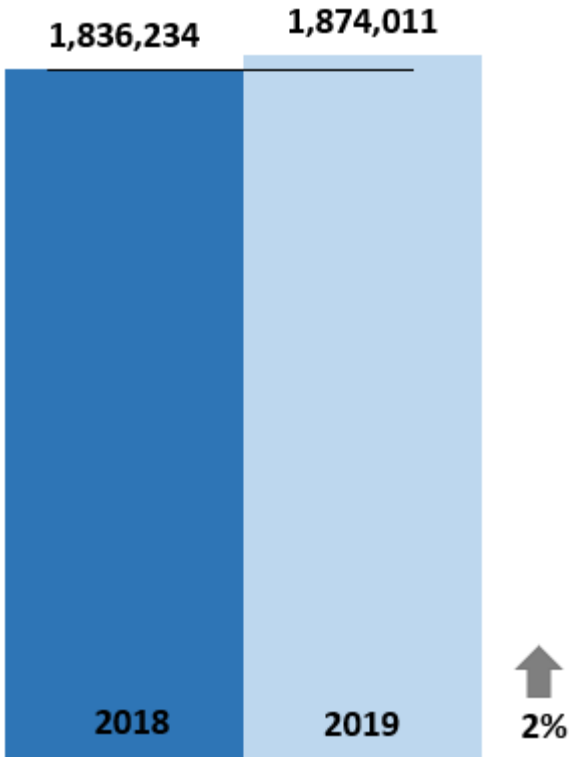


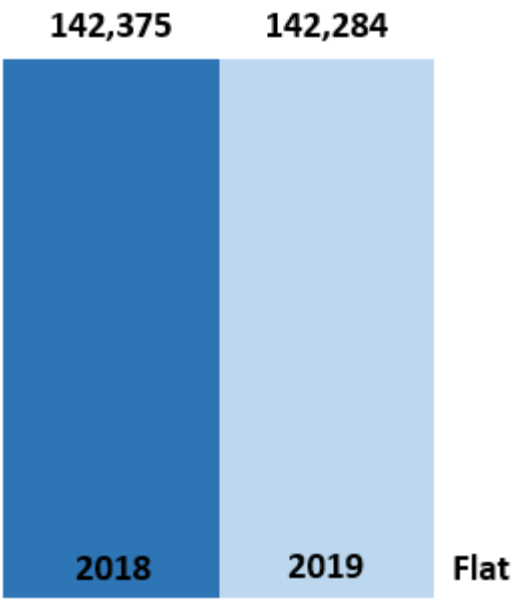


- Key Performance indicators
- September 2019

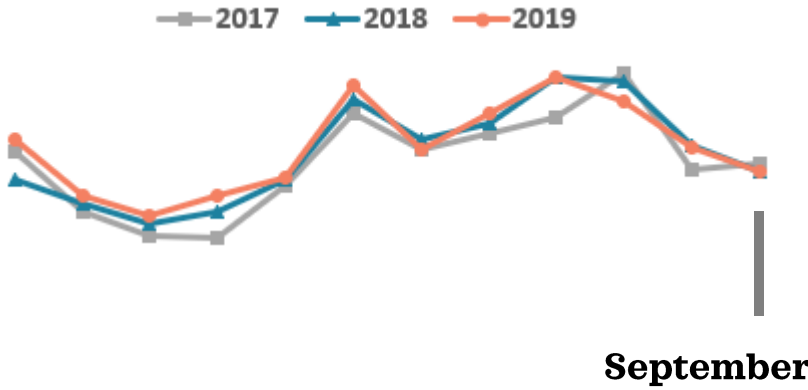
# Non-Casino Rooms Sold



**Fiscal Year To Date**



**September over September**

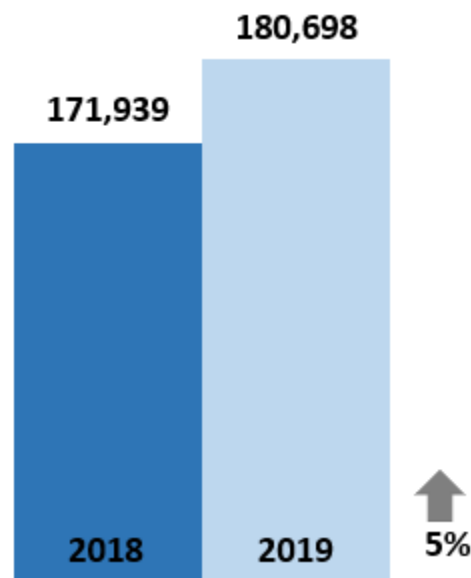


Source: STR

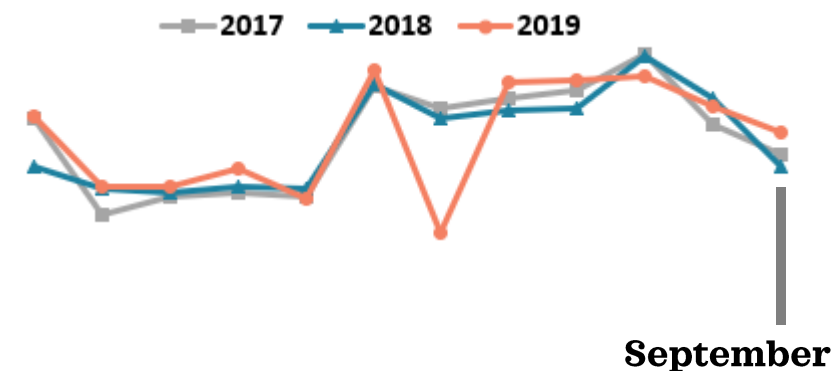
# Casino Rooms Occupied



**Fiscal Year To Date**



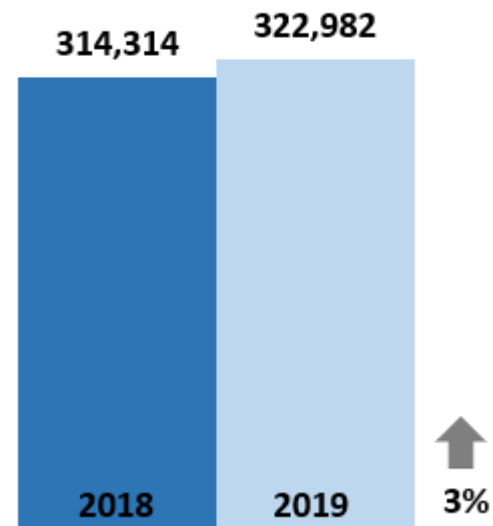
**September over September**



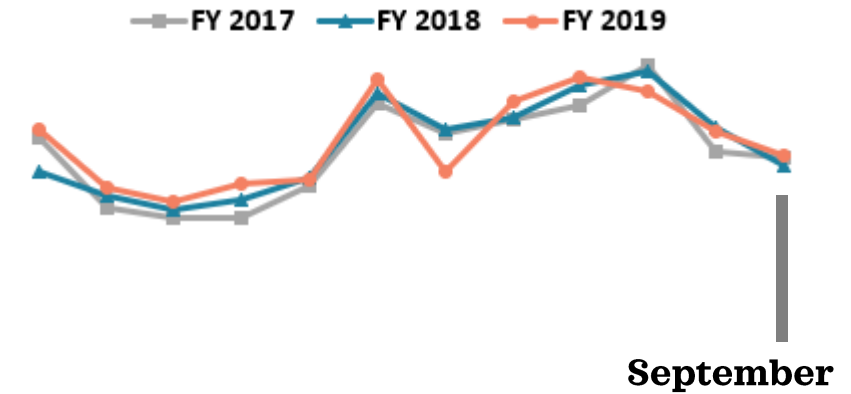
# All Rooms Sold/Occupied



**Fiscal Year To Date**



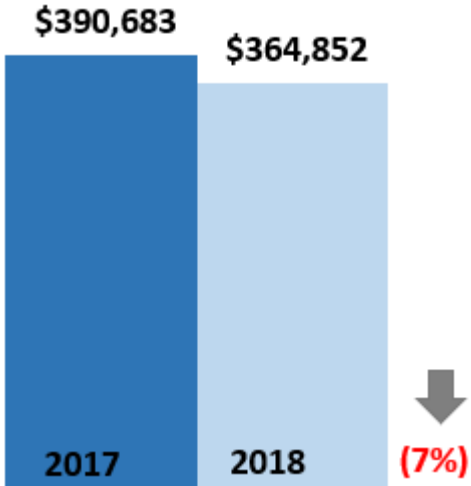
**September over September**



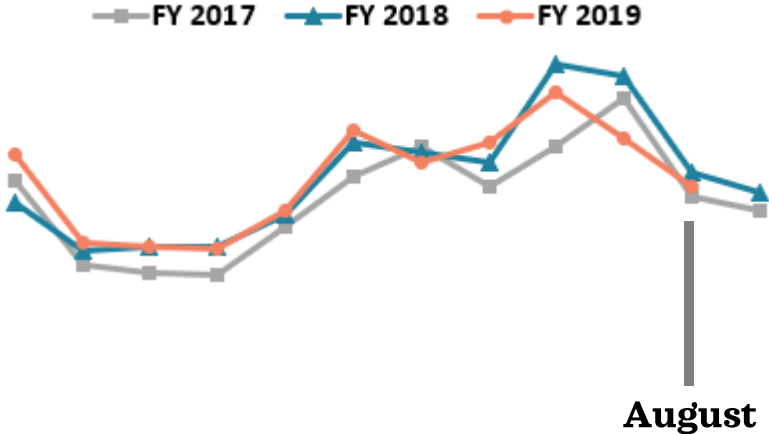
# Occupancy Tax Receipts



Fiscal Year To Date



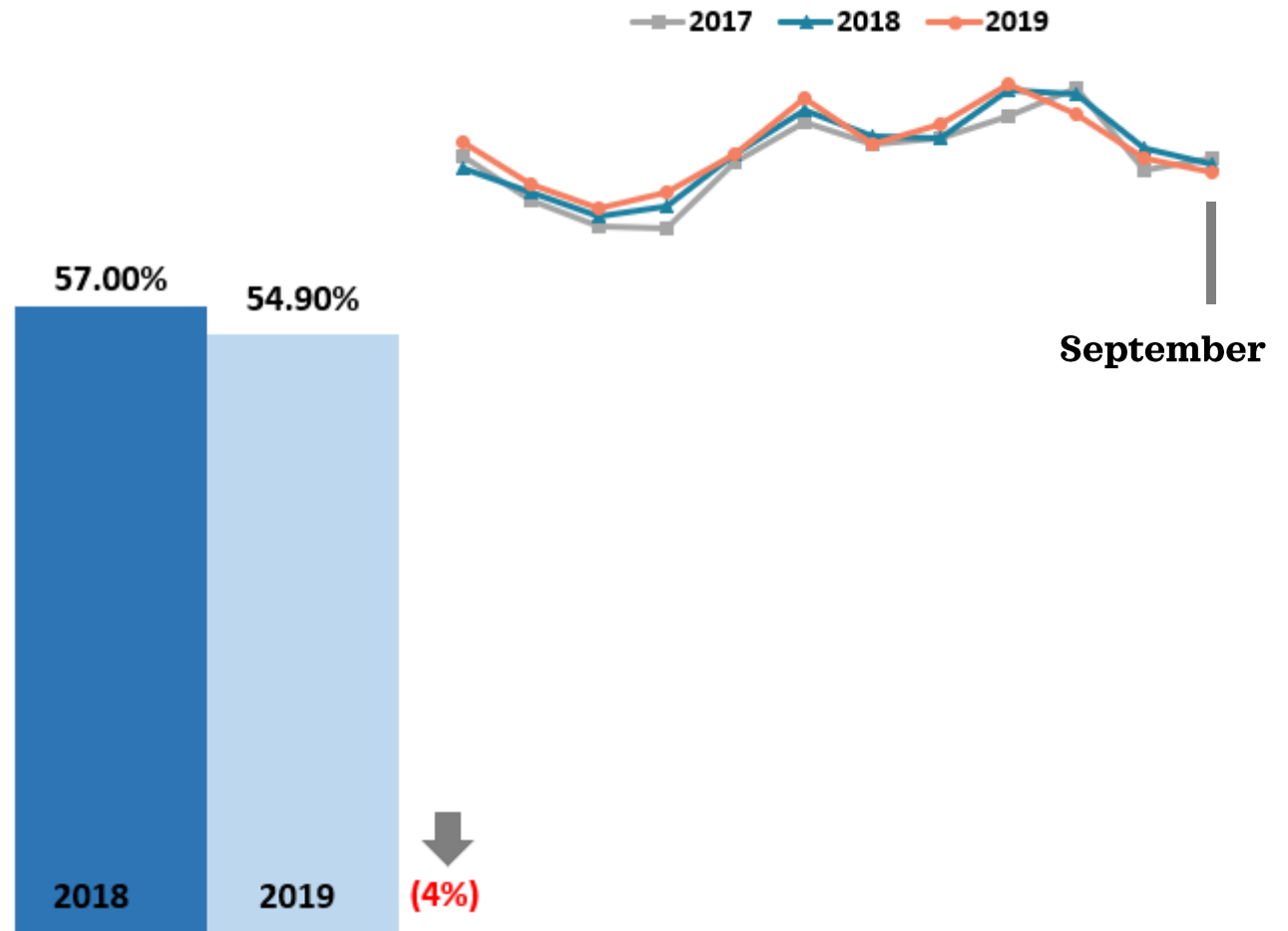
August over August



# Non-Casino Occupancy

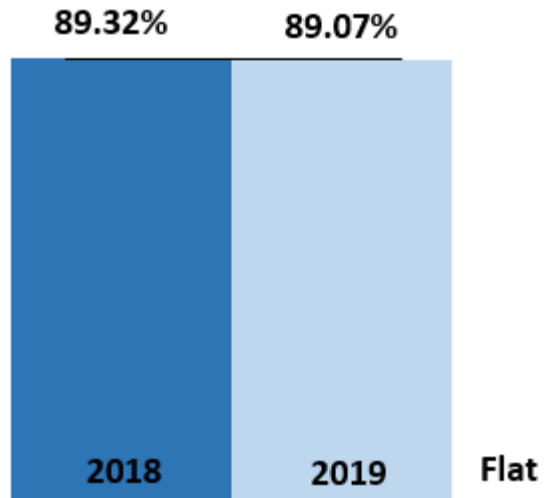
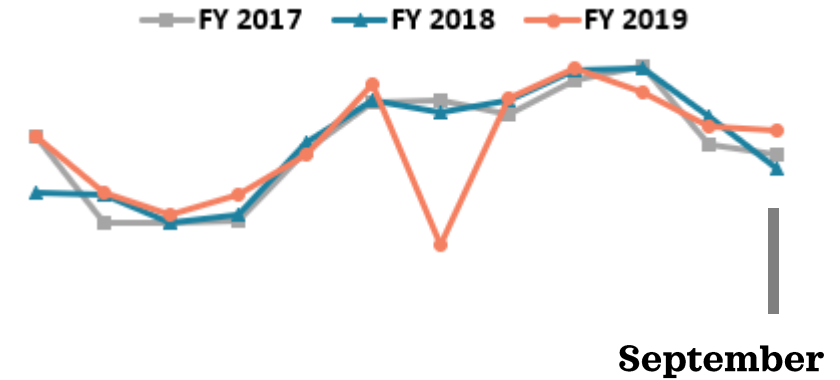


**Fiscal Year To Date**

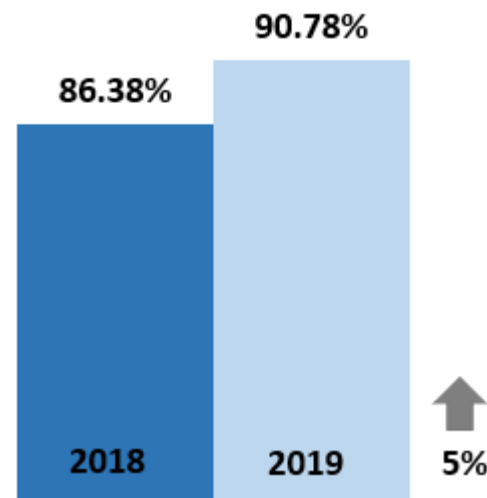


**September over September**

# Casino Occupancy

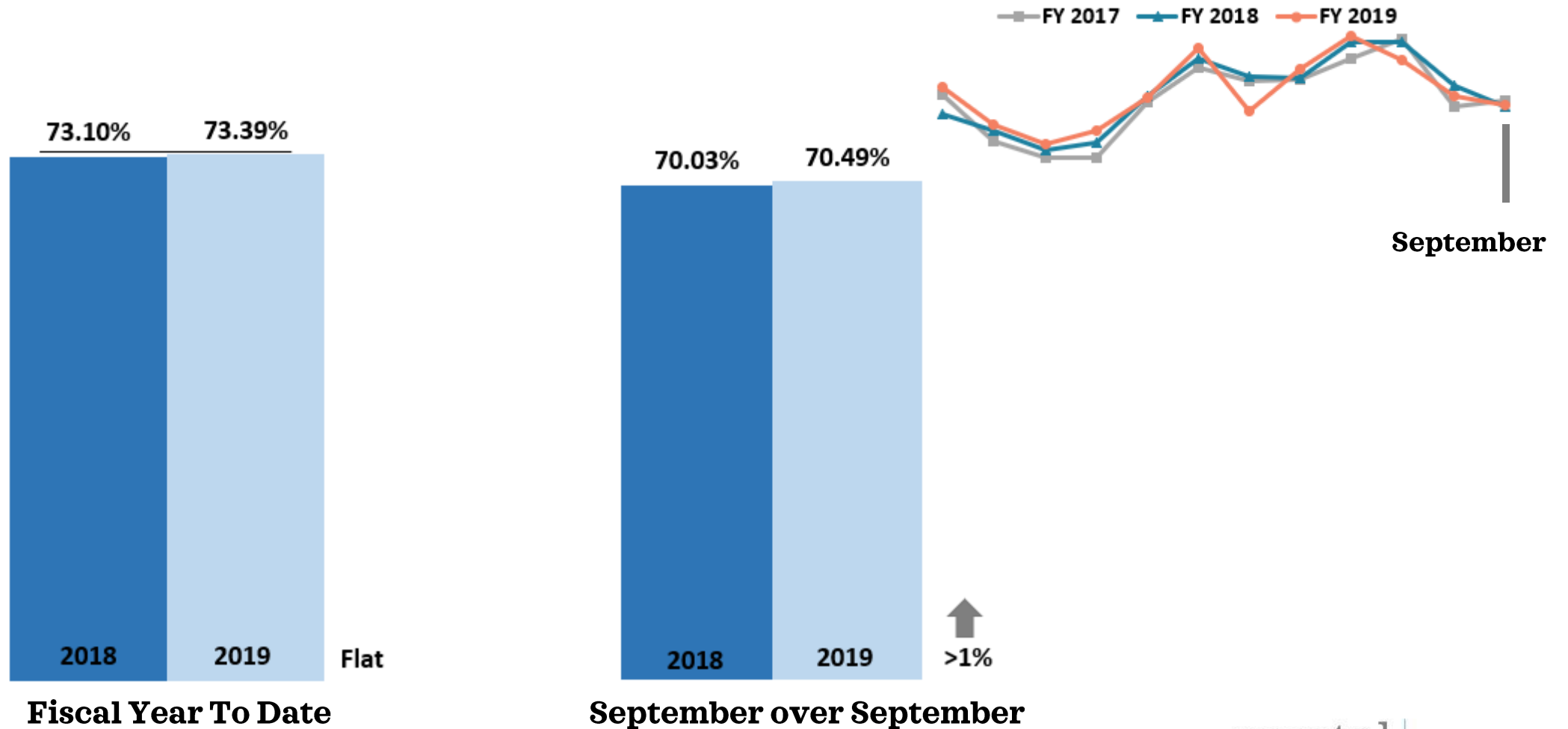


**Fiscal Year To Date**

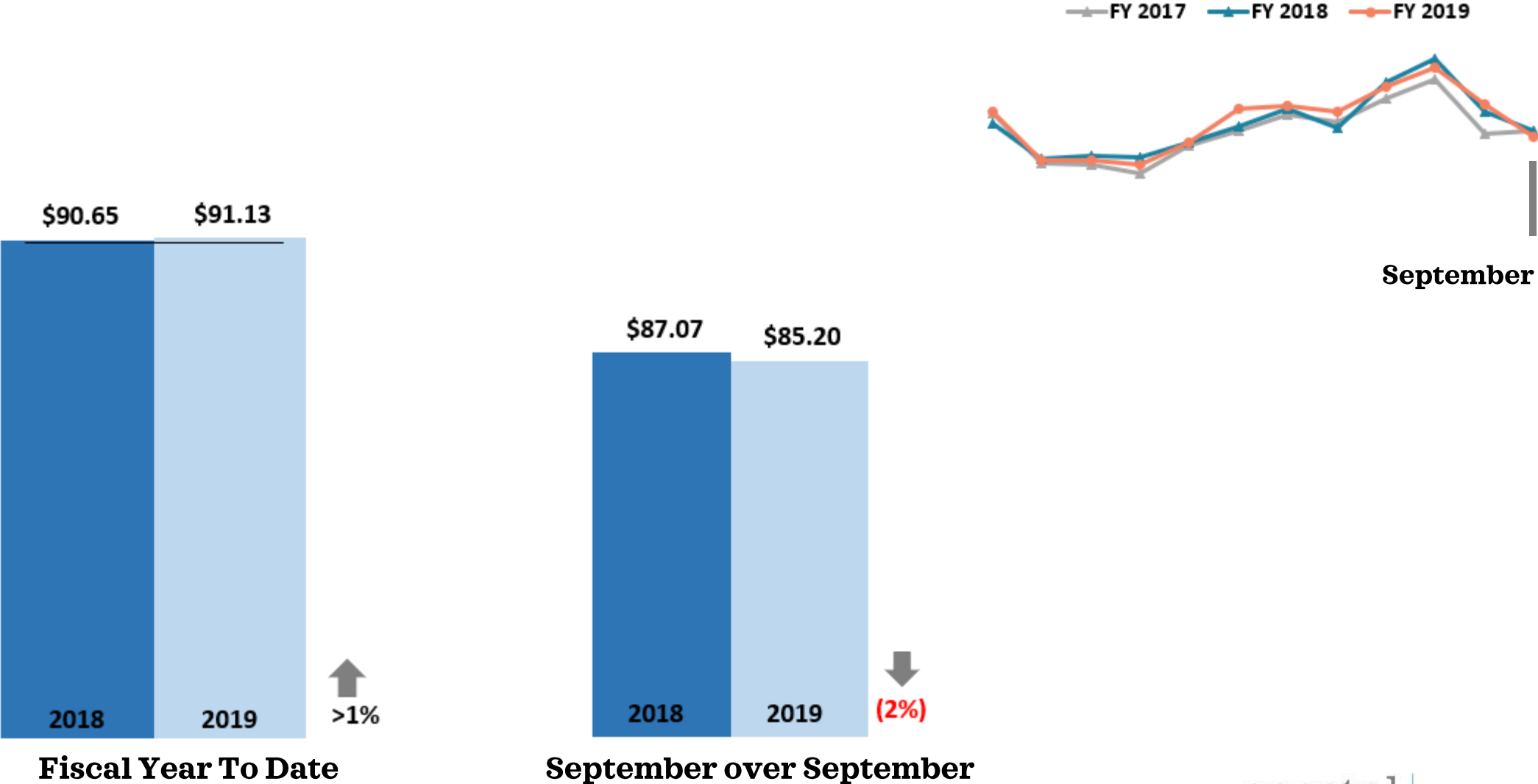


**September over September**

# All Occupancy

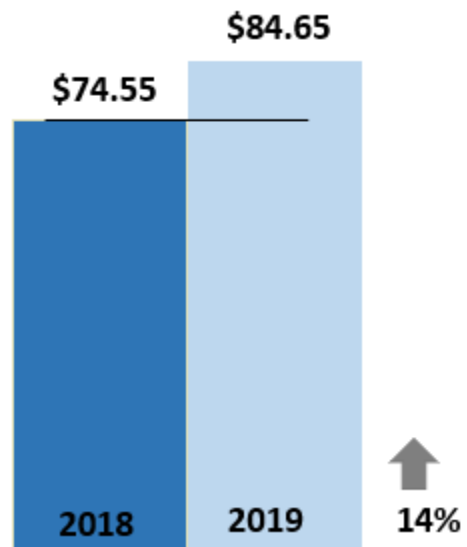


# Non-Casino ADR

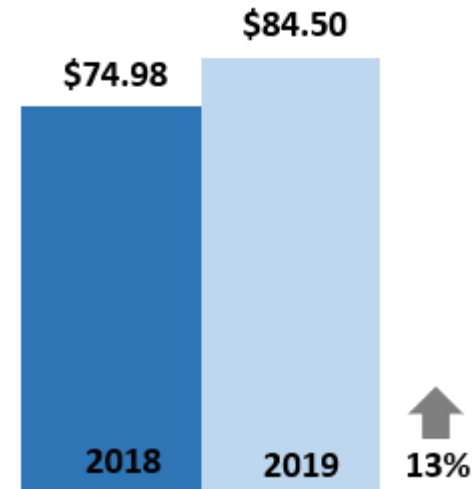


Source: STR

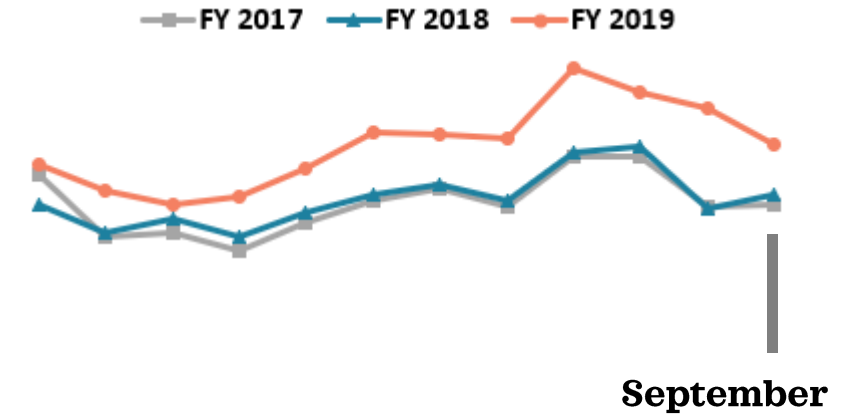
# Casino ADR



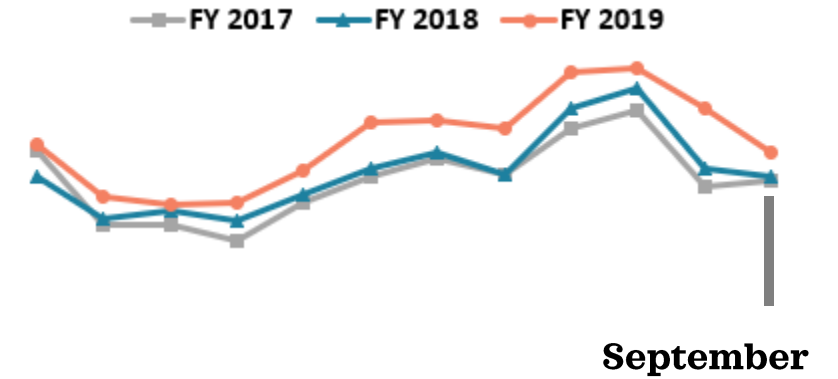
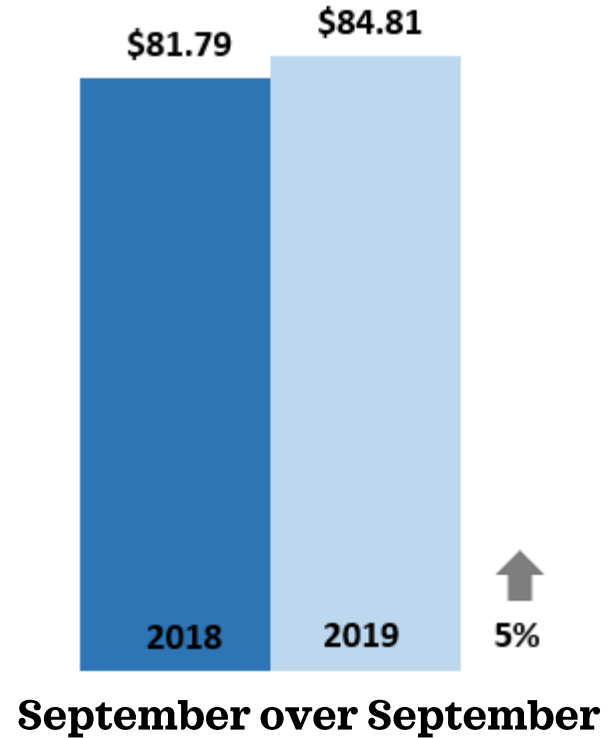
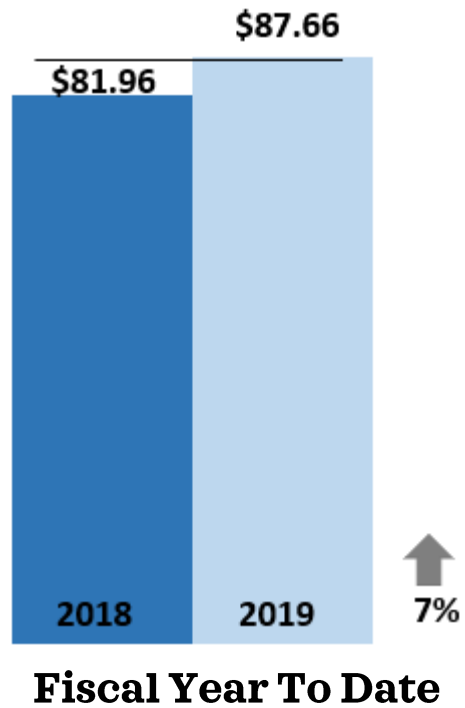
**Fiscal Year To Date**



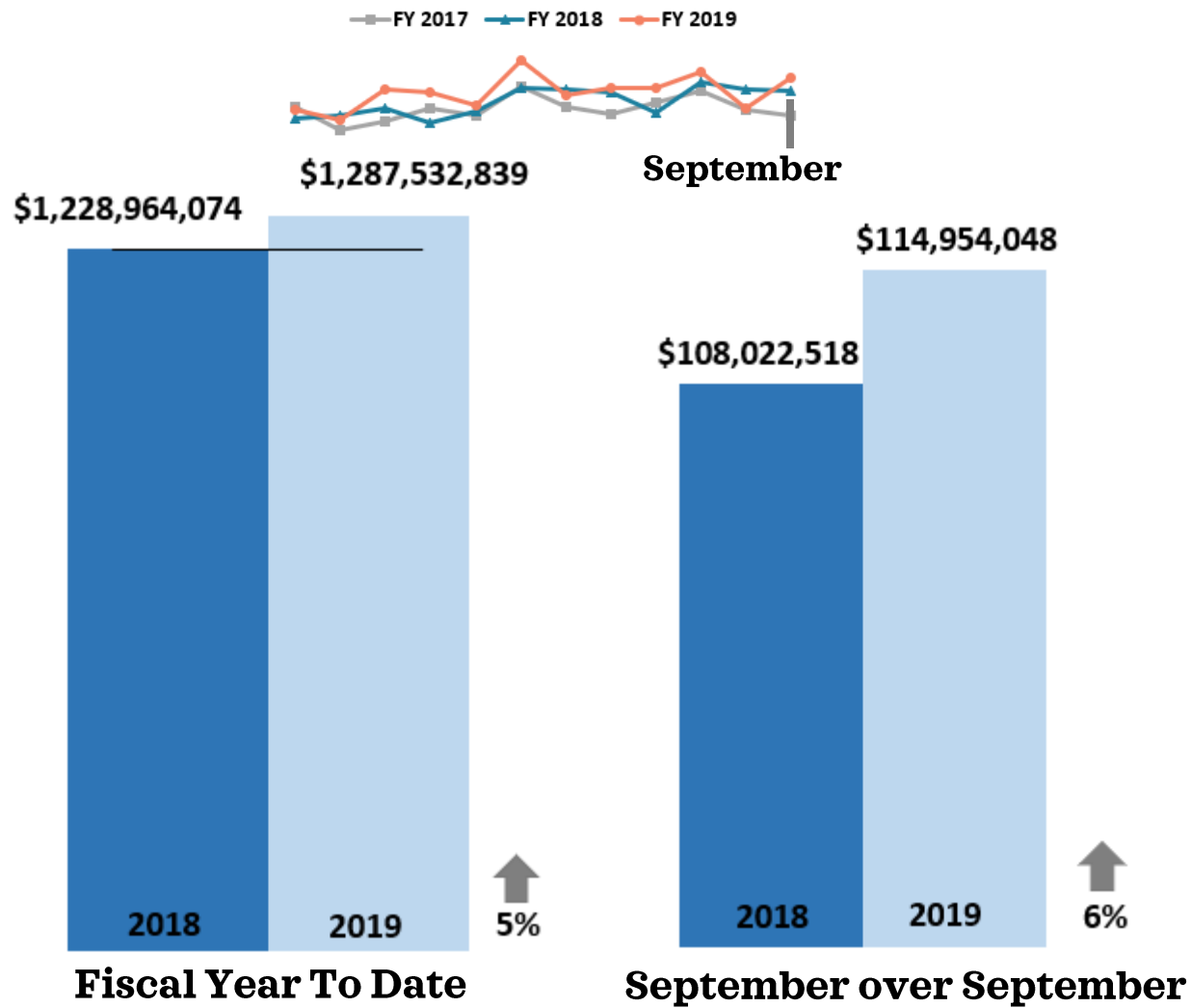
**September over September**



# All ADR

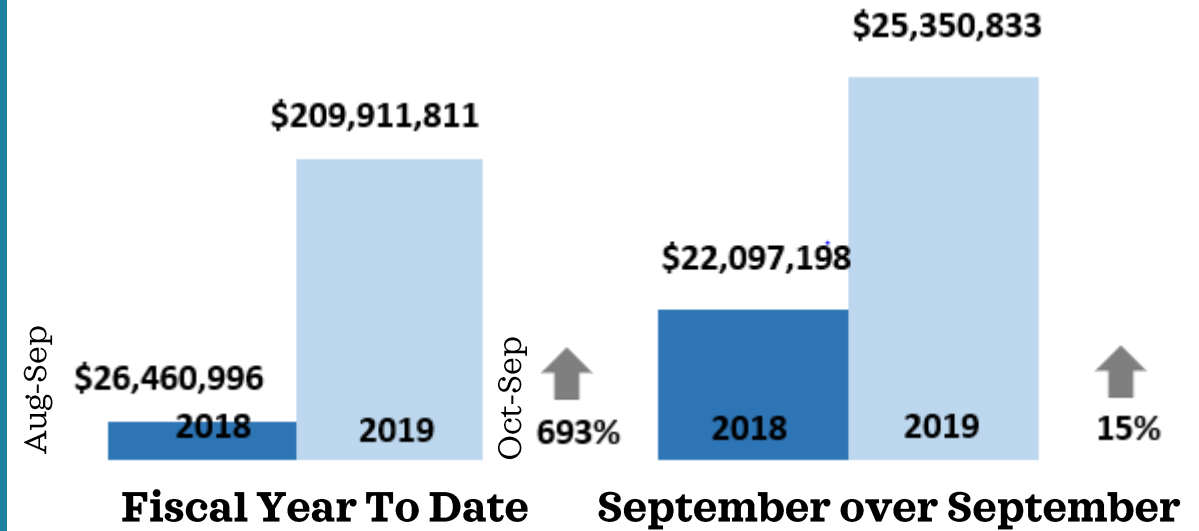


# Gaming Revenue



Source: MS Gaming Commission

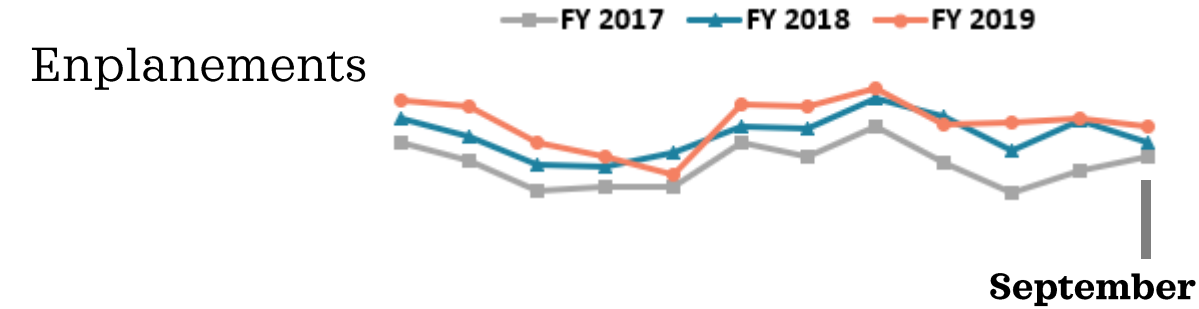
# Sports Betting Wagers



\* Sports Betting began September 2018

# Airport

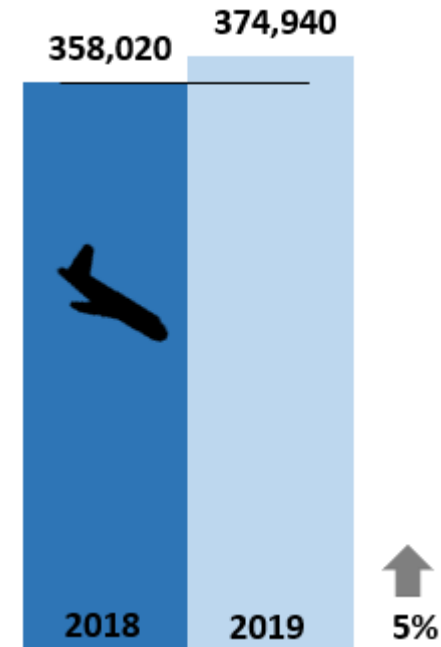
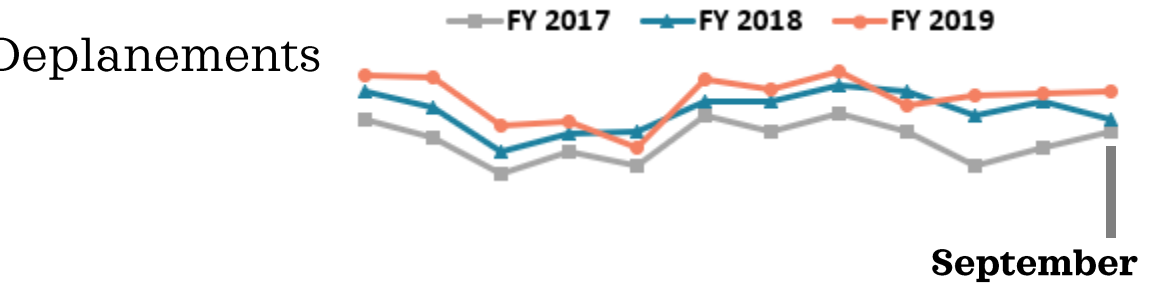
## Enplanements



Fiscal Year To Date

September over September

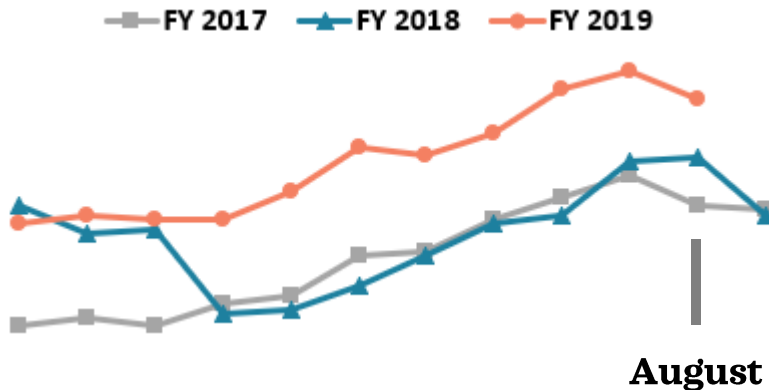
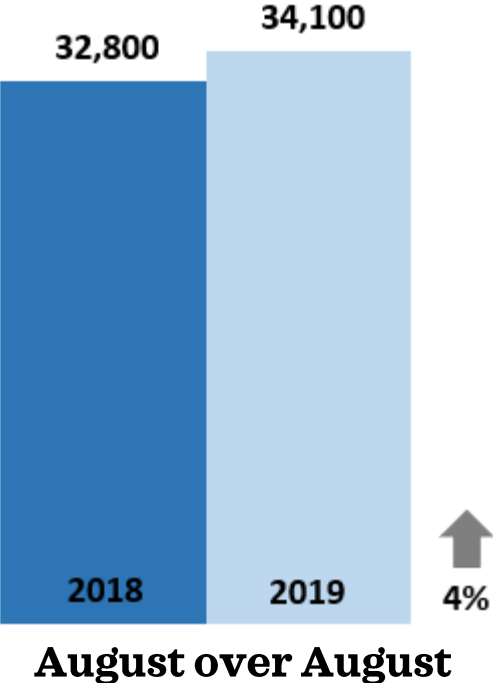
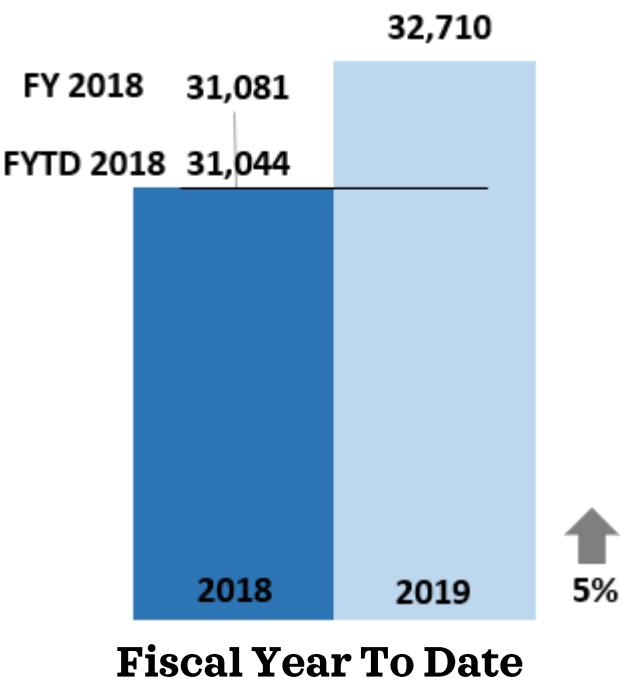
## Deplanements



Fiscal Year To Date

September over September

# Leisure & Hospitality Jobs

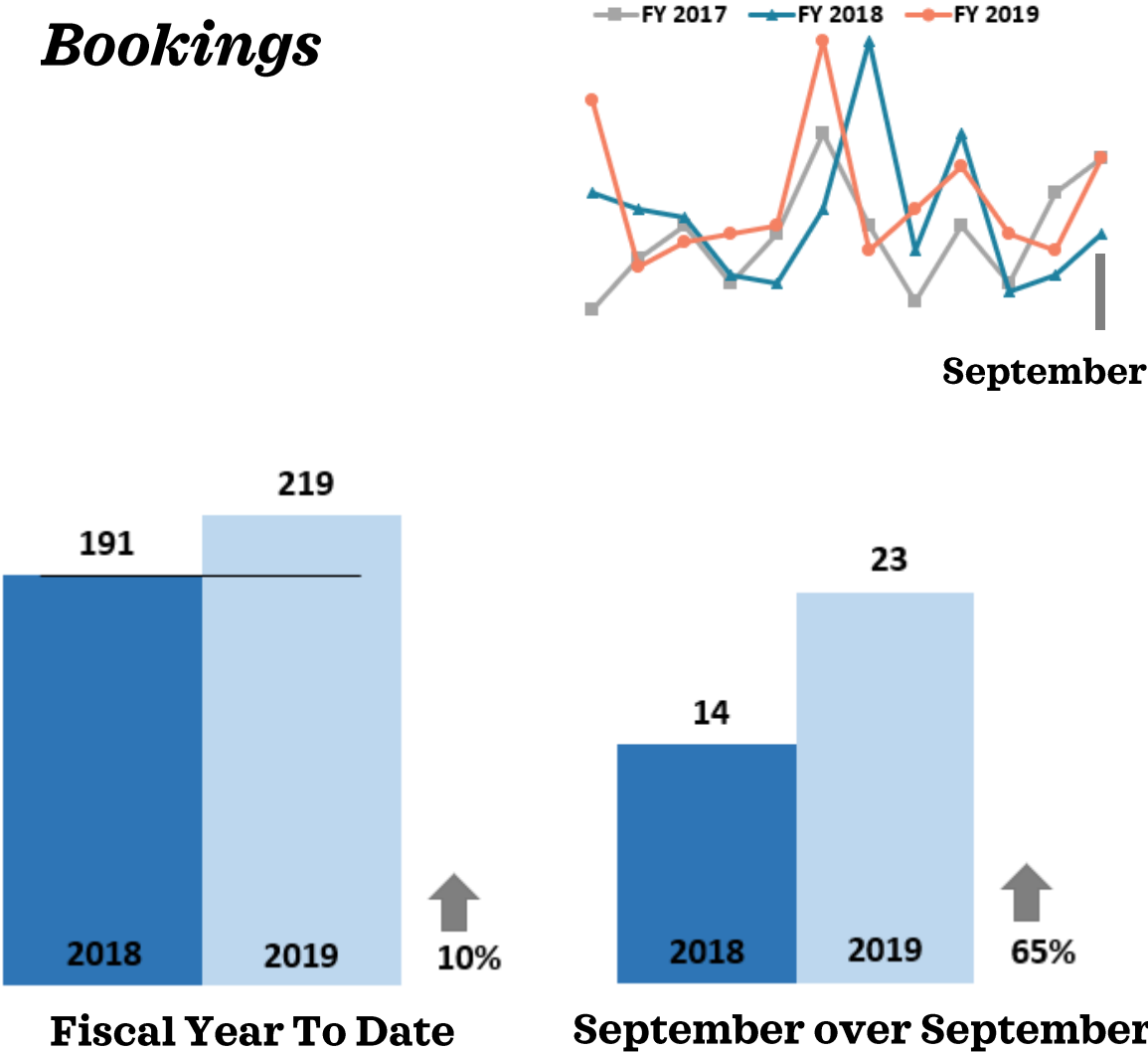


Yearly numbers reflect an average of all months in the FY.

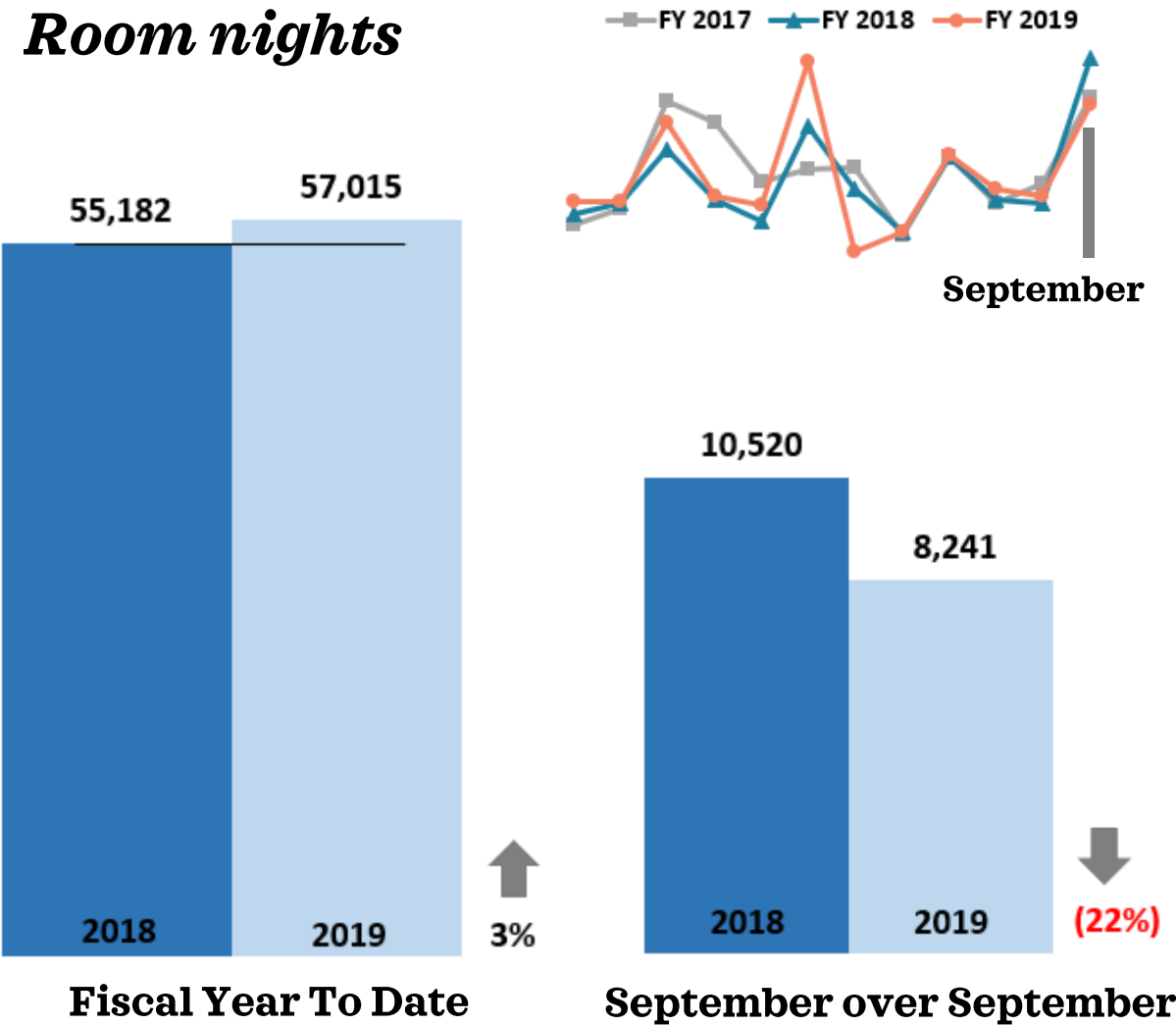
Source: MS Department of Employment Security

# Definite Bookings

## Bookings

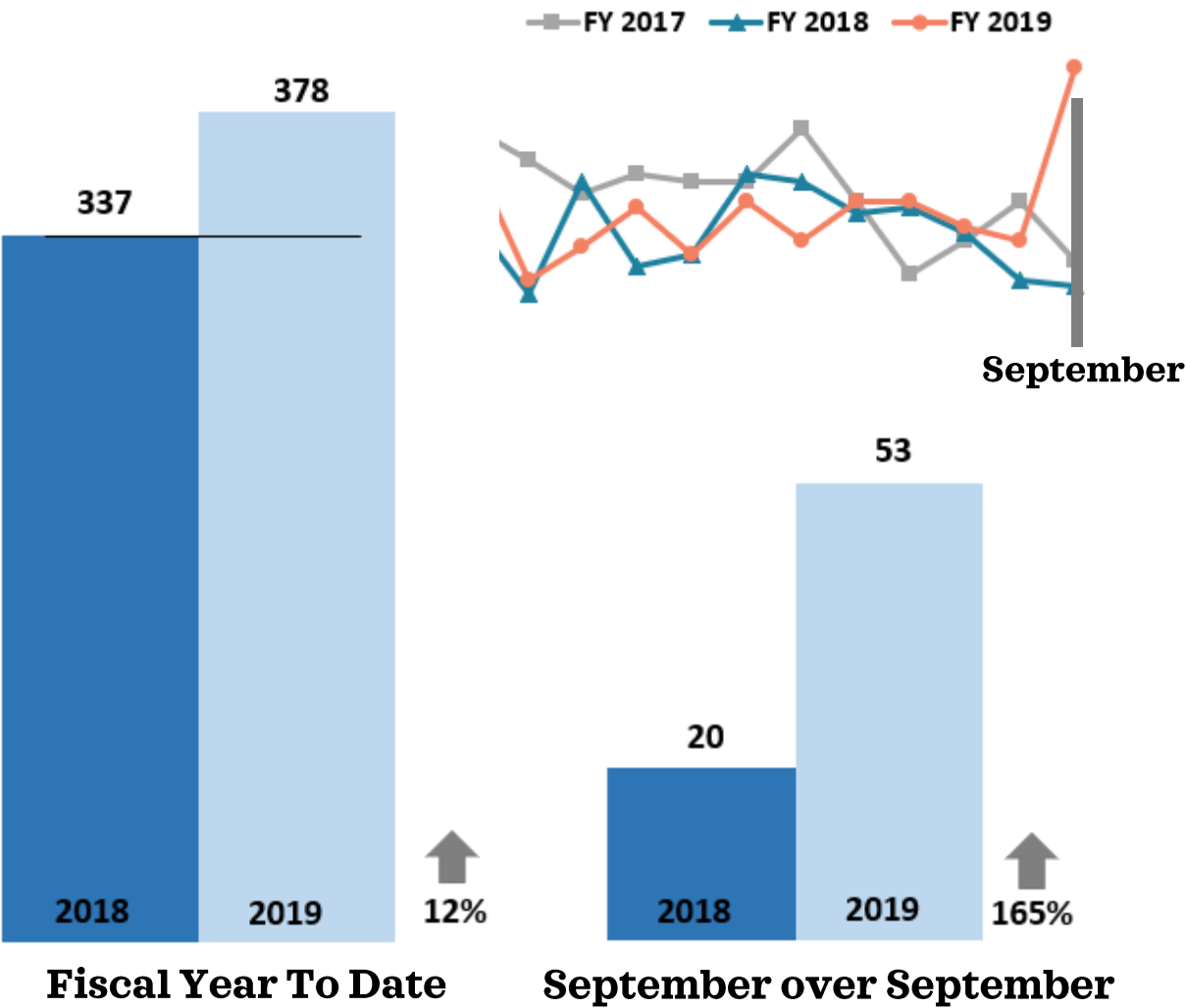


## Room nights

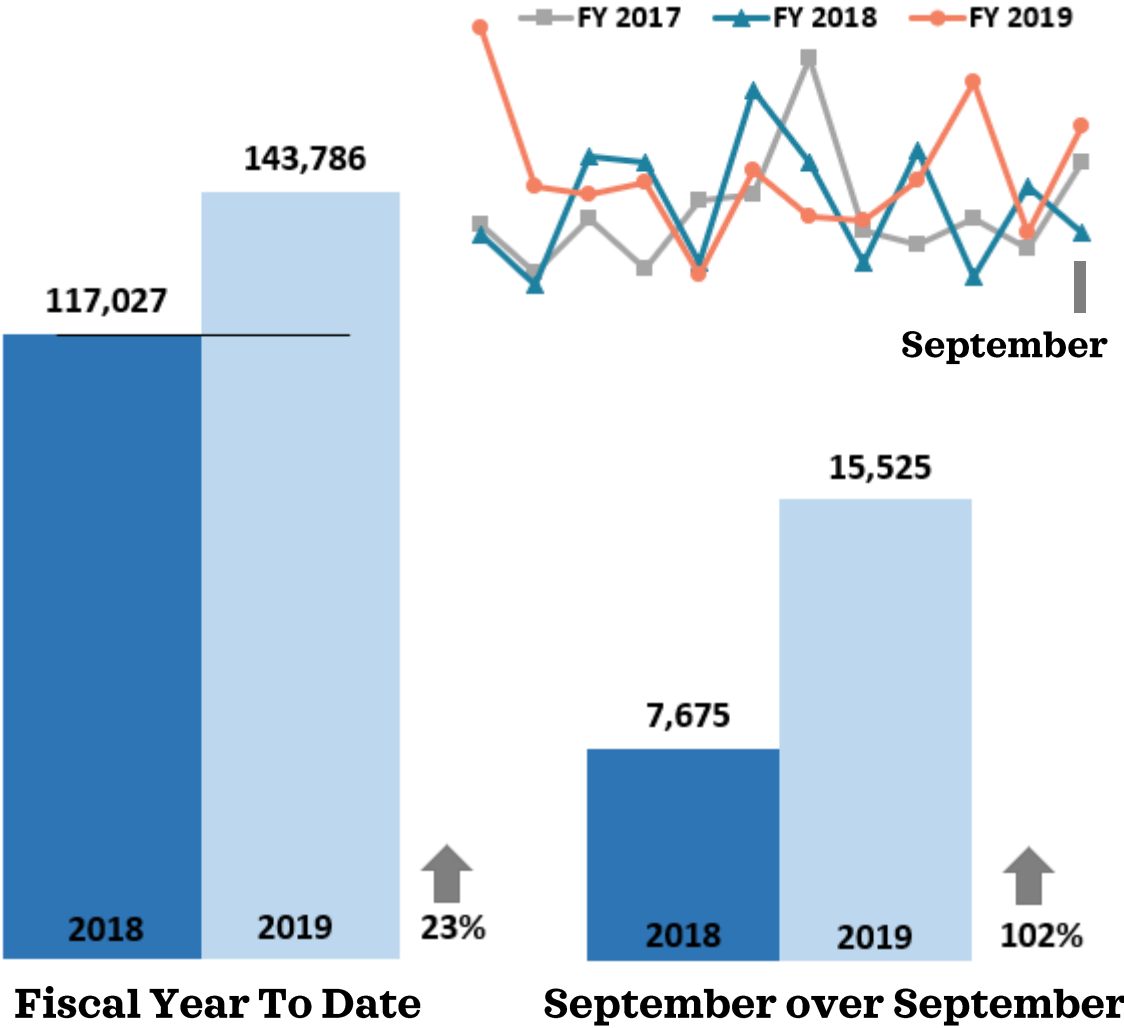


Source: Coastal Mississippi

# Leads Issued

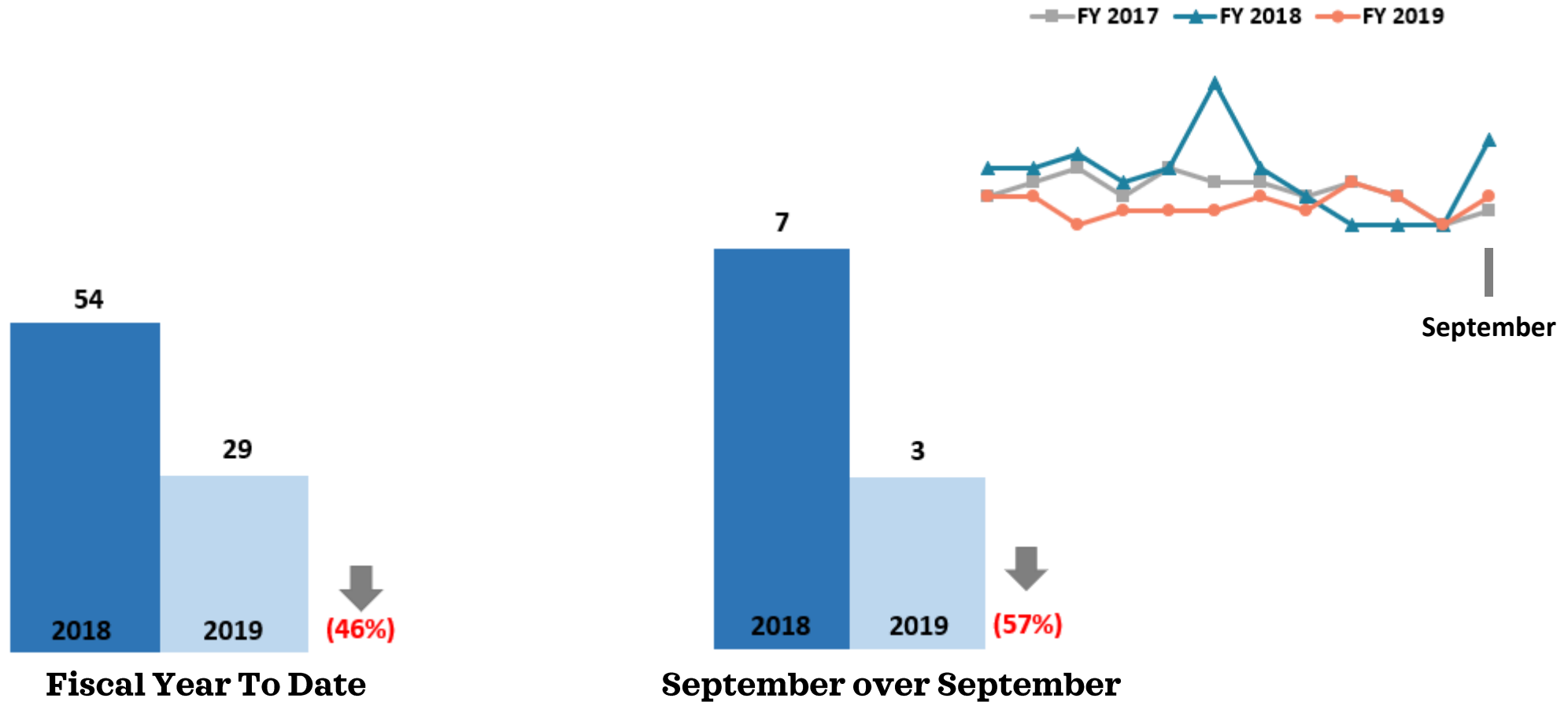


# Potential Room Nights



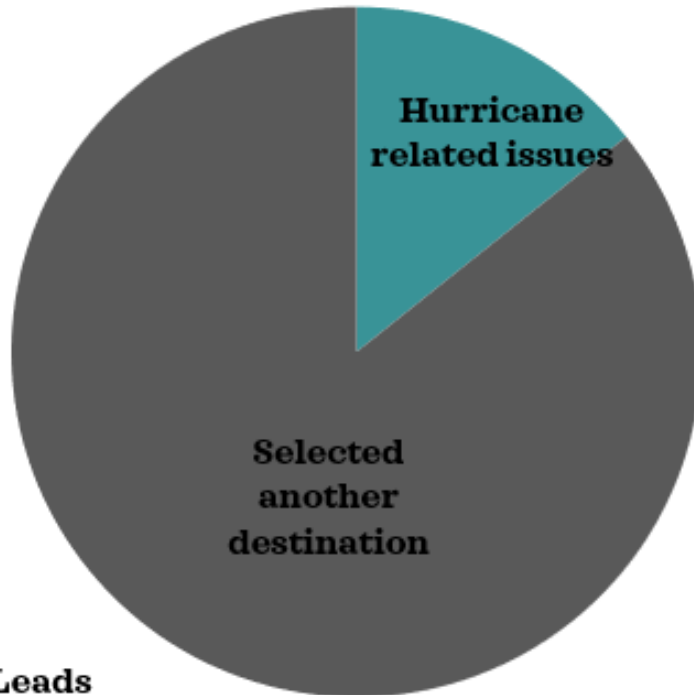
Source: Coastal Mississippi

# Convention Center Leads



# Lost Business

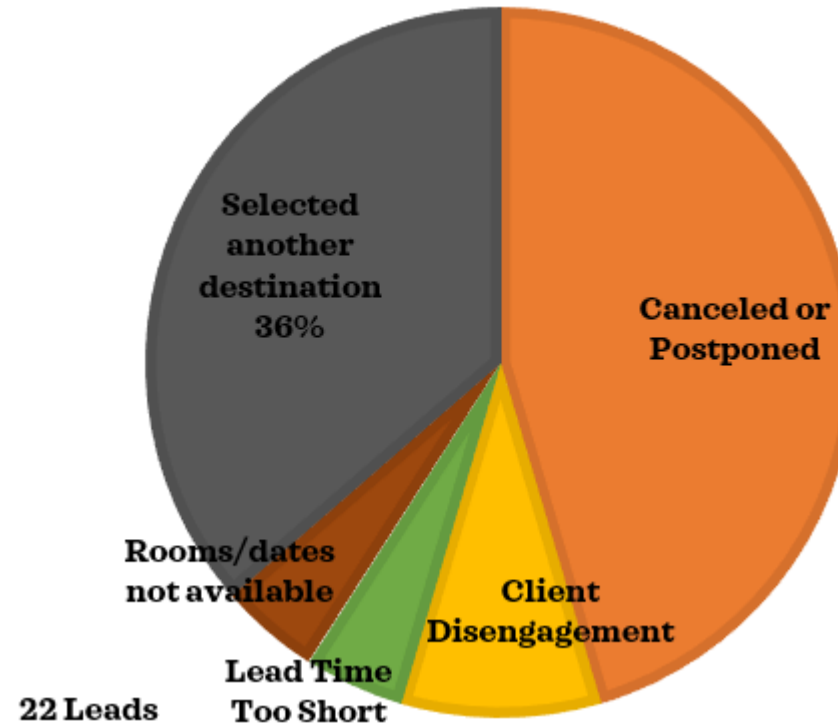
September 2018



Other Cities Select

Destin, FL  
Lake Charles, LA  
Memphis, TN  
Natchez, MS  
New Orleans, LA  
Ridgeland, MS

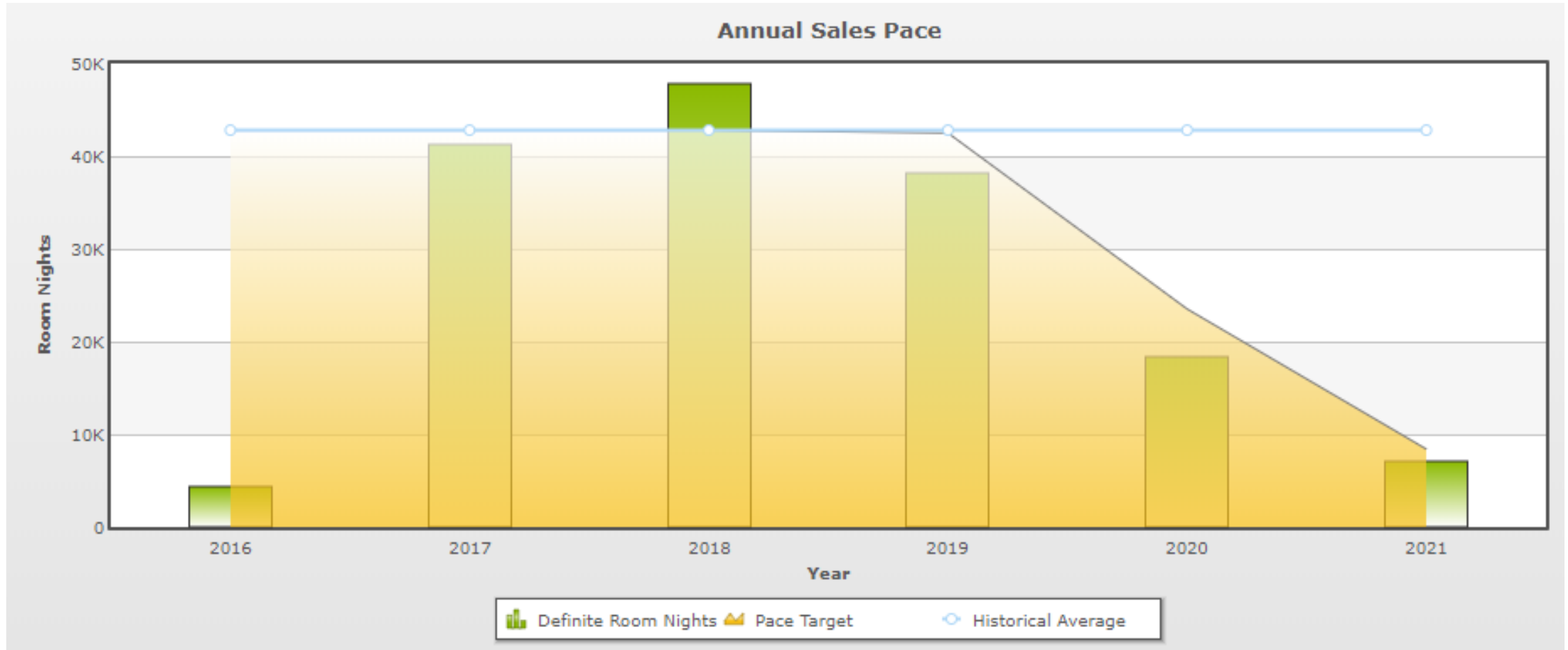
September 2019



Other Cities Selected:

Birmingham, AL  
Lafayette, LA  
Not stated (4)  
Philadelphia, MS  
Rockwell, TX

# Pace Report



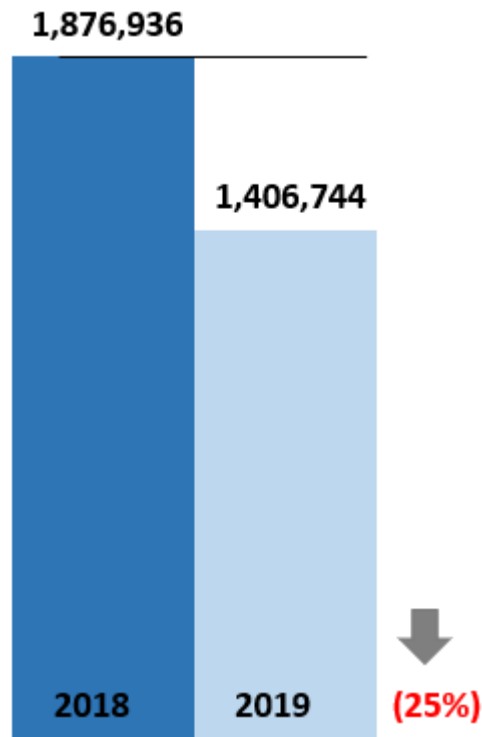
# Pace Report - Pipeline



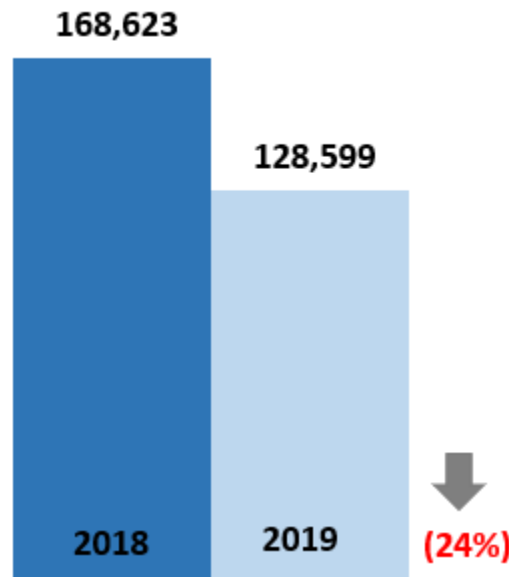
# Google Analytics - Users

Traffic Overview - Events have always been a big driver of traffic to the website. With Google's recent update to display events above organic results, our traffic continues to see a decline.

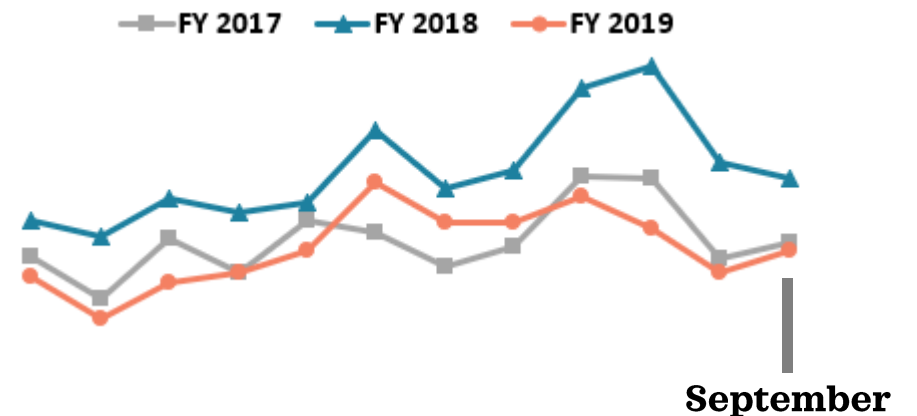
**Good news:** Organic engagement is looking good with users bouncing less often and visiting more pages than the industry average.



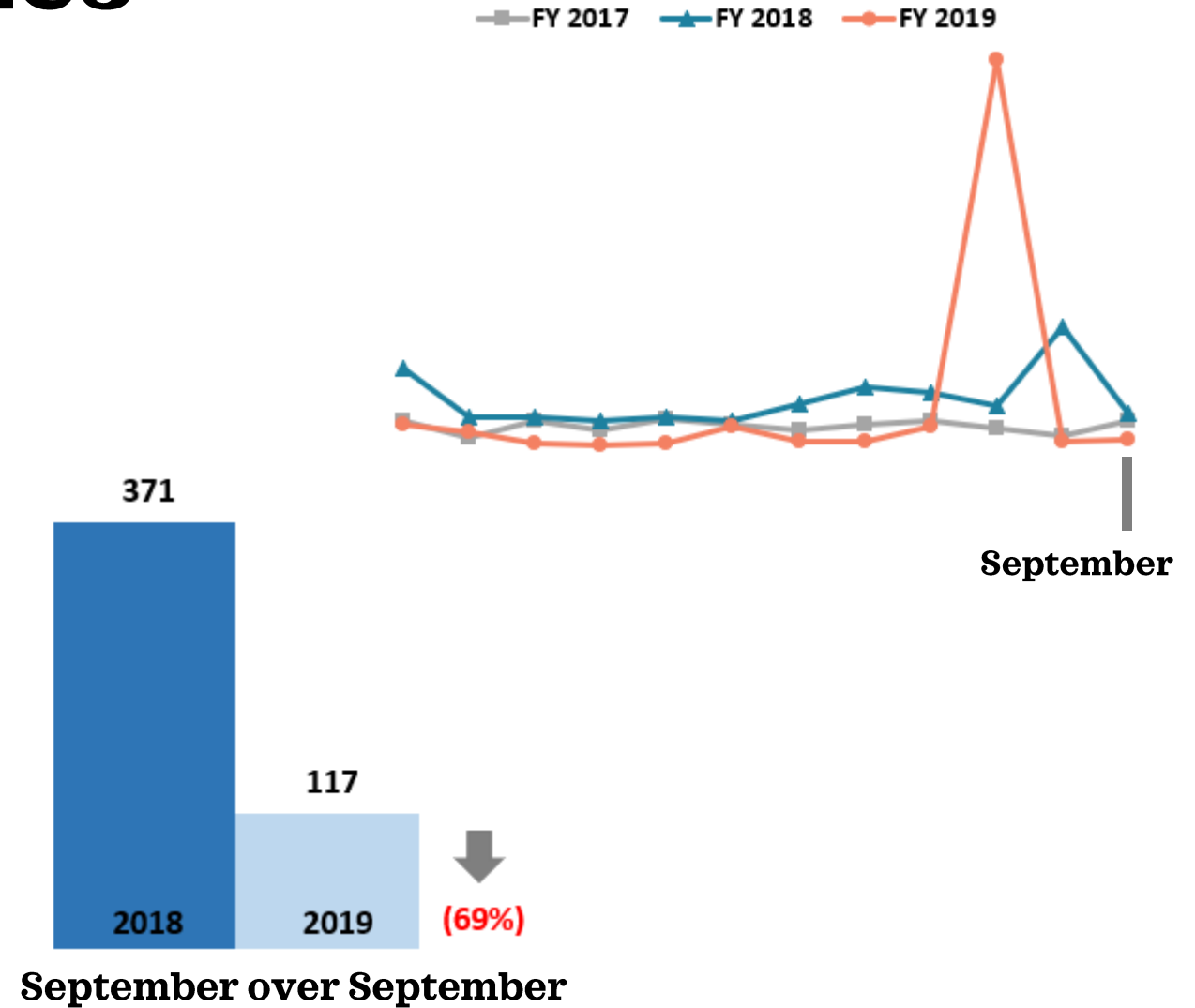
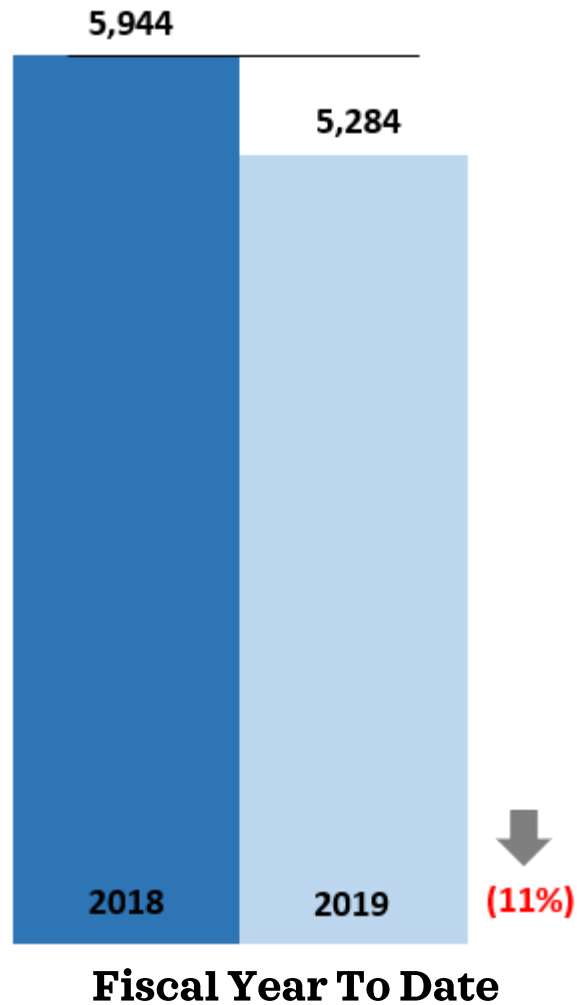
**Fiscal Year To Date**



**September over September**

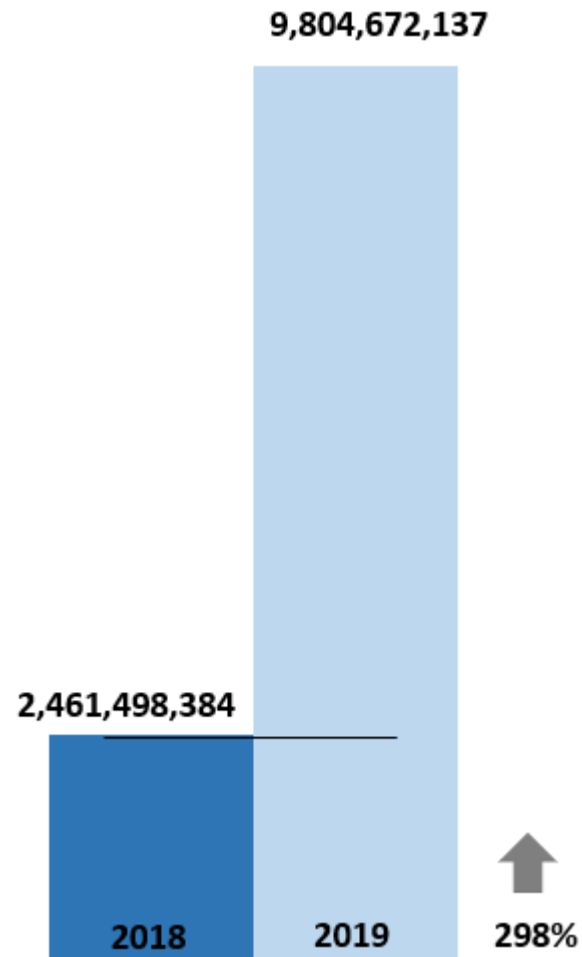


# Number of Articles

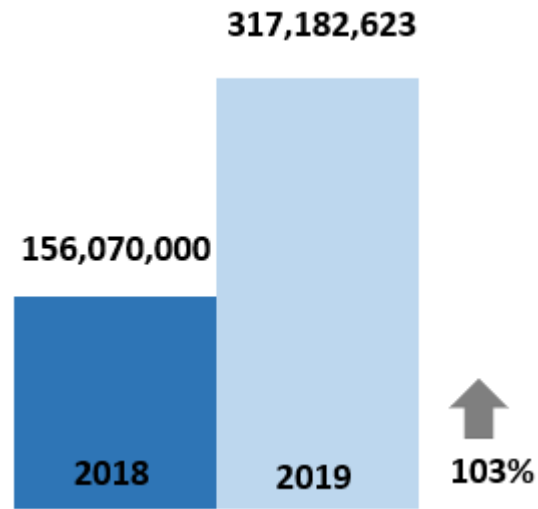


September 2018 increase due to Tropical Storm Gordon  
September 2019 increase due to Algal Bloom coverage

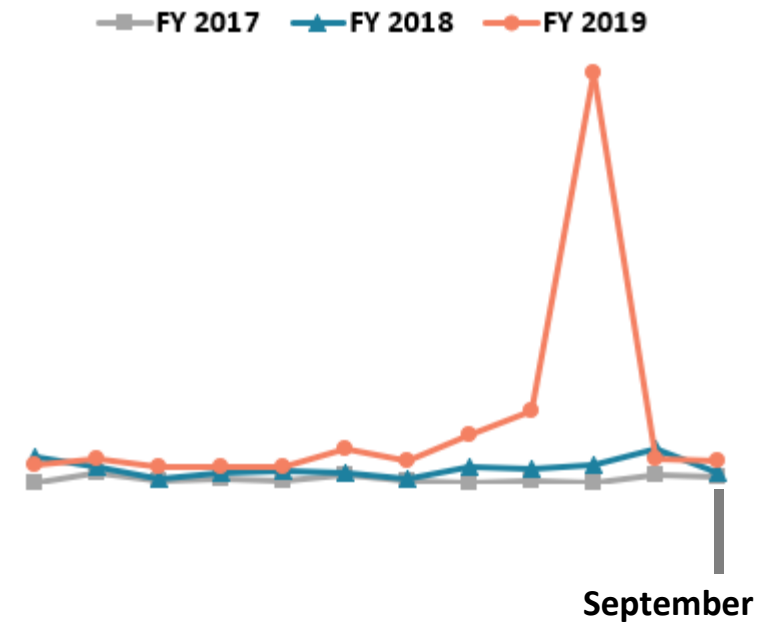
# Impressions



Fiscal Year To Date



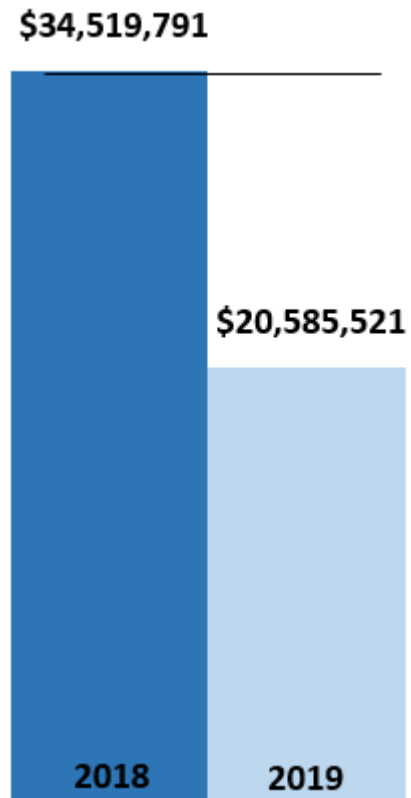
September over September



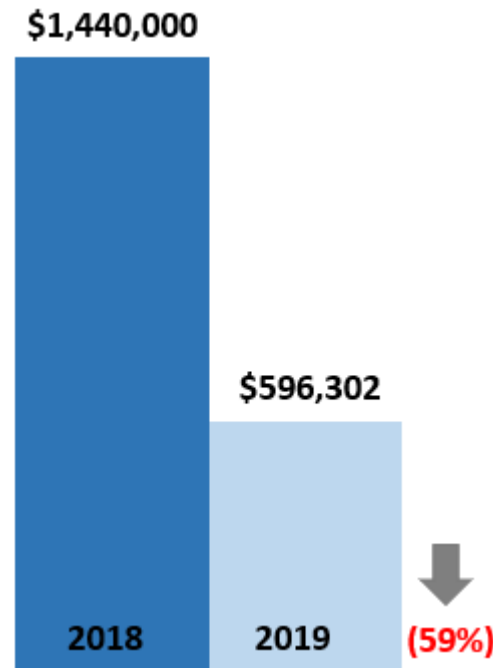
September 2018 increase due to Tropical Storm Gordon  
September 2019 increase due to Algal Bloom coverage

# Advertising Value Equivalency

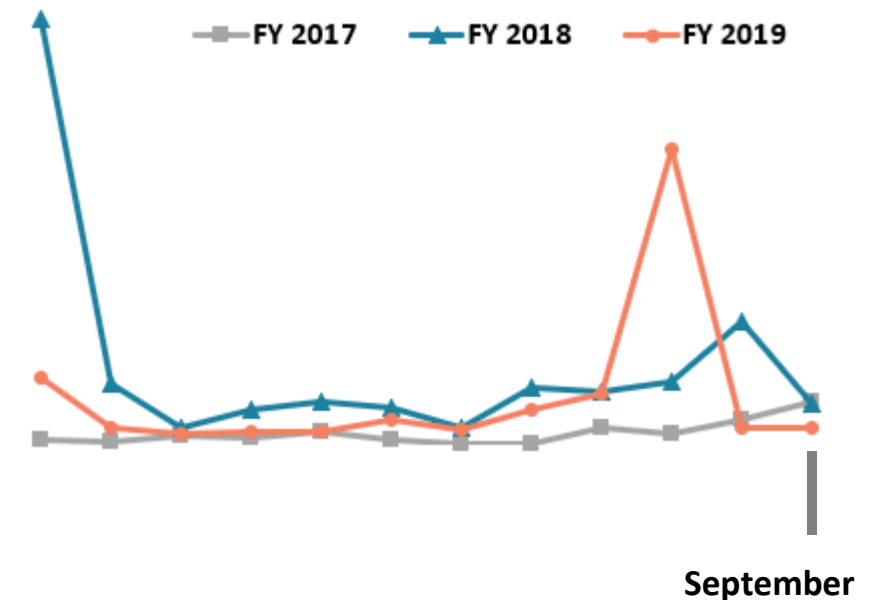
Declining AVE numbers related to changes in the monitoring platform. Industry standards are shifting away from AVE and towards methods that focus on measuring how coverage is relevant to the brand and its goals. This is an ongoing process and we are currently exploring multiple options for how we measure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



**Fiscal Year To Date**



**September over September**

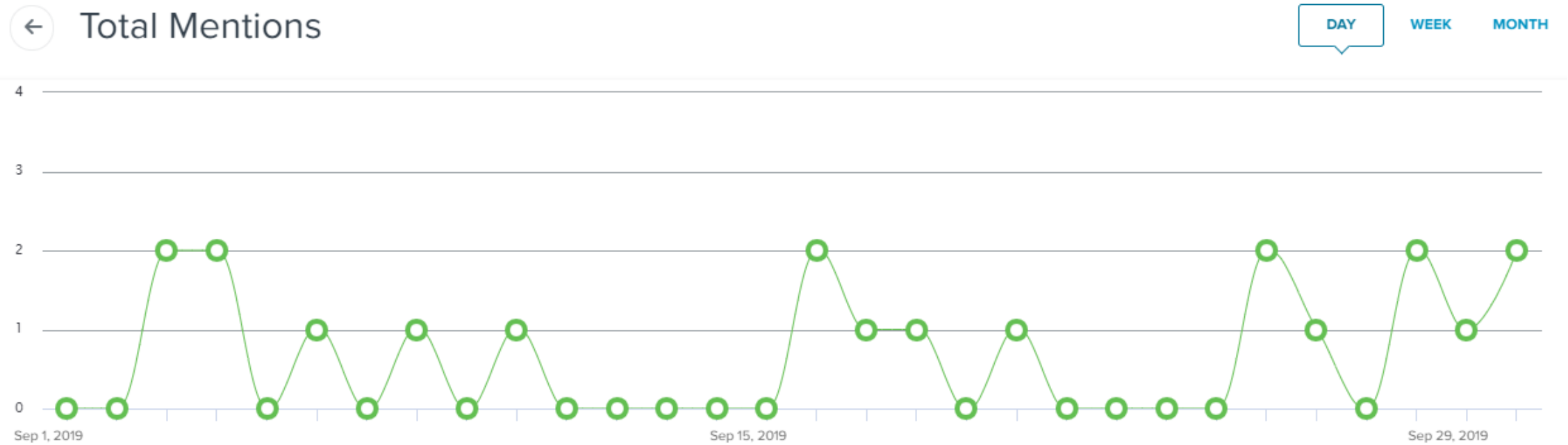


September 2018 increase due to Tropical Storm Gordon  
September 2019 increase due to Algal Bloom coverage

# Earned Media

## Content Drivers:

- Year-round Getaways
- Development
- Holiday Destinations
- Affordability
- Events (Cruisin' the Coast)





## MILLIONS OF DOLLARS BEING INVESTED IN NEW PROJECTS ON THE COAST

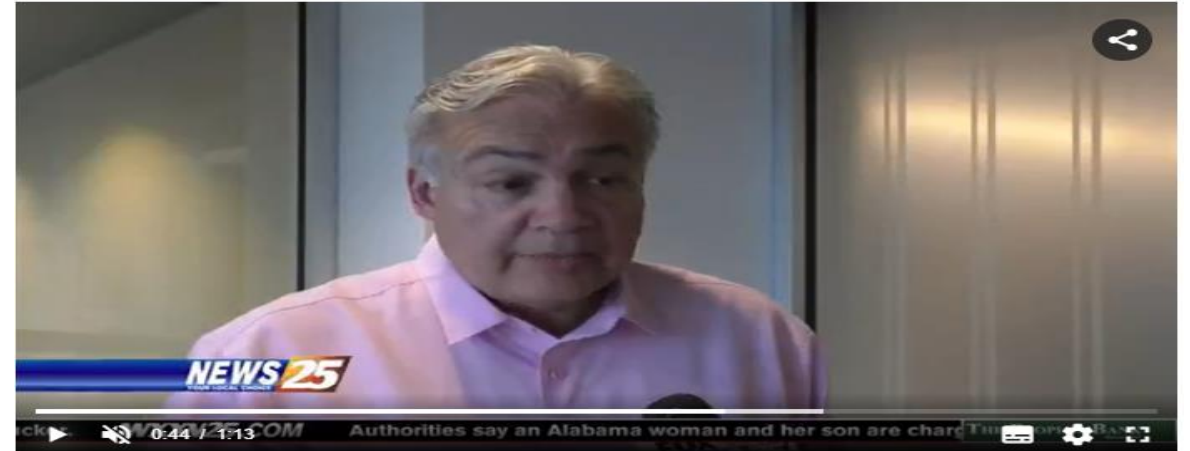


Coastal Mississippi CEO Milton Segarra tells News 25 that the future of the Coast looks bright with \$600 million of new projects being worked on including the aquarium.

With the tourism industry in South Mississippi being hit hard by the fresh water intrusion this summer, the aquarium will help attract more people back to the Coast. "People are paying attention, people when they come they can see everything that we have from the nature and adventure, the casinos the entertainment, the small hotels that we have. Now having the aquarium will bring the families and will provide another opportunity for groups as well to use it as a venue and to meet and gather. So it is great, this is phenomenal news for the Coast."

## Local Media Coverage - Assisted

## WORLD TOURISM DAY



It's 'World Tourism Day' and here on the Gulf Coast we are fortunate enough to live in an area that many travel far and wide to get to.

'World Tourism Day' is recognized on September 27<sup>th</sup> each year. Its purpose is to raise awareness among communities throughout the world of the many benefits of tourism not just for the areas visited, but for the folks hitting the road to do something new.



## Report: Summer tourism revenue down by \$4.1M

A Coastal Mississippi report shows tourism revenue was down \$4.1 million in June and July, and that's directly linked to hotel occupancy being down. Here with his insight is Coastal Mississippi CEO Milton Segarra.



Local Media Coverage - Assisted

# Travel With Sara

## AMERICA'S #SECRETCOAST OWNS THE ART SCENE ALONG THE GULF COAST

September 4, 2019  
By: SaraB  
Posted in Mississippi Gulf Coast, Museums  
Tags: Mississippi Gulf Coast, Museums



The #SecretCoast in Coastal Mississippi is full of beauty, nature, awesome adventures and much to my surprise- art! I simply fell in love with the art in this part of the United States. My introduction to art came as we checked into the Roost, a boutique hotel located in Ocean Springs, Mississippi. The art in Ocean Springs was more than I ever dreamed it would be.



We arrived in Coastal Mississippi or also known as Mississippi Gulf Coast and we were so excited to be hosted for a couple of days. I mean who wouldn't? You have the ocean, seafood, art, family fun, and an itinerary that includes catching shrimp. We also discovered amazing [Restaurants in Mississippi Gulf Coast](#). You should check out [GulfCoast.org](#) for lots of fun things to do in Mississippi Gulf Coast.

I try to see a place from all perspectives and I enjoy looking at a location from the disconcerting eye of an artist. The magical, ethereal quality of paintings really capture the beauty of the Coastal Mississippi. The art reminds me of the magic you will find on the Mississippi Gulf Coast.

## ***This Soulful Art Town Is a Hidden Gem on the Gulf***

There's no sweeter coming together of art, place, and soul.



Along the pale sands that line Mississippi's toe dipped into the Gulf of Mexico, there's no sweeter coming together of art, place, and soul than in Ocean Springs. It was here, 101 years ago, that Annette McConnell Anderson and her husband, George, bought 24 acres of scrub-shaded land on the water, dreaming of creating an art colony and eventually moving their three boys from New Orleans to live there.

# Coastal Mississippi Assisted Media Coverage



## The most popular travel experience in every state

### 24. Mississippi

Half-day fishing charter — from \$450

Biloxi



Mississippi's Gulf Coast is one of the more under-appreciated regions of the country. Here, you can find all the white sandy beaches and world-class fishing of Florida at a fraction of the price. Case in point: a private charter listed on Groupon that takes you out into the Gulf of Mexico for a half-day of hardcore fishing for about \$150 less than you'd pay just east of here.

# INSIDER

## The best thing to do in every state this fall

**MISSISSIPPI:** Expand your mind at the Walter Anderson Museum of Art in Ocean Springs.



Found in Ocean Springs, Mississippi, this museum showcases the artwork of [Walter Inglis Anderson](#), one of the most lauded American painters of the 20th century. Study his gorgeous depictions of animals, plants, and the Gulf Coast, and take in the fall scenery that inspired his work.

# Coastal Mississippi Assisted Media Coverage

# LUXURY LIFESTYLE MAGAZINE

## Top 3 casino hotels and resorts in Biloxi, Mississippi



Nestled in a prime location along the beautiful Gulf Coast, Biloxi has fast become the South's playground for the rich and famous, boasting pristine, white sandy beaches (Ship Island is a must), and a range of historic sites that will leave you in awe.

If glittering casinos, stunning scenery and a lively yet upmarket vibe sound up your street, then read on; we've rounded up the three best luxury casino hotels and resorts in Biloxi to visit this year. And all of course offer super fast wi-fi as standard, giving you the opportunity to fine tune your casino skills from the comfort of the hotel room with one of the fantastic [free slot machines](#) online.



## 20 Thanksgiving Getaways: Fun Alternatives to Grandma's

### Coastal Mississippi



If you are ready to get away from the cold, Coastal Mississippi is a year-round destination with a temperate climate perfect for outdoor activities such as kayaking, paddle boarding, fishing, boating, and even a shrimping trip that teaches you about shrimp and other marine life.

There is so much to do for families including the Lynn Meadows Discovery Center, a hands-on children's museum; the Ocean Adventures Marine Park, with interactive experiences with dolphins and sea lions; and the Infinity Science Center, where you can learn about space travel.

Mississippi has been recognized as a state where \$100 goes the farthest, making it an affordable family travel destination. You can also save with the Mississippi Gulf Coast Attraction Pass, which will save you over 50 percent on attractions.

## Coastal Mississippi Assisted Media Coverage

## TRAVEL AWAITS

## The Best U.S. Cities To Visit In December Biloxi, Mississippi



Another warm destination that's well worth the visit is Biloxi, Mississippi, home of new restaurants, hotels, casinos, and more after its post-Katrina rebuild. Temperatures in the mid-60s barely require a sweater and the sunny skies promise pleasant views.

# Social Media Metrics



Monthly  
Increase

329  
Flat

58  
Flat

6  
1%

215  
3%

350,390  
27%

102  
3%

351,100  
24%

September  
2019

144,842  
Facebook  
(Total Likes)

15,537  
Twitter  
(Total Followers)

1,028  
Pinterest  
(Total Followers)

10,302  
Instagram  
(Total Followers)

1,636,894  
YouTube  
(Lifetime Followers)

3,503  
LinkedIn  
Total Followers

1,812,106  
Total

**Coastal Mississippi**  
Published by Patrick Clay [?] · September 6 at 1:23 PM · 🌐

Just one month to go until America's Largest Block Party returns to Coastal Mississippi!

Who else is excited for Cruisin' the Coast? 🎉🎊 Start making your plans now - <http://bit.ly/CMSCruisin> #MSCoastLife



35,669 People Reached      5,309 Engagements      [Boost Post](#)

👍❤️👎👤 2.9K      44 Comments 467 Shares



[View Insights](#)

[Promote](#)



👤👤👤 Liked by karenkconner and 12,115 others

**coastalms** Spring or summer, winter or fall - there's a #SecretCoast fishing adventure for them all. 🎣🐟 Link in bio! 📸 by @chance\_seymour

[View all 14 comments](#)

**Coastal Mississippi**  
3,503 followers  
3w

Thank you to South Mississippi Living magazine for spotlighting our wonderful team of women here at [Coastal Mississippi](#) in their Women in Business edition!



[57](#) · 4 Comments

**Coastal Mississippi**  
[@SeeCoastalMS](#)

How do you begin to thank [@RobinRoberts](#) for being such an AMAZING ambassador for our region?

For now, a Coastal Mississippi swag bag will have to do! 💙💙 #MSCoastLife



11:02 AM · Sep 21, 2019 · Twitter for iPhone

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# SOCIAL MEDIA