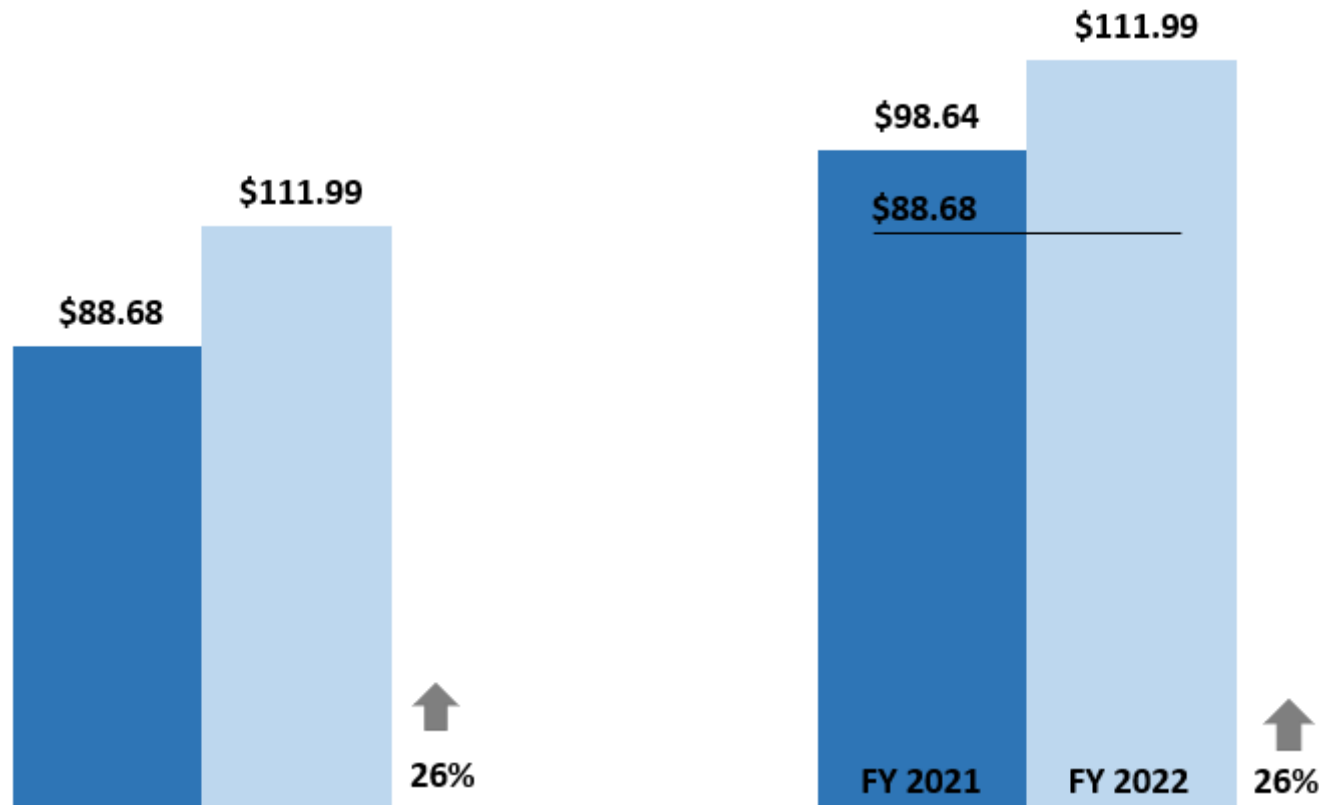


**Fiscal Year To Date**  
October





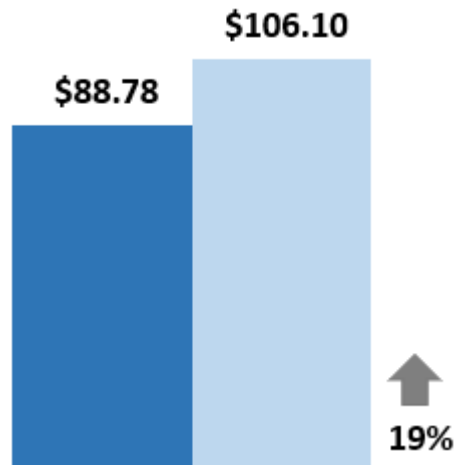
# Non-Casino ADR



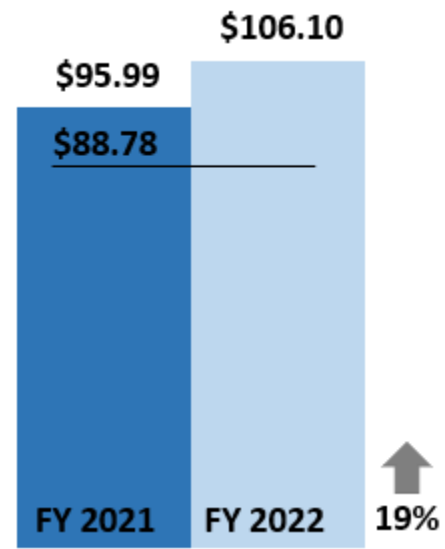
October 2020 over October 2021

Fiscal Year To Date  
October

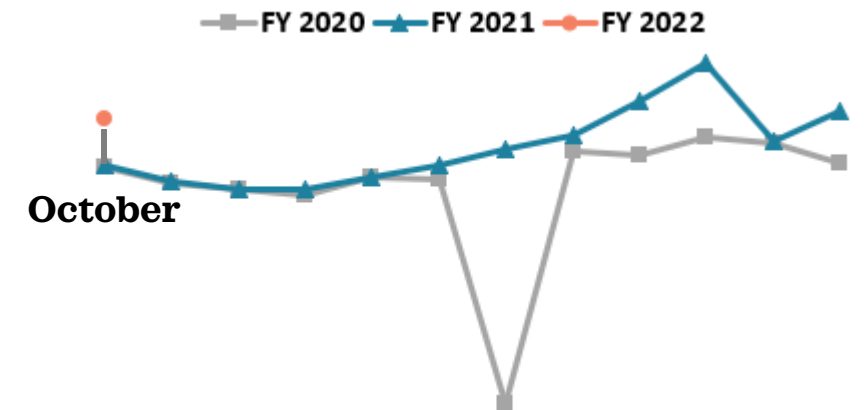
# Casino ADR



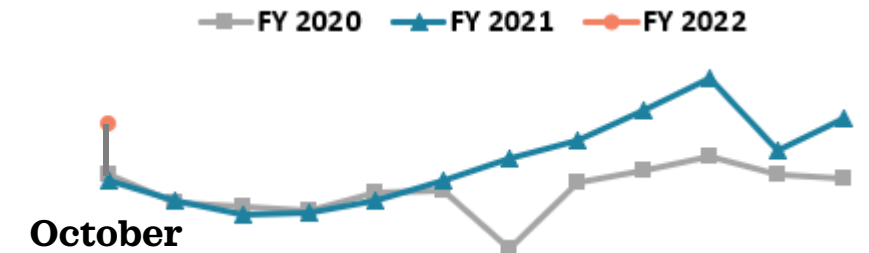
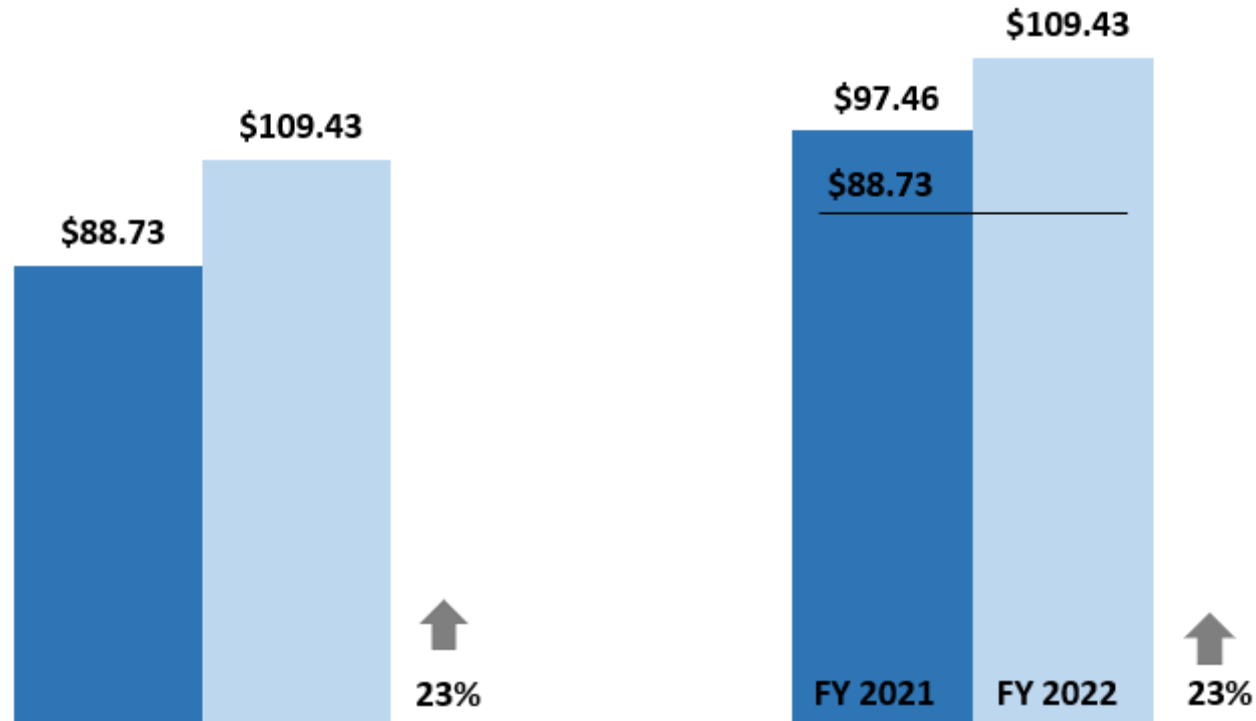
**October 2020 over October 2021**



**Fiscal Year To Date**  
October



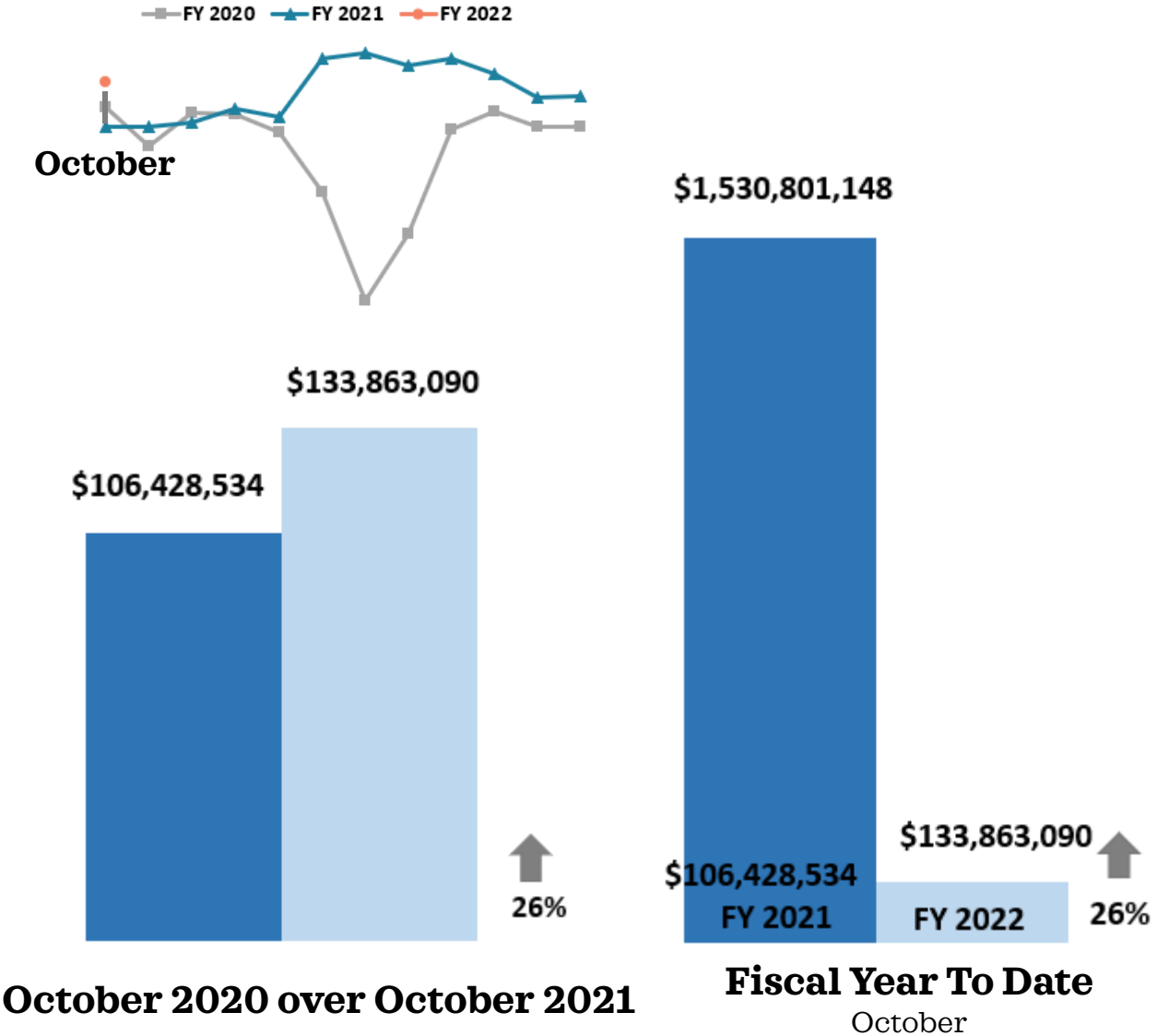
# All ADR



**October 2020 over October 2021**

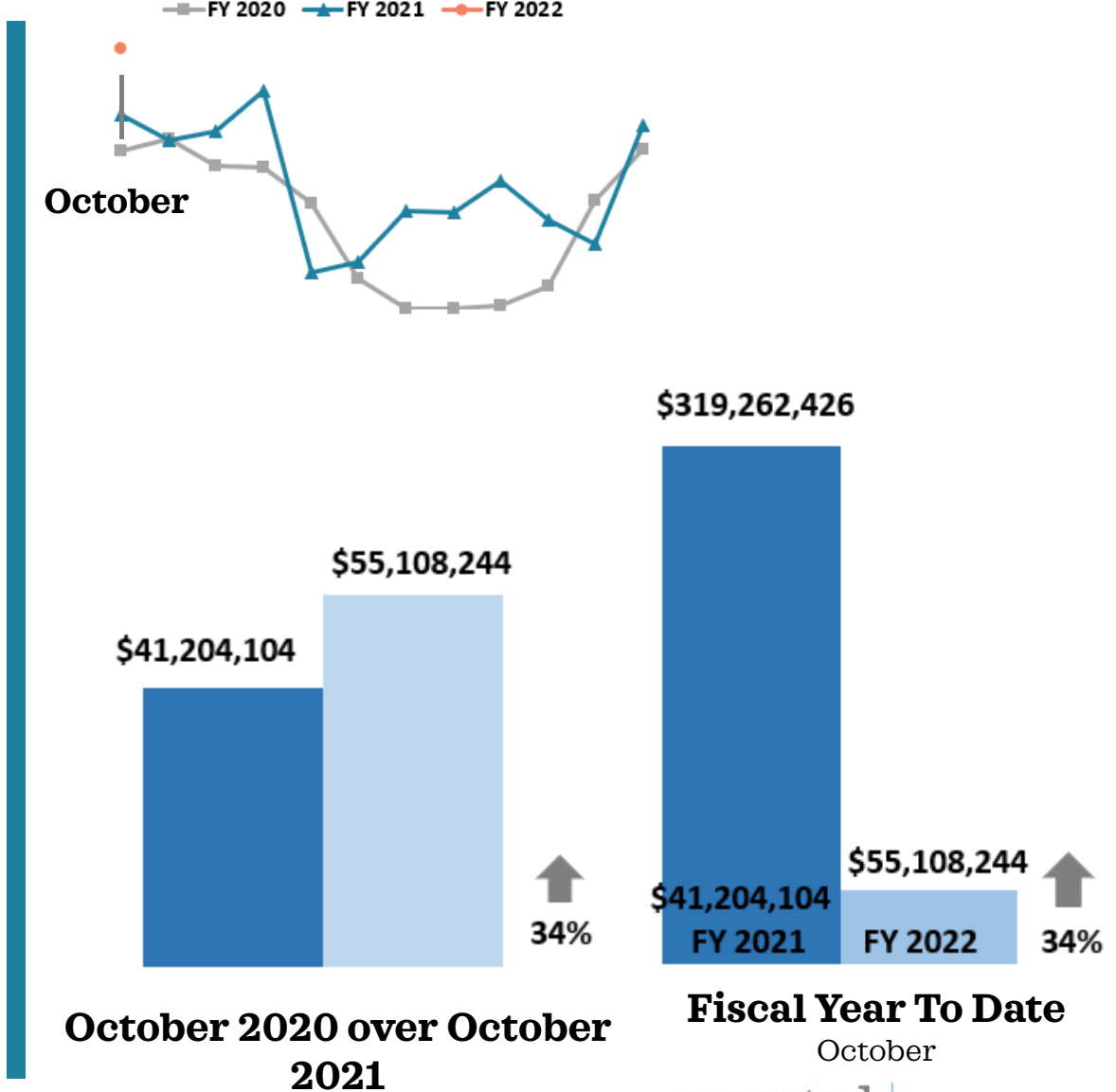
**Fiscal Year To Date**  
October

# Gaming Revenue



Source: MS Gaming Commission

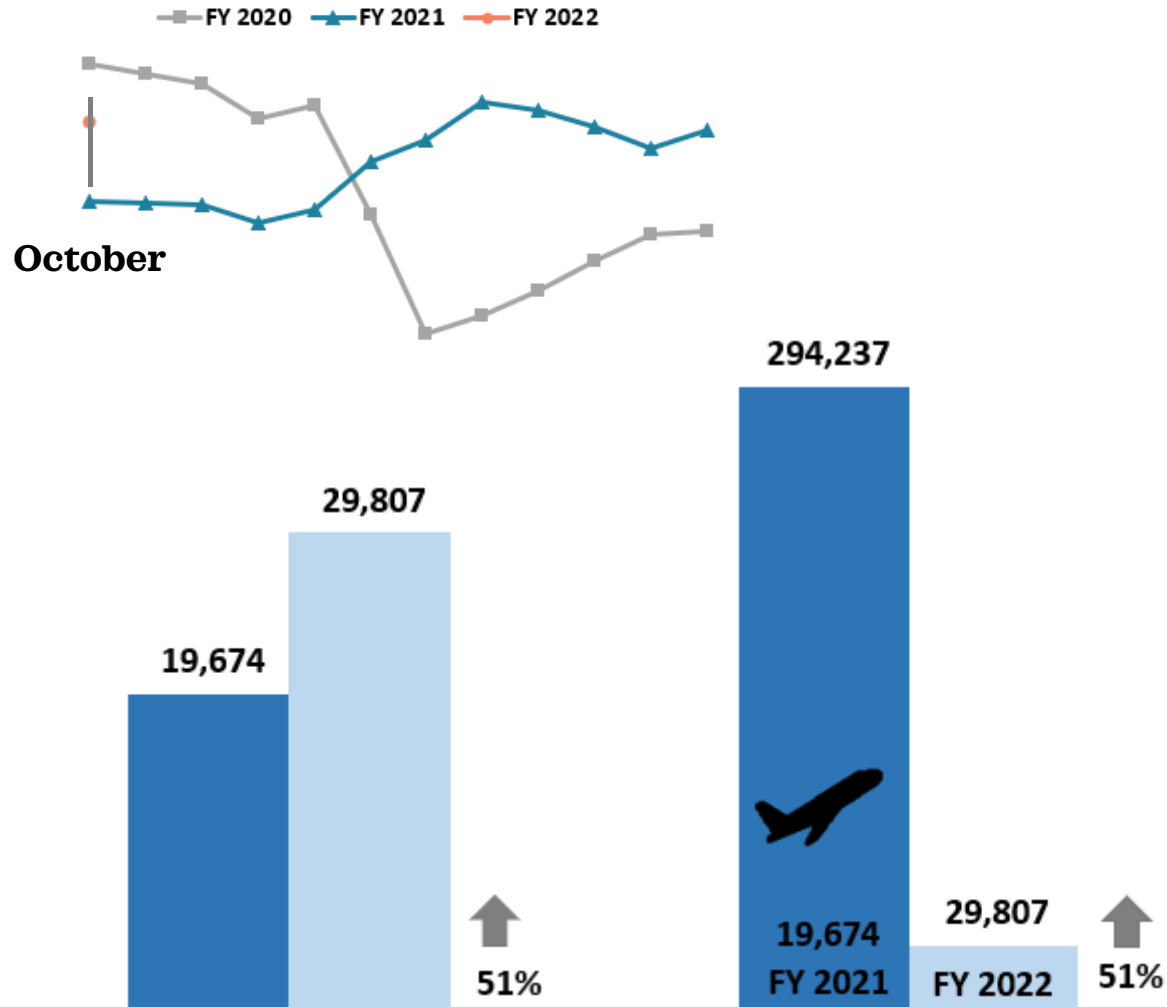
# Sports Betting Wagers



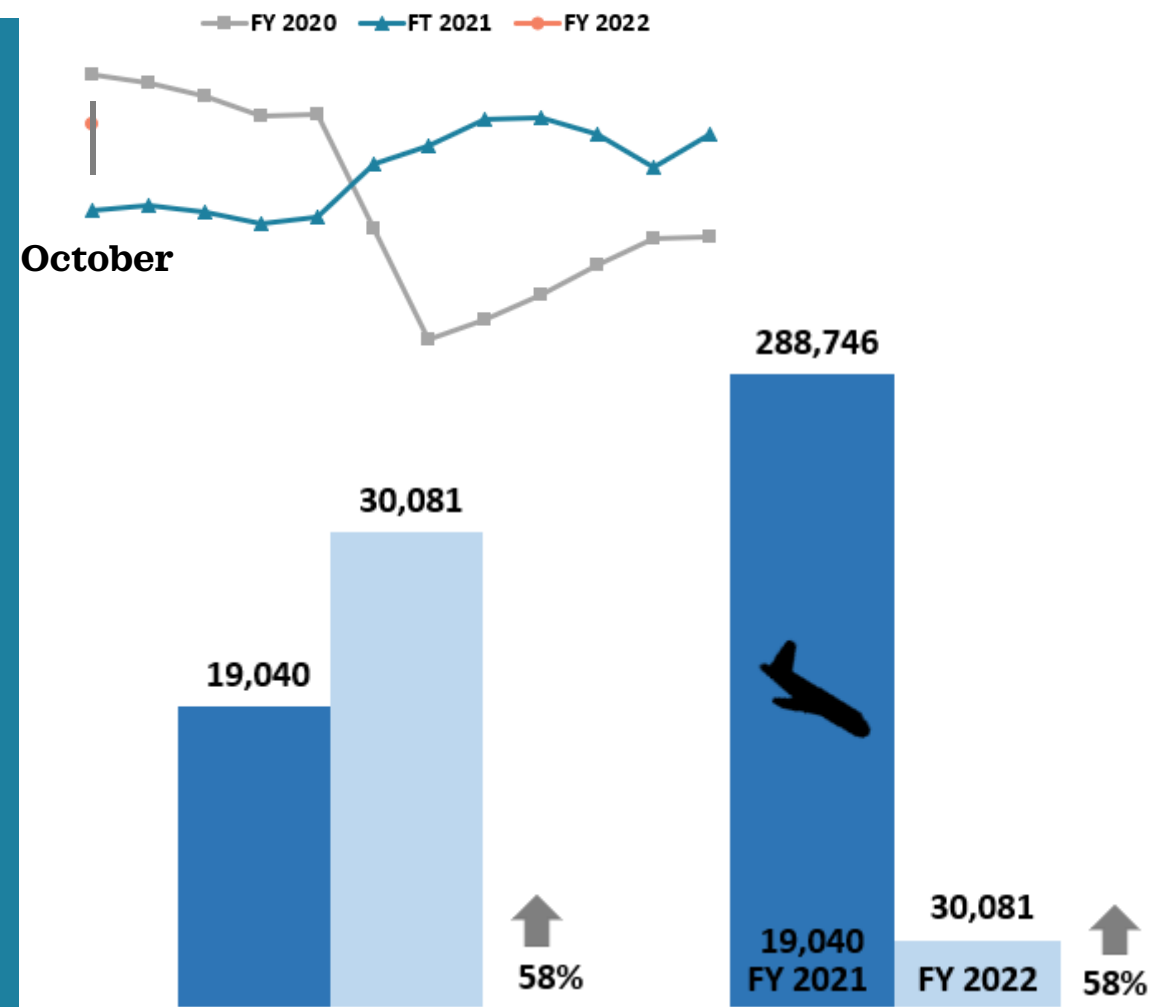
\* Sports Betting began October 2018

# Airport

## Enplanements



## Deplanements



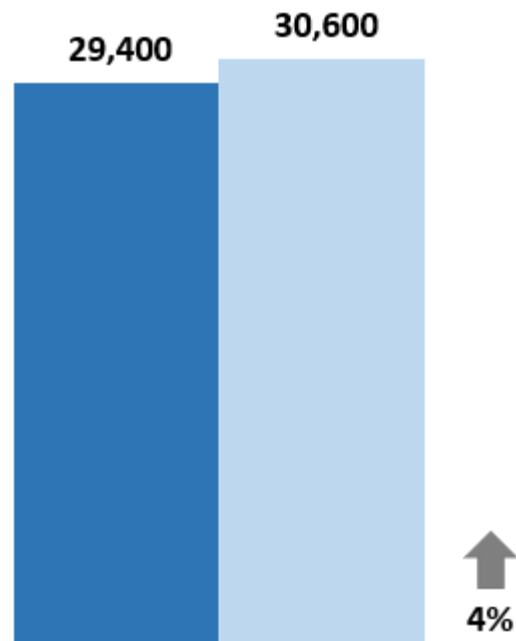
October 2020 over October 2021

Fiscal Year to Date  
October

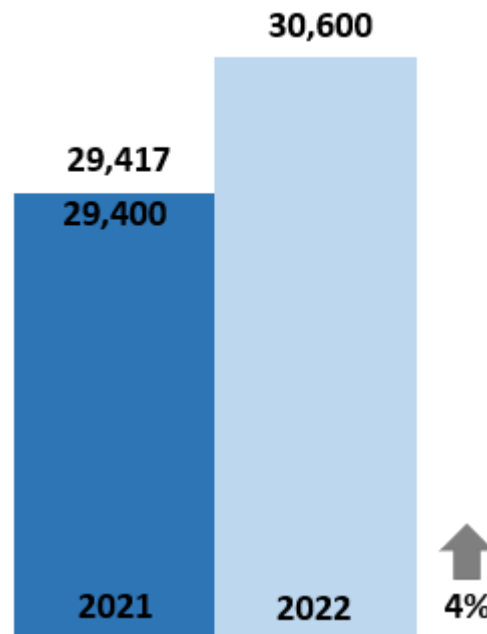
October 2020 over October 2021

Fiscal Year to Date  
October

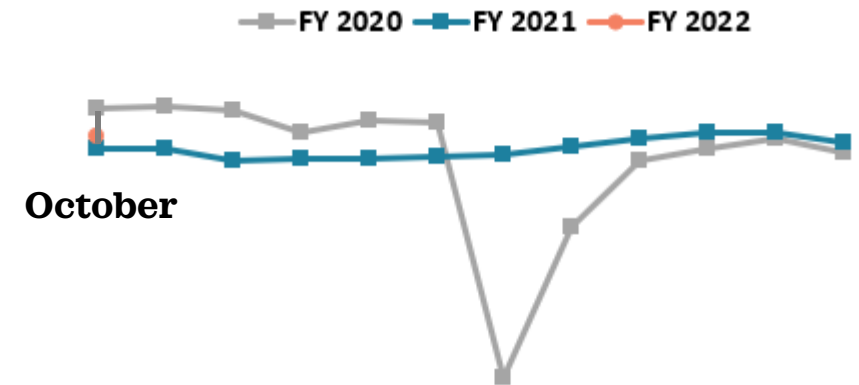
# Leisure & Hospitality Jobs



**October 2020 over October 2021**



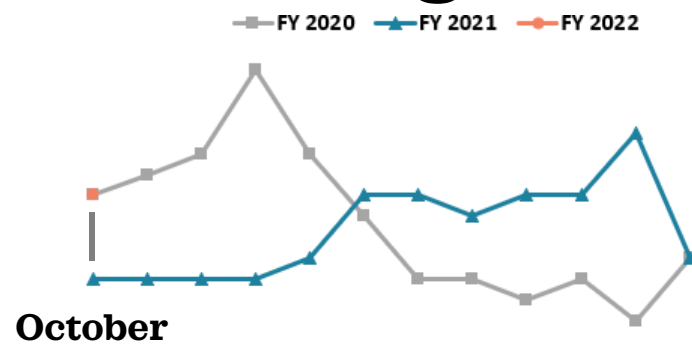
**Fiscal Year To Date**  
October



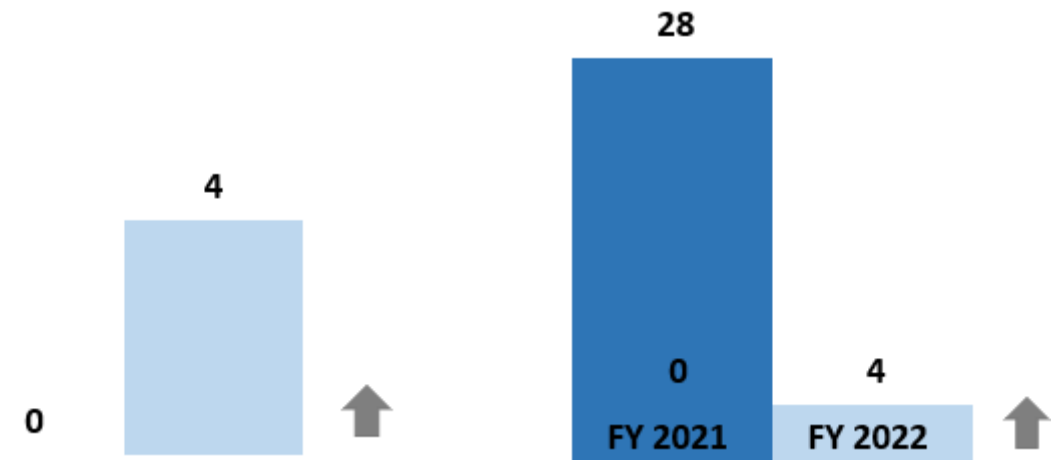
Yearly numbers reflect an average of all months in the FY.

# Definite Bookings – Meeting/Sports

## Bookings



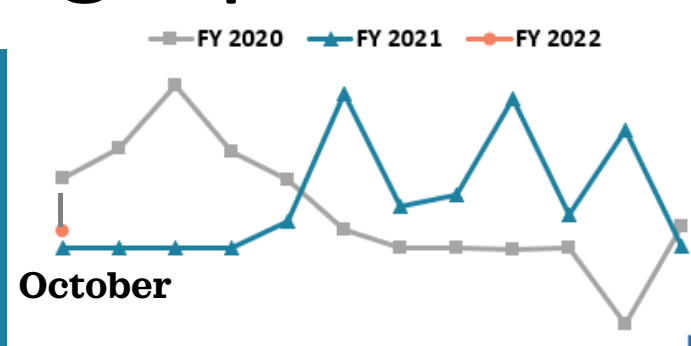
October



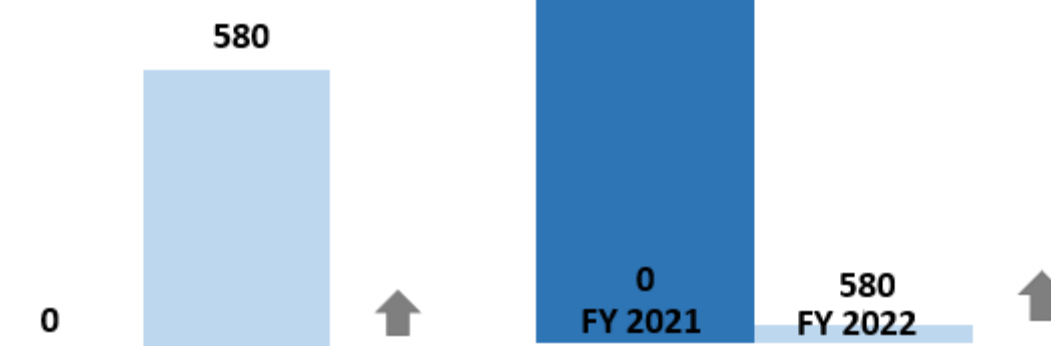
October 2020 - October 2021

Fiscal Year To Date  
October

## Room nights



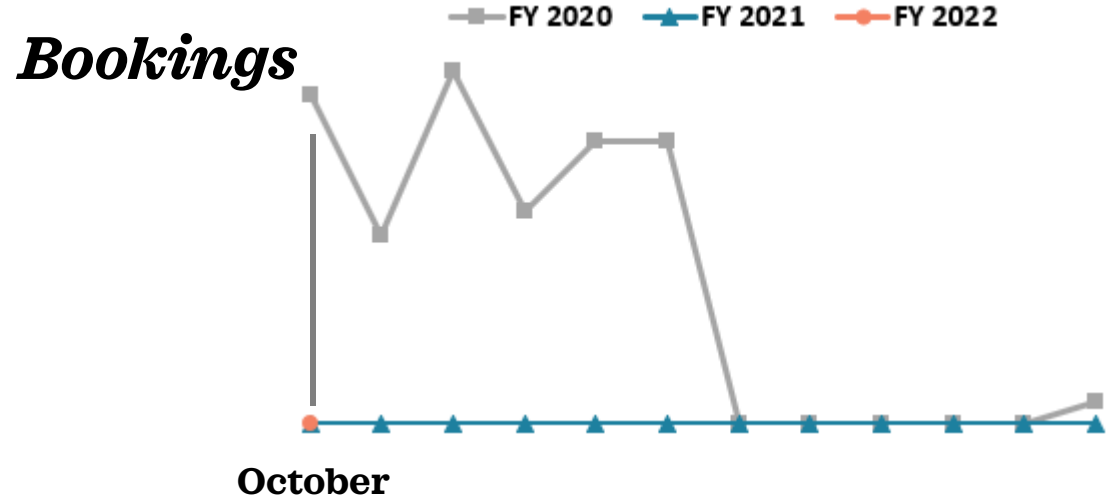
October



October 2020 - October 2021

Fiscal Year To Date  
October

# Definite Bookings – Leisure

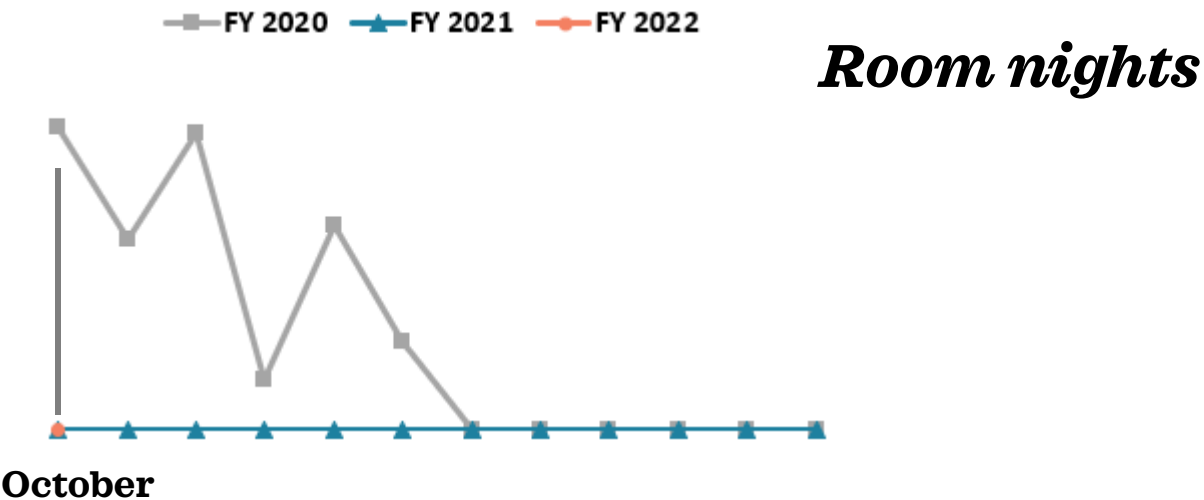


- - Flat FY 2021 FY 2022 Flat

**October 2020 - October 2021**

**Fiscal Year To Date**  
October

Source: Coastal Mississippi



- - Flat FY 2021 FY 2022 Flat

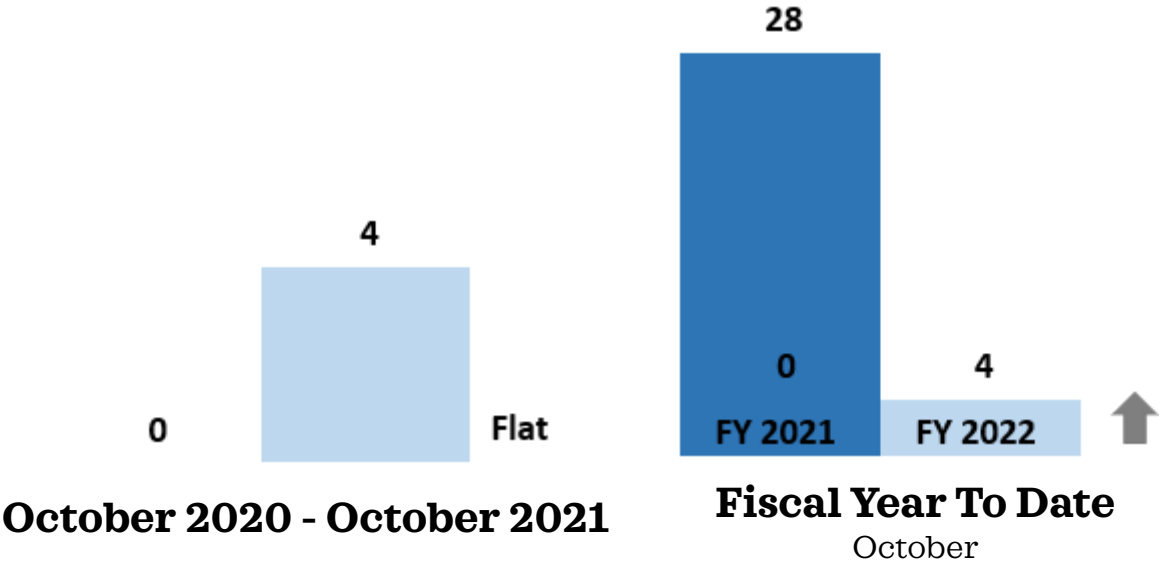
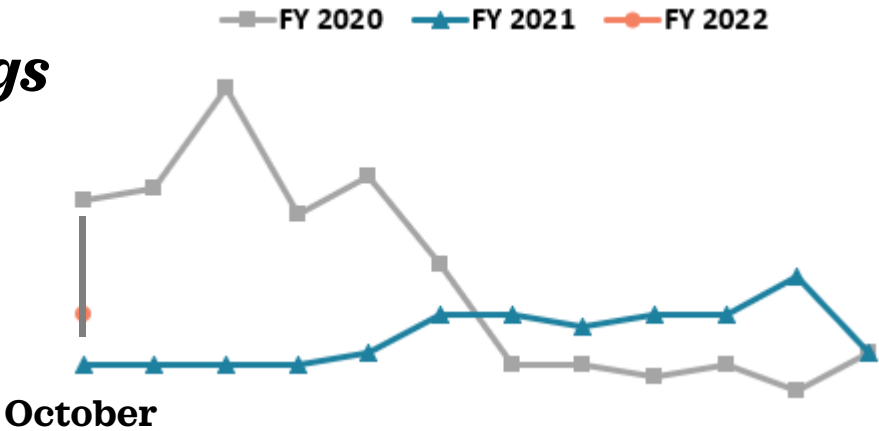
**October 2020 - October 2021**

**Fiscal Year To Date**  
October

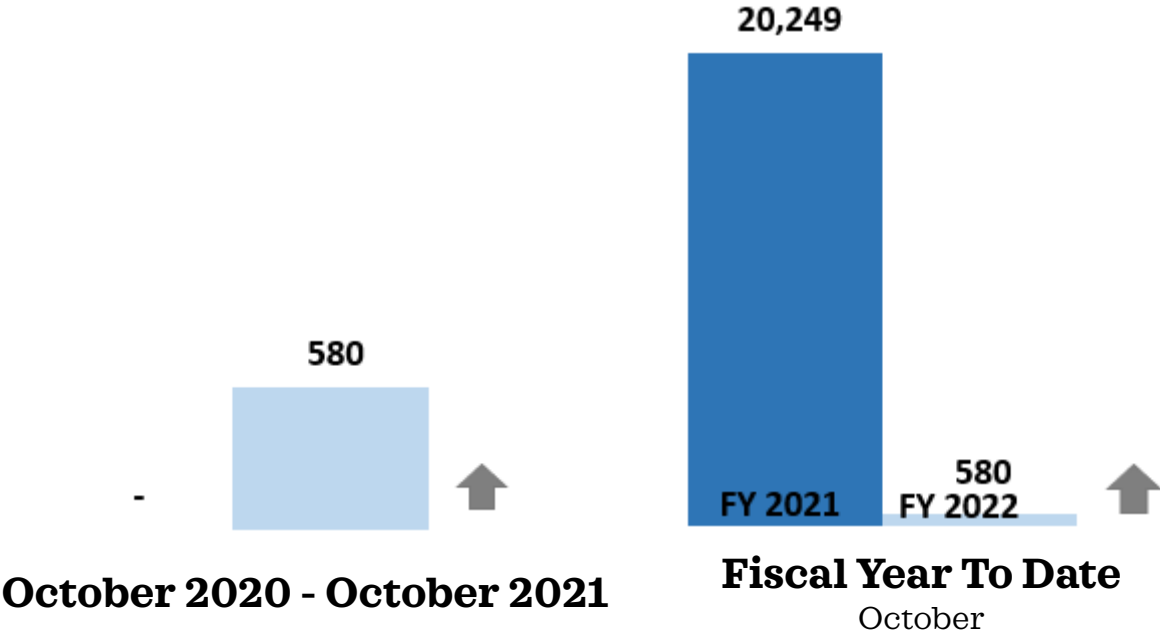
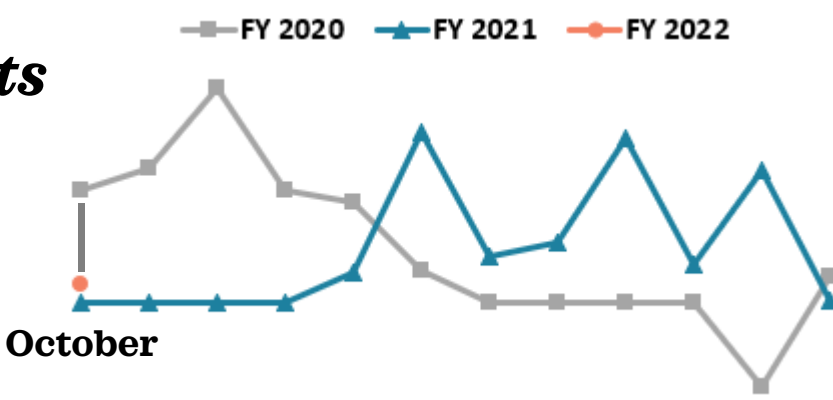


# Definite Bookings – All Sales

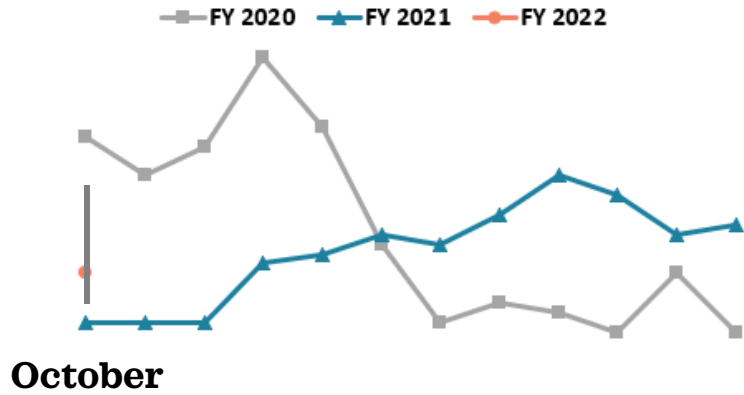
Bookings



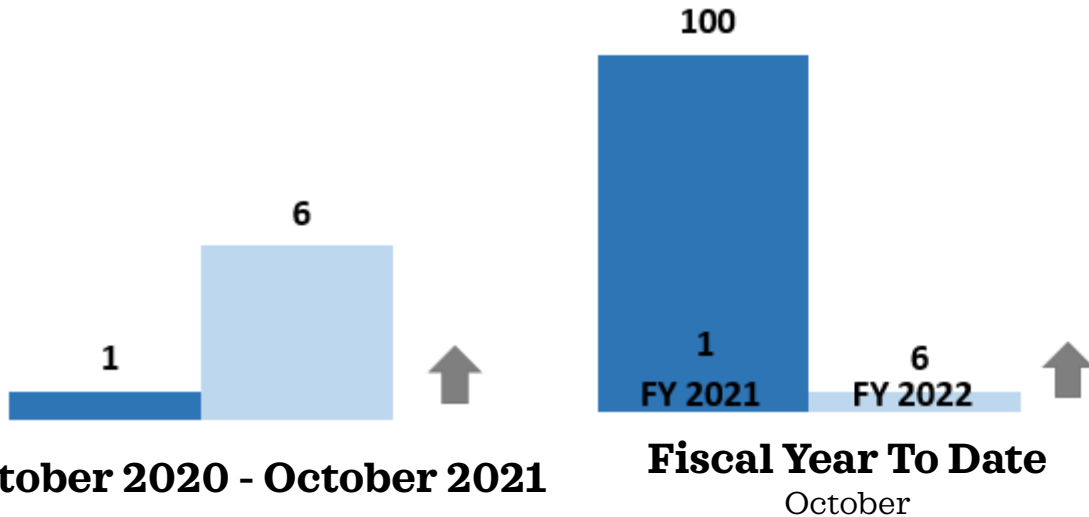
Room nights



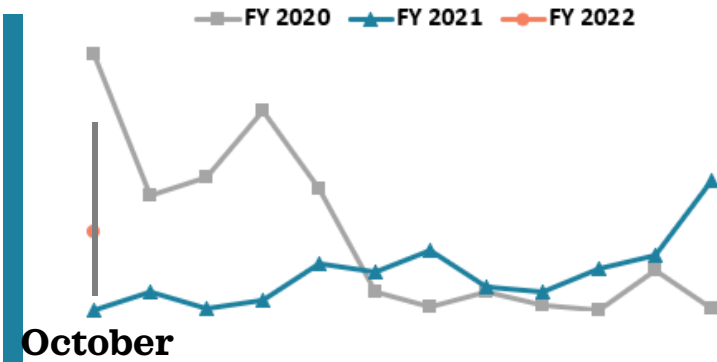
# Leads Issued – Meetings/Sports



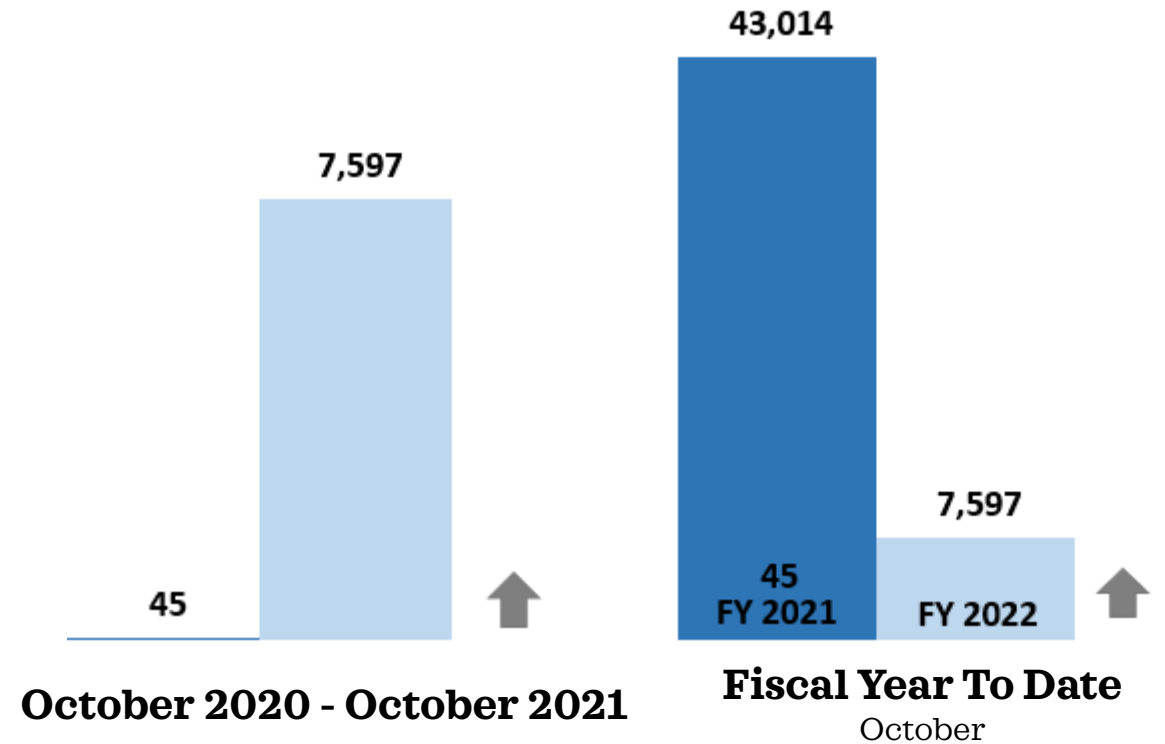
October



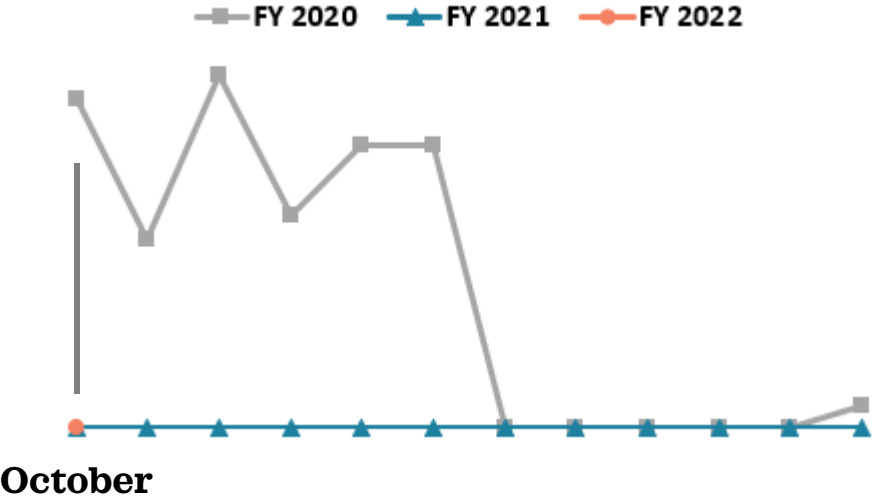
# Potential Room Nights



October



# Leads Issued – Leisure

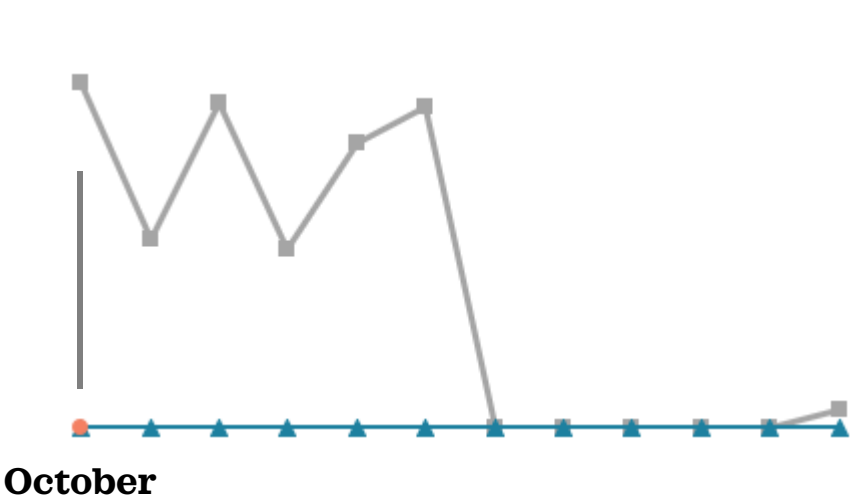


- - Flat FY 2021 FY 2022 Flat

**October 2020 - October 2021**      **Fiscal Year To Date**  
October

Source: Coastal Mississippi

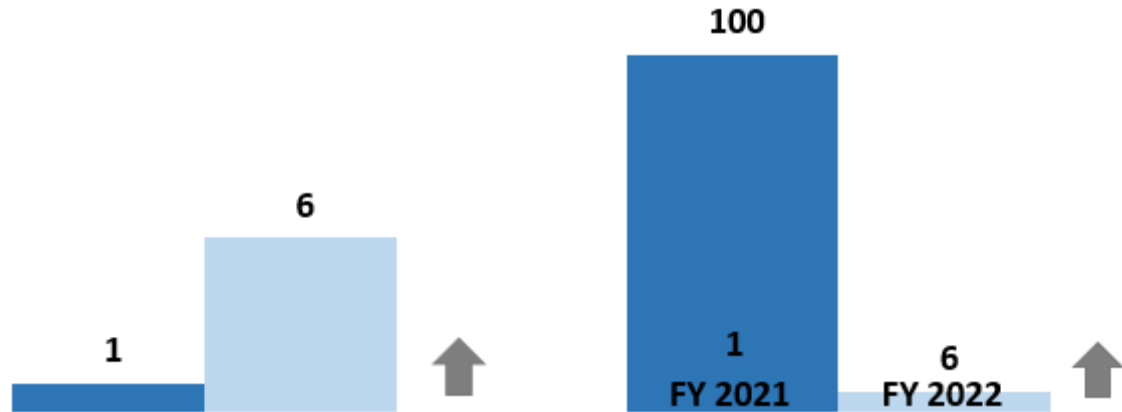
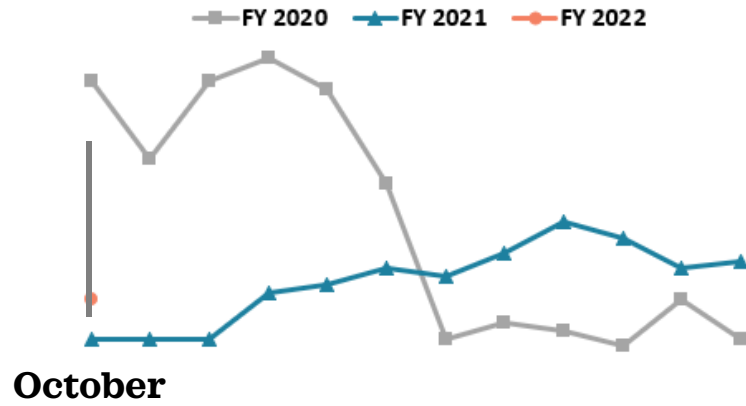
# Potential Room Nights



- - Flat FY 2021 FY 2022 Flat

**October 2020 - October 2021**      **Fiscal Year To Date**  
October

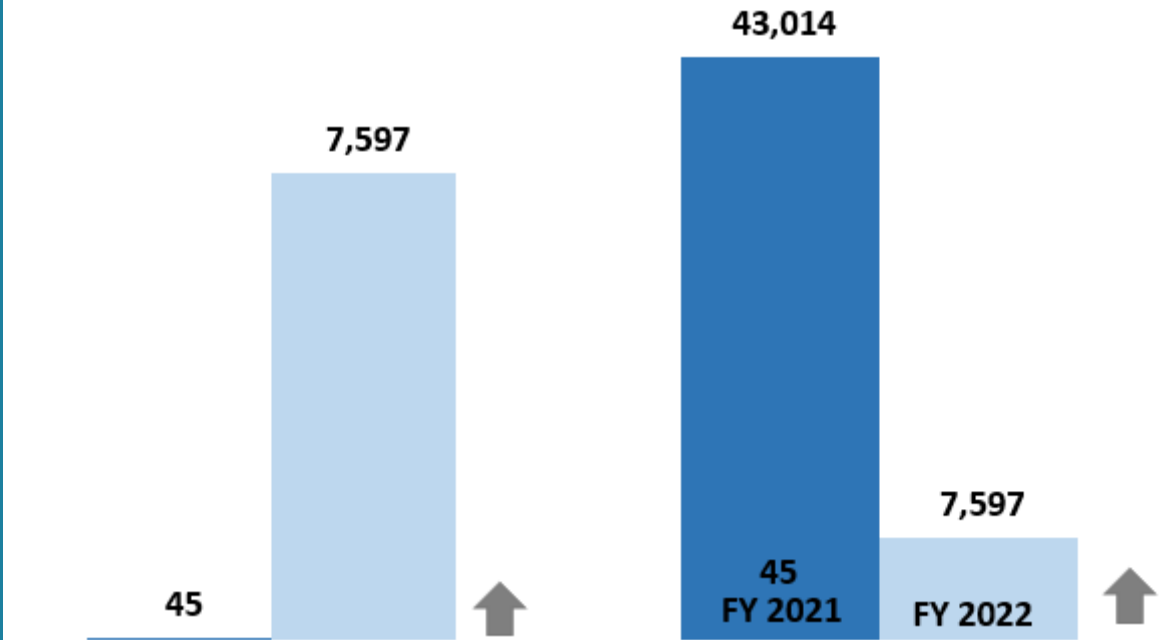
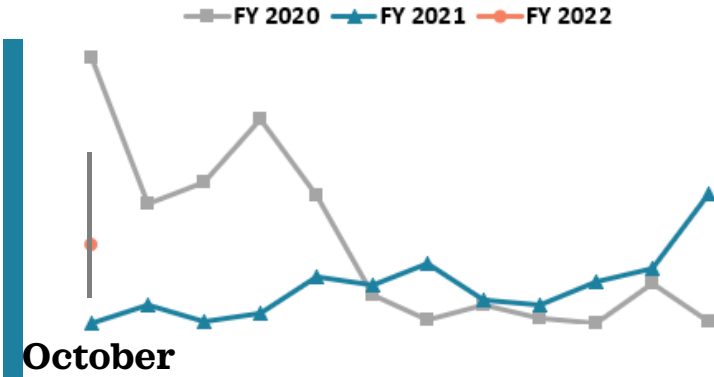
# Leads Issued – All Sales



October 2020 - October 2021

Fiscal Year To Date  
October

# Potential Room Nights



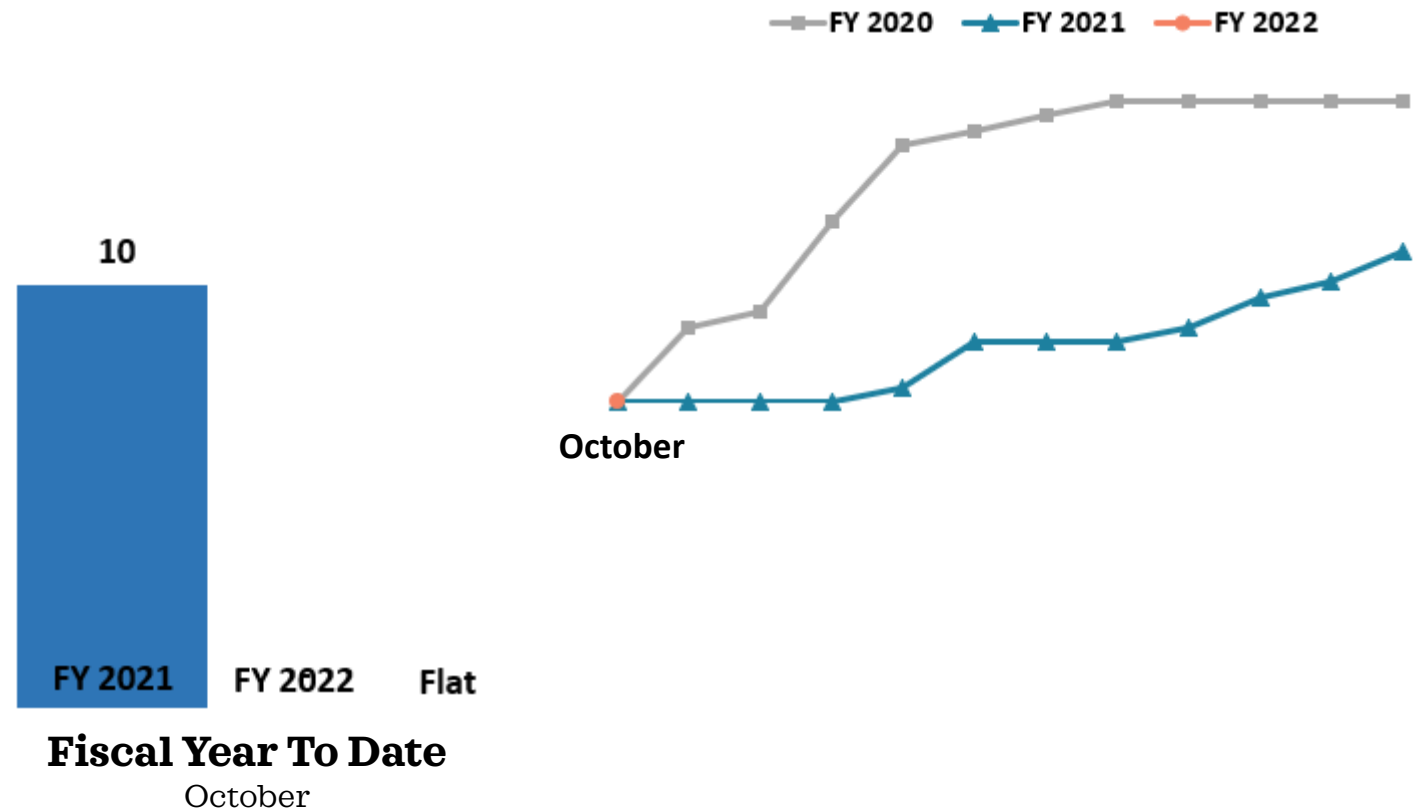
October 2020 - October 2021

Fiscal Year To Date  
October

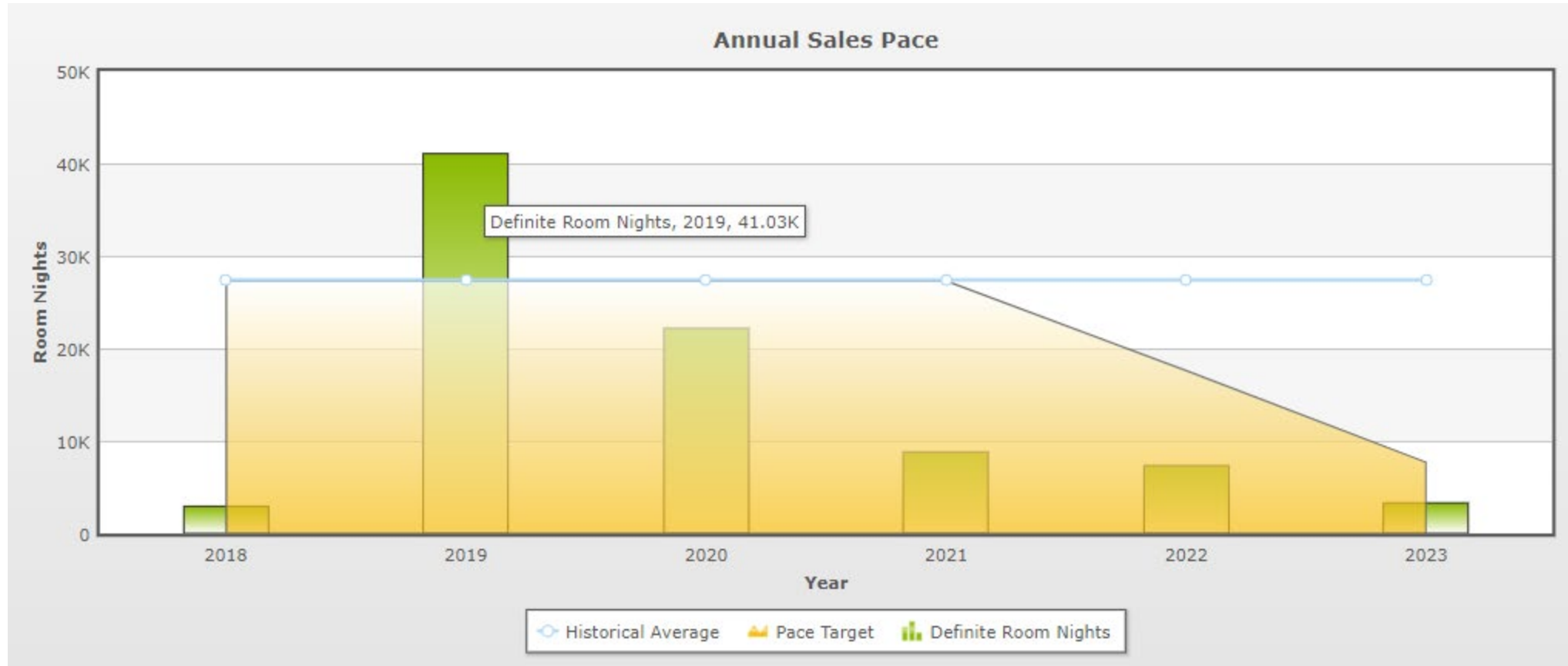
# Convention Center Leads

0      0      Flat

**October 2020 over October 2021**



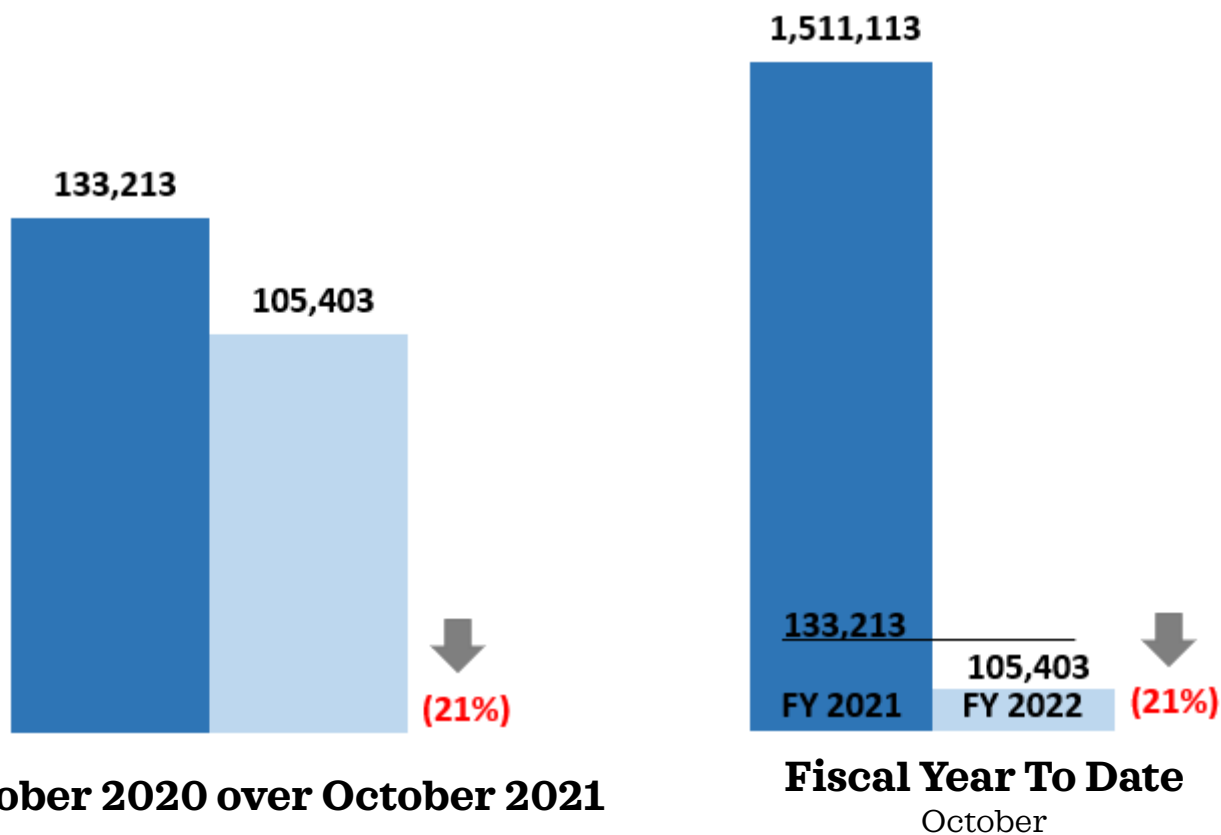
# Pace Report



# Pace Report - Pipeline



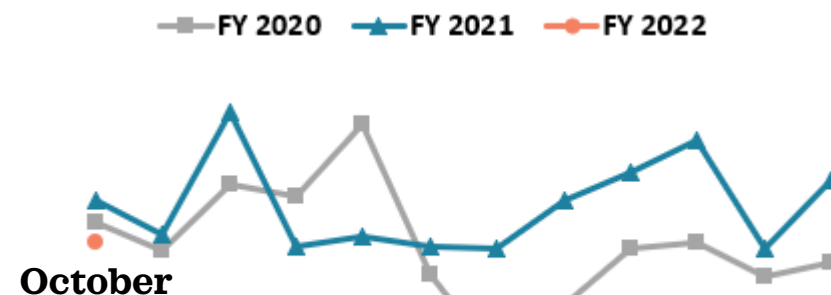
# Google Analytics – Users



Source: Google Analytics

## Traffic Analysis:

- Organic sessions were up 13% (+8,500 sessions) over last year. Events made up 4 of the top 10 landing pages, however, the events section (content + details) was down 13% YoY. Content that saw growth included the Airport listing (+5,521%), Events This Weekend (+138%), and Halloween on the Secret Coast (+1,809%).
- Other YoY organic highlights: Bounce rate improved by 2%, average session duration up 5%, and pages/session up 3%, and partner referrals from listings up 33%.





# 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.

<b>FY 2022</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>
Newsletter Signup	207											
<b>Total Active Newsletter Recipients 25,788</b>												
Request the Guide	544											
Digital Guide Views	131											

# Action Taken

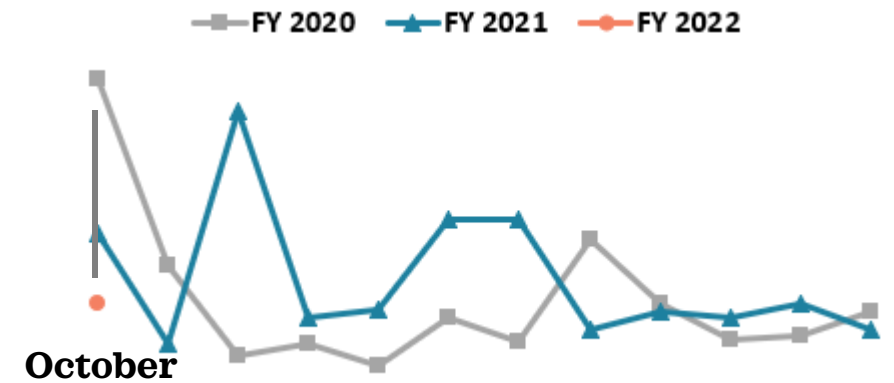
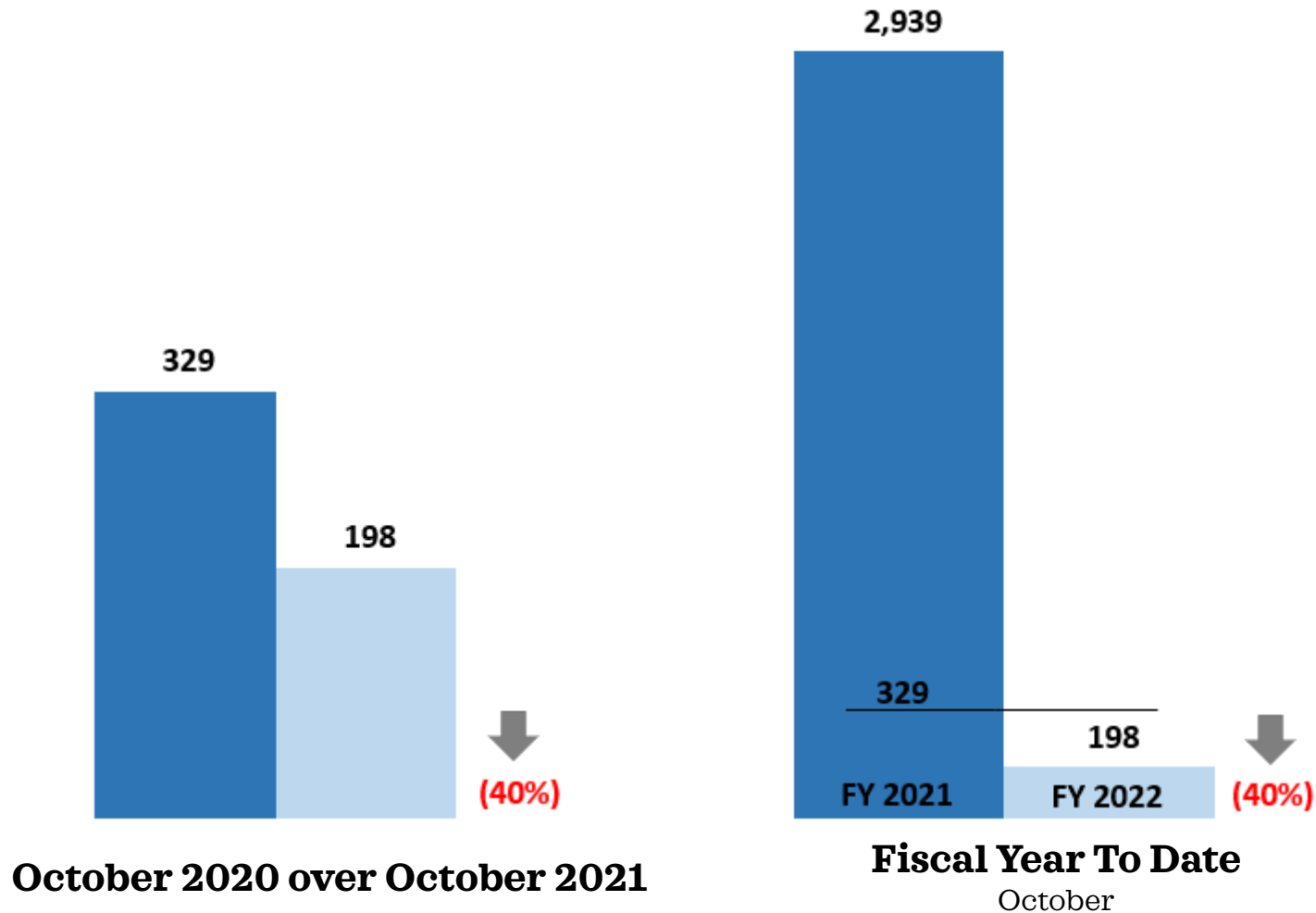
Total number of partner events and listings viewed by visitors on our site.

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

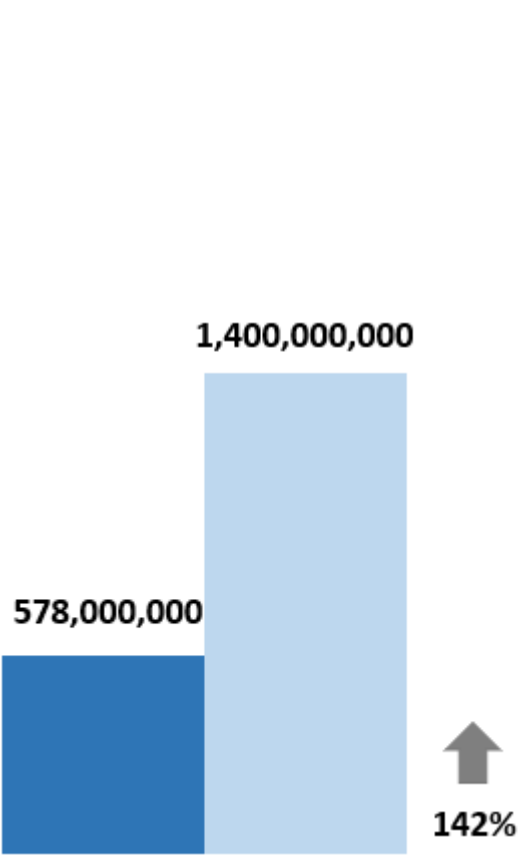
Event Detail	6,724											
Listing Detail	13,741											
Website referral	12,177											

365 – Things to Do; 345 - Attraction-pass; 291- Casinos; 167 – Restaurants

# Number of Articles



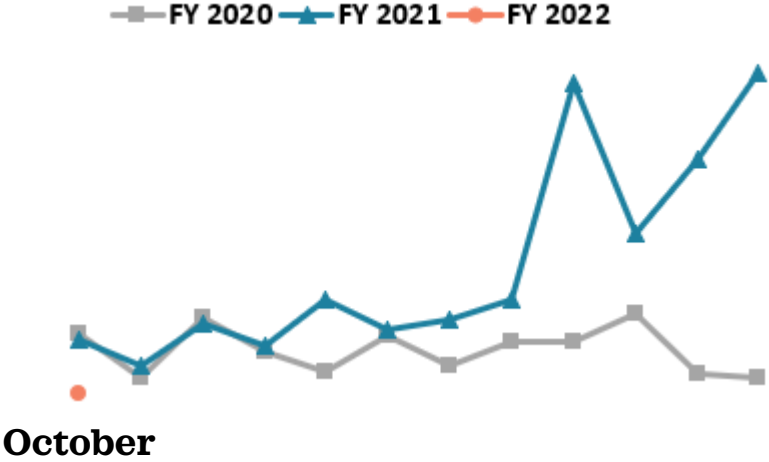
# Impressions



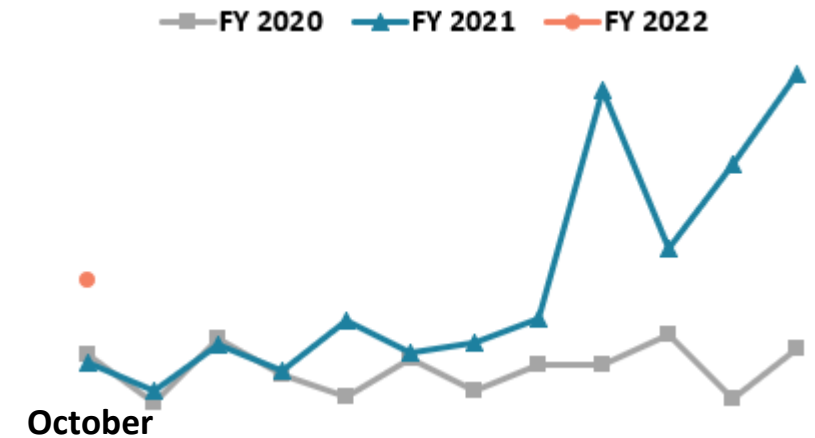
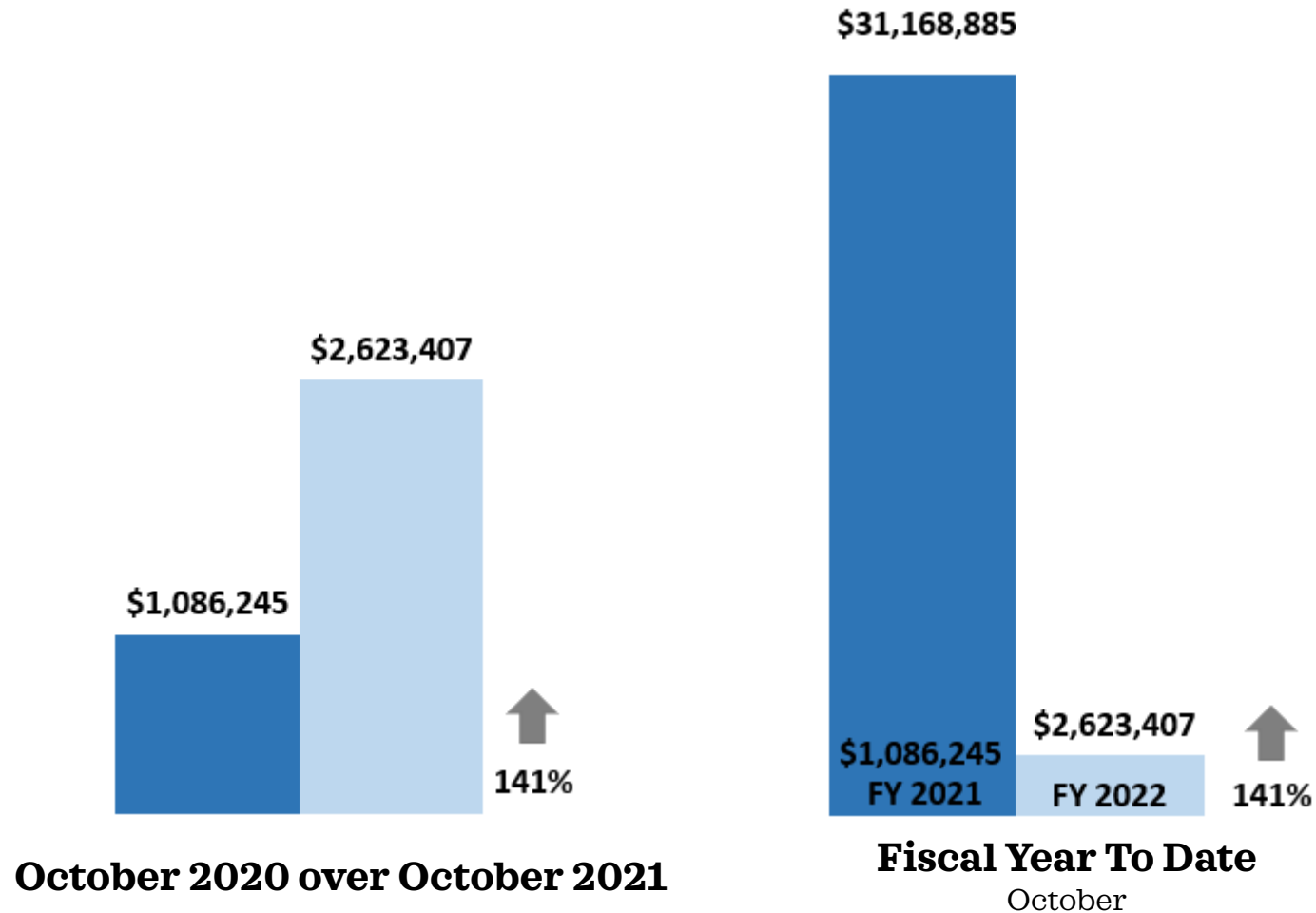
October 2020 over October 2021



Fiscal Year To Date  
October



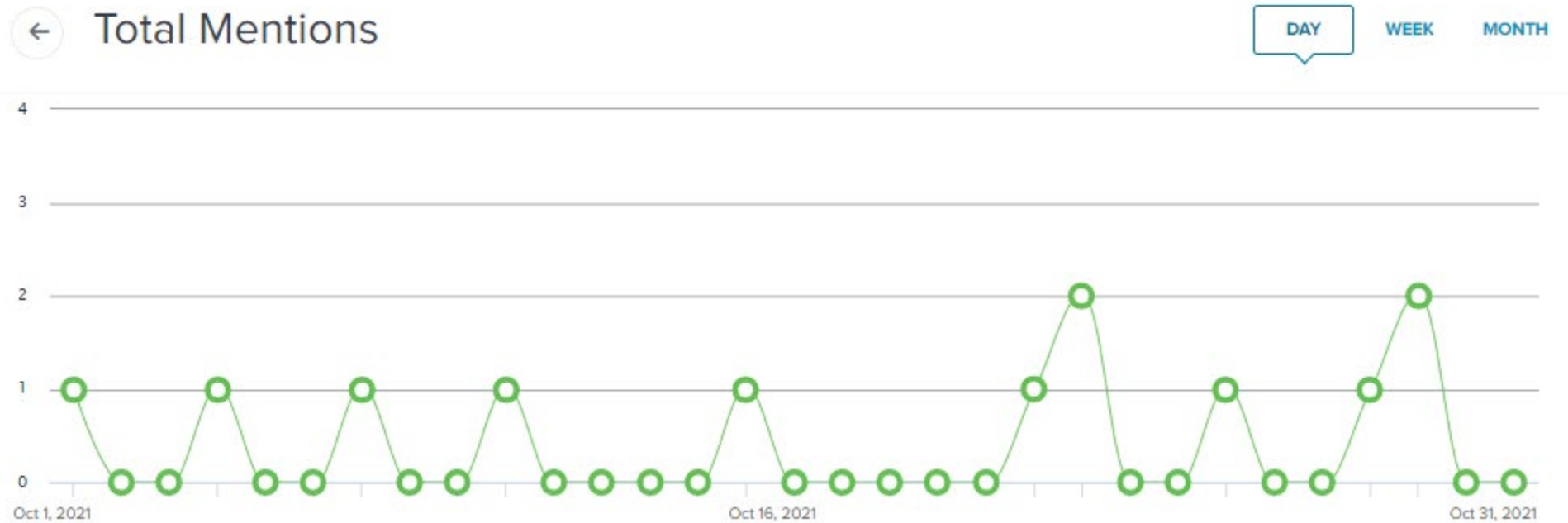
# Advertising Value Equivalency



# Earned Media

## Content Drivers:

- Events
- Cruisin' The Coast
- Coastal Mississippi
- Affordable Getaways
- Food & Drink





## Coast tourism board is 'solid and strong,' says board president



BILOXI, Miss. (WLOX) - South Mississippi's tourism board has resolved all of its misunderstandings that have previously made headlines over the last few weeks. That's the message Coastal Mississippi Board President Brooke Shoultz emphasized in a written statement sent out Friday afternoon.

In the statement, Shoultz said all misunderstandings have been resolved and the Coastal Mississippi commissioners are dedicated to maintaining regional tourism.

"Coastal Mississippi is solid and strong. All three Coastal counties are family. We're certainly not divided by a few bridges or misunderstandings," stated Shoultz.

## LIVE: Coastal Mississippi host state leaders this week



# Local Media Coverage - Assisted





## Tourism board says Coast counties united after friction goes public, CEO resignation

The three Mississippi Coast counties are determined to work together on a regional tourism board, a concept that had been in question in recent months [because of internal friction](#) that culminated in the CEO's resignation.

There was even talk that Jackson and Hancock counties would break away from a board dominated by Harrison County, which generates more tourism dollars. But Coastal Mississippi Board President Brooke Shoultz released a statement on Friday saying the organization's [Board of Commissioners](#) remains united.

"South Mississippi's three Coastal boards of supervisors and tourism commissioners have resolved all misunderstandings and are 100% dedicated to maintaining regional tourism," Shoultz wrote.

"I met face-to-face with representatives from the Hancock, Harrison and Jackson County boards of supervisors yesterday to clear up all misunderstandings that were causing unrest. The Coastal legislative delegation was instrumental in opening lines of communication between counties.

The boards of supervisors say they regret not meeting sooner during the many months of misinformation and rumors that caused tension and divide."



## Coastal Mississippi tourism board ready to move forward, president says

The President of the Coastal Mississippi board issued a statement Friday saying all misunderstandings have been resolved and everyone is on board to continue to promote the region.

Controversy struck the board last month when Executive Director Milton Segarra abruptly resigned his position. The move came after the Board of Commissioners questioned Segarra's compensation package and what he was doing to earn it.

Board President Brooke Shoultz said in her statement emailed to the media that the boards of supervisors of the three coastal counties, along with the tourism commissioners, have cleared the air and all are "100% dedicated to maintaining regional tourism."

Shoultz went on to say in her statement that the Coastal Tourism Commission and its staff have a transition plan in place as the search goes on for a new director.

# Local Media Coverage - Assisted

# House Beautiful

## Where to Vacation With Your BFFs In Every State

Whether you're booking a bachelorette or just need a weekend sans husbands/kids, one of these epic destinations will do the trick.

### Gulf Coast, Mississippi



This under-the-radar gem is as warm and welcoming as it is laidback, making it ideal for a weekend escape with your friends. If you and your friends enjoy wandering sans agenda, start out in [Fishbone Alley](#), a funky walkway with colorful artwork and string lights as you weave your way towards [Pop Brothers](#) for a refreshing, small-batch popsicles made with herbs, spices, and fresh fruit from local producers. Make a detour to [The Greenhouse on Porter](#) for yoga, a dance party, or even a 7 or 8-mile bike ride known by locals as the "Porter Pedal." Accommodations-wise, you can't do better than the supremely chic [White House Hotel](#), where Cora's will spoil you and your girls with a selection of 40 wines and 16 beers on tap. P.S. You'll find it especially hard to pry yourself out of the hot tub — it's got ocean views.

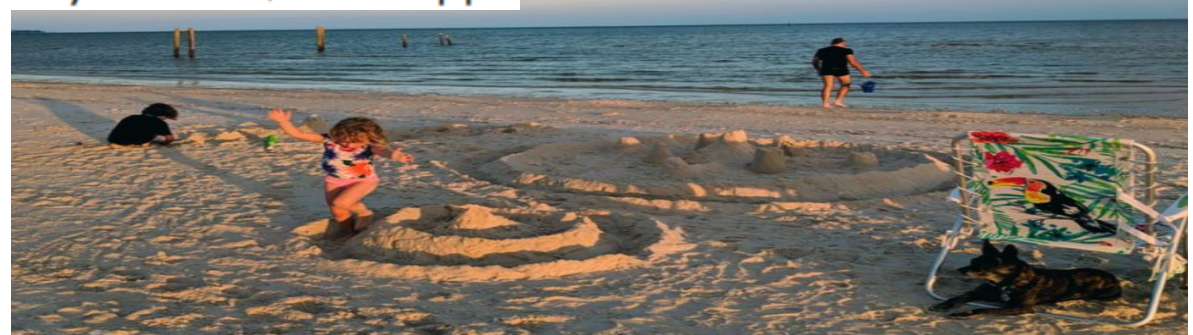
*For more information visit [gulfcoast.org](http://gulfcoast.org).*

## Coastal Mississippi Assisted Media Coverage

## The Atlanta Journal-Constitution

### Great Escapes: 5 beaches that just get better in autumn

#### Bay St. Louis, Mississippi



The small seaside town of Bay St. Louis, Mississippi, was hit hard by Hurricane Katrina in 2005. The town has rebuilt, though, and is now one of the Gulf Coast's most underrated destinations. According to [Southern Living](#), "the town's prime spot on the Mississippi Sound, an embayment of the Gulf of Mexico, provides a glorious stretch of white-sanded beach with virtually no crowds. In fact, this strip of shoreline is known as Mississippi's 'Secret Coast.'" Fodor's named Bay St. Louis one of the [nation's best beaches](#) in 2018. With the summer crowds gone, you won't have to fight for a spot to cast your line off one of the area's piers, or to enjoy the restaurants and art galleries in Old Town. Stay in a hotel, bed and breakfast, or Airbnb rental for as little as \$75 a night and usually no more than \$200.





## 29 Things to Do in Coastal Mississippi

Coastal Mississippi is the name given to the towns running along the Mississippi Sound and the Gulf of Mexico in the southern part of the state. Ocean Springs, Biloxi, Gulfport, Long Beach, Pass Christian, and Bay St. Louis are some of the towns of the area that offer incredible scenery and a host of fun adventures for you and your family to experience on your next vacation or weekend getaway. Here are 29 things to do in Coastal Mississippi that are sure to please.

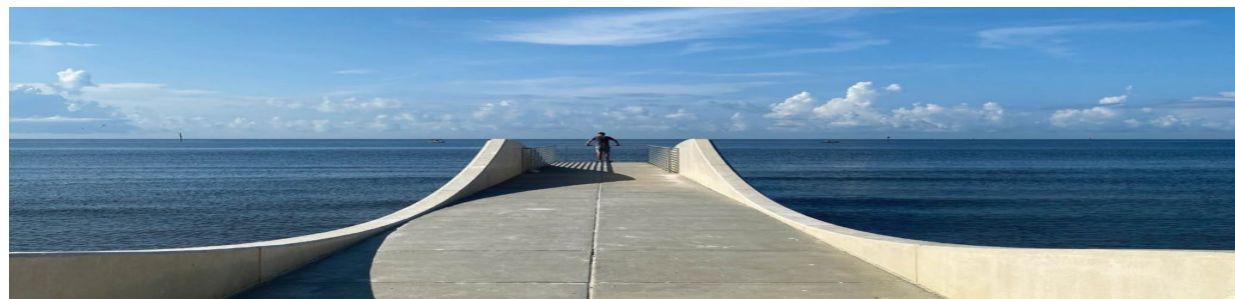
Suppose you haven't been to this intriguing part of Mississippi. In that case, you may soon forget you are even in that particular state as you enter a laid-back part of the country with a slower change of pace, subtle but stunning beauty running on the edge of the shimmering Gulf waters. Many may even be surprised to find palm trees along the coast of Mississippi.

# Coastal Mississippi Assisted Media Coverage

**Memphis**  
THE CITY MAGAZINE

## Biloxi Bound

The Mississippi Gulf Coast offers unexpected wonders.



## The Sound

Captain Louis Skrmetta understands the lure of the ocean. He is the third generation of his family to ply the waters of the Mississippi Sound, the 90-mile stretch of water between Waveland, Mississippi, and Dauphin Island. "My grandfather came here in 1903 from Croatia — the Dalmatian Coast, the island of Rab," he says. "At the turn of the century, there was a shortage of labor. Industry was booming. They were catching and steaming oysters, canning and shipping them all over the country."



## 9 Best Pascagoula Restaurants | Must-Try Restaurants in Pascagoula, Mississippi



Pascagoula is Mississippi's flagship city. The rich history dates back 300 years. The historic architecture and colorful characters who visited or lived there, including pirates, presidents, and favorite son, singer Jimmy Buffet draw visitors each year.

The city is twenty-one miles east of Biloxi and one hundred miles from New Orleans, influencing the culinary scene. There's fresh seafood caught from the Gulf of Mexico and Cajun flavors inspired from Louisiana. Like the other coastal Mississippi towns, Pascagoula experienced economic ups and downs after the Civil War.



## US Gulf Coast Seafood Trail: 12 Sensational Places to Enjoy Gulf Seafood










### Coastal Mississippi Seafood Trail Places

The 62 mile stretch of Mississippi Gulf Coast is anchored in the middle by Biloxi, once called the *Seafood Capital of the World*. Biloxi is still where most domestic Gulf shrimp is caught and harvested. Visit the Biloxi Small Craft Harbor (next to Hard Rock Hotel) to see shrimp boats and maybe buy some freshly caught shrimp direct from the boat at below market price.

Besides savoring the freshest Gulf shrimp anywhere, while visiting Coastal Mississippi you should try to find the amazing local oysters from French Hermit. Ask around, but one place that is the most likely to carry them is our next recommended stop on the US Gulf Coast Seafood Trail.

# Coastal Mississippi Assisted Media Coverage

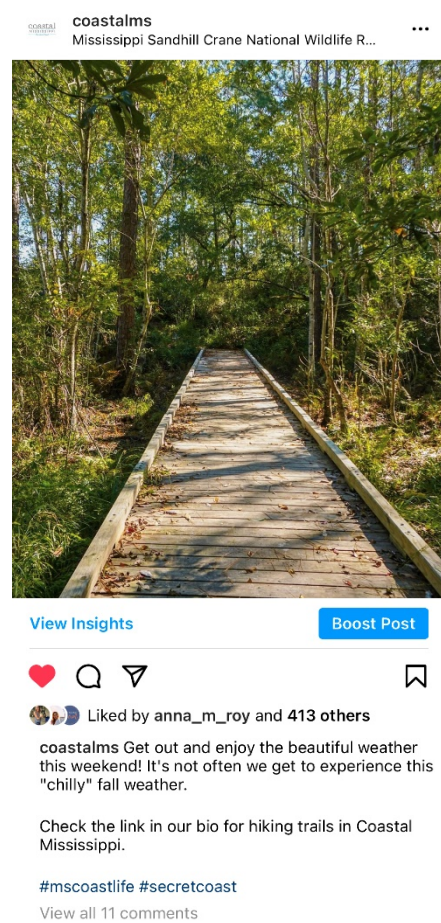
# Social Media Metrics

							
Monthly Change	418	46	-1	56	450	66	1,035
October 2021	159,825 Facebook (Total Likes)	15,455 Twitter (Total Followers)	985 Pinterest (Total Followers)	17,967 Instagram (Total Followers)	1,850,757 YouTube (Lifetime Followers)	5,947 LinkedIn Total Followers	2,077,096 Total



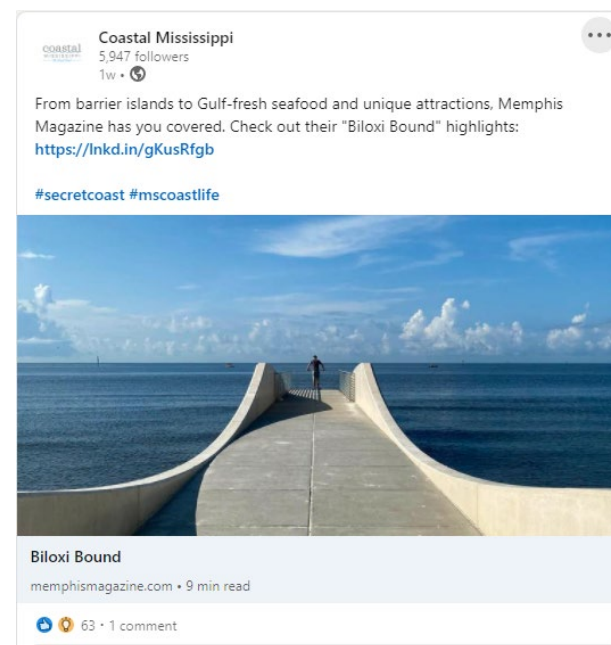


**Facebook**



Impressions 6,447 Interactions 444

**Instagram**



Impressions 1,660

Reactions 63

Clicks 49

Shares 8

**LinkedIn**



Impressions 2,361  
Likes 24

Engagements 124  
Shares 3

**Twitter**

# SOCIAL MEDIA