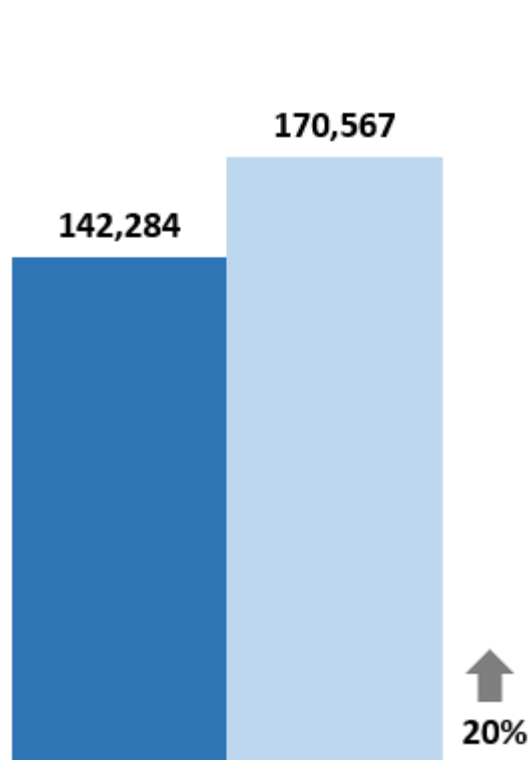


coastal MISSISSIPPI *The Secret Coast*

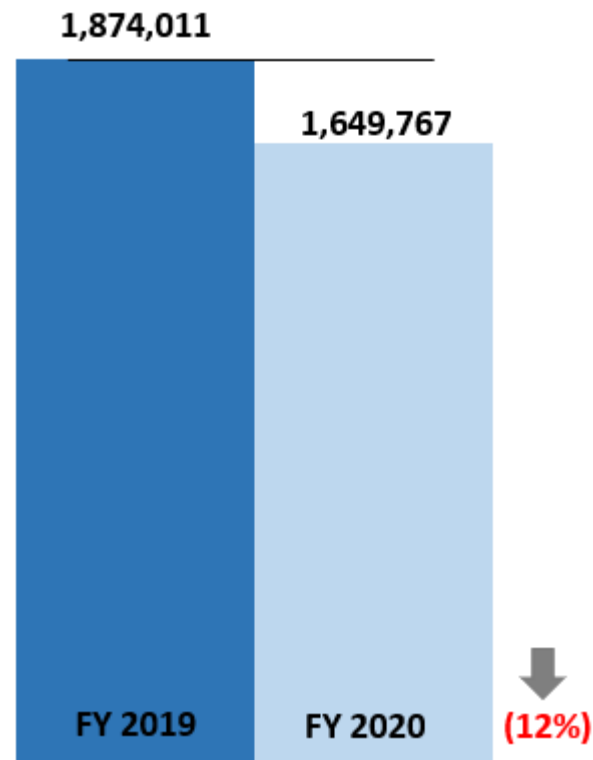
- Key Performance indicators
- September 2020

Non-Casino Rooms Sold

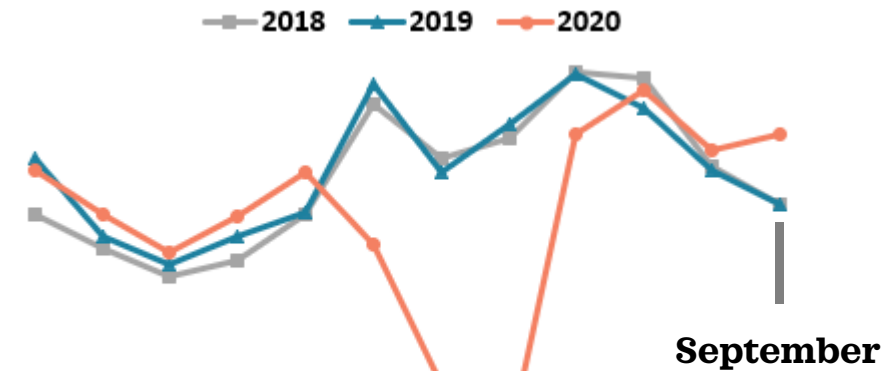


September 2019 over September 2020

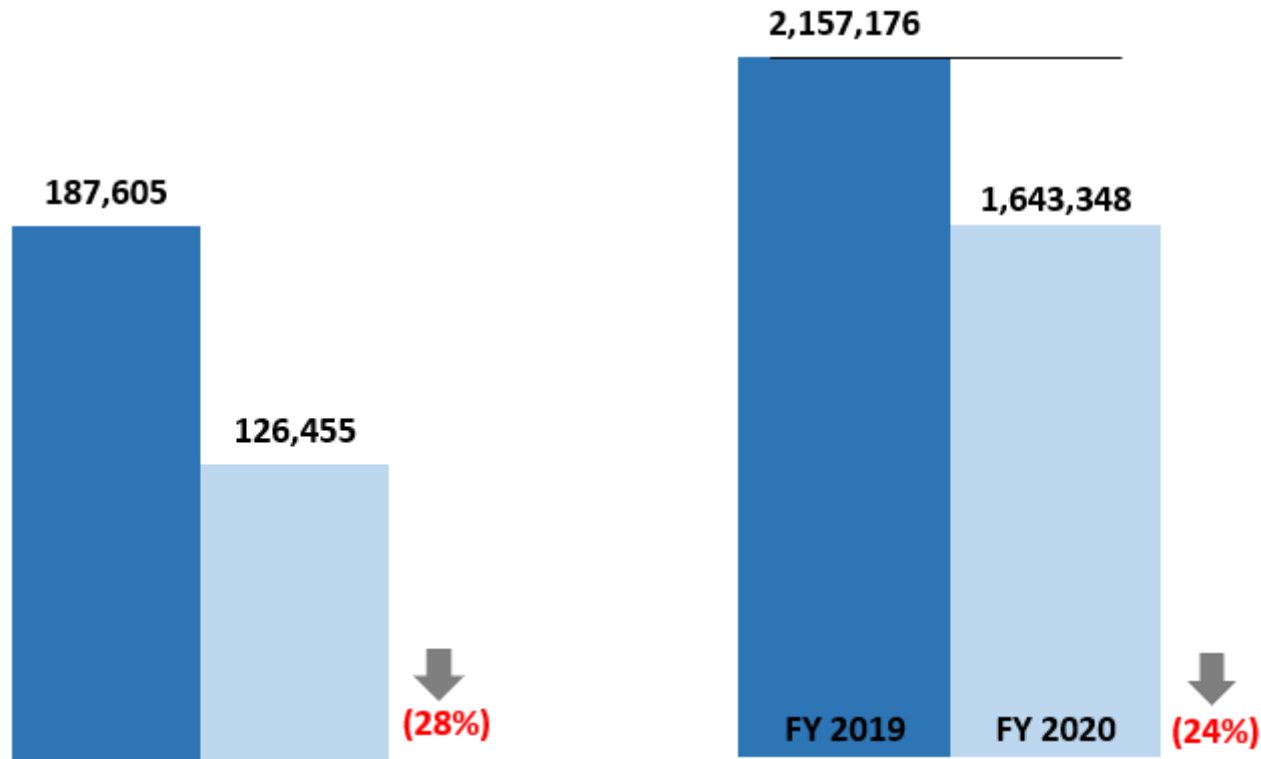
Source: STR



Fiscal Year To Date
October-September

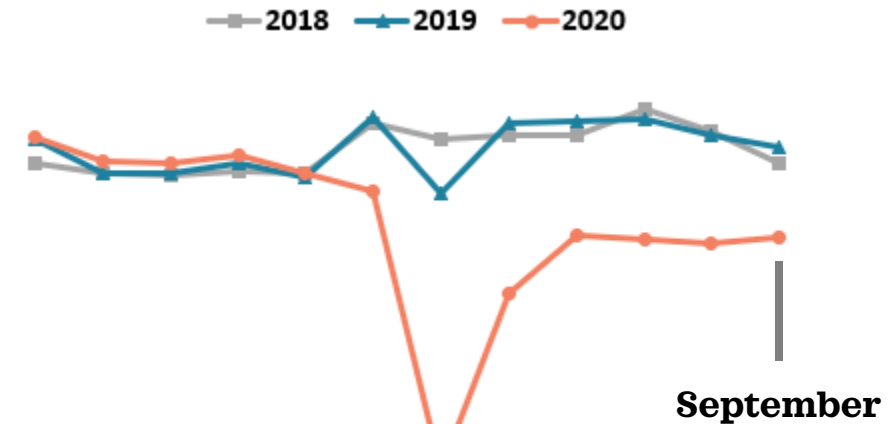


Casino Rooms Occupied

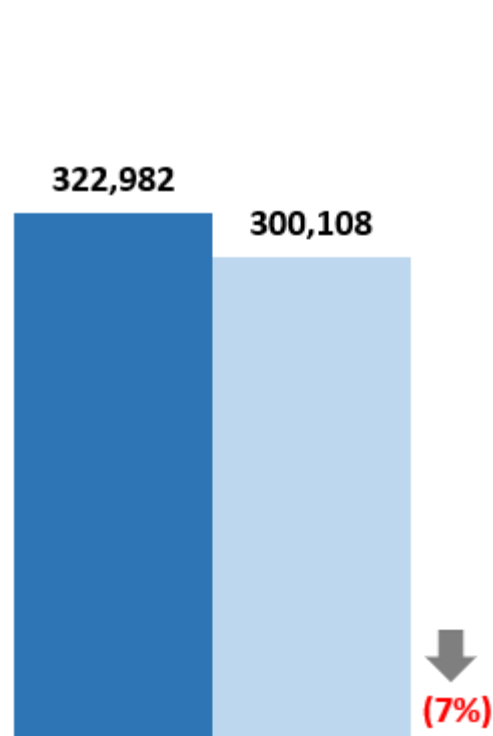


September 2019 over September 2020

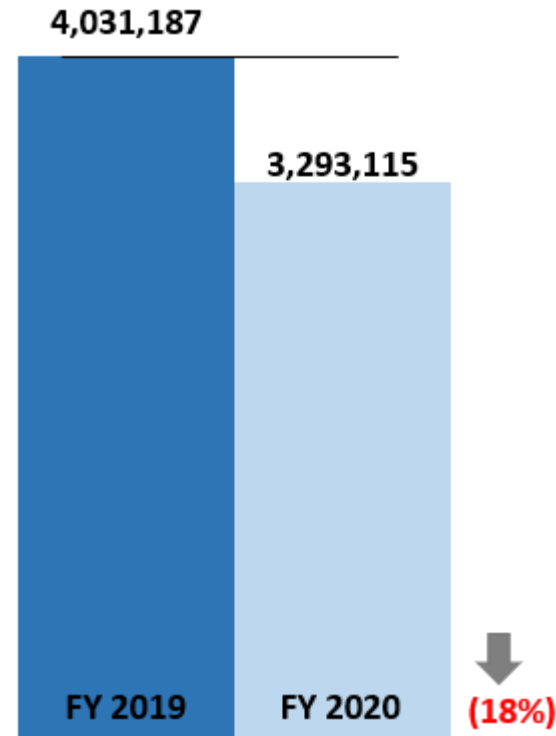
Fiscal Year To Date
October-September



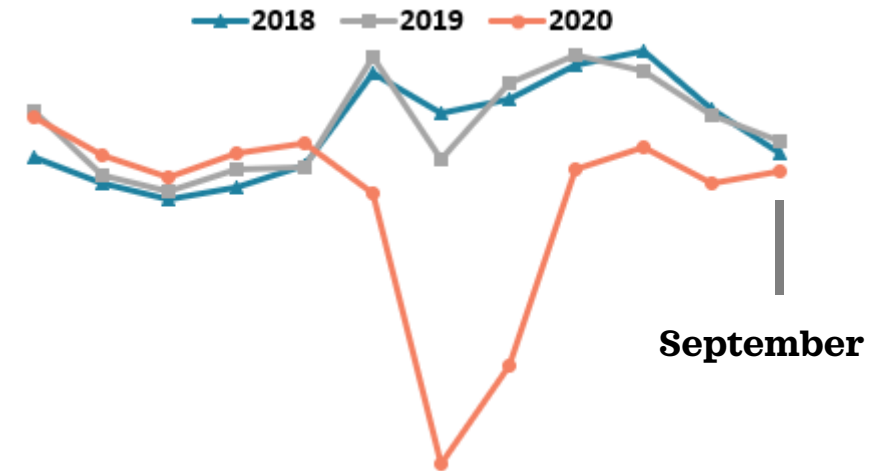
All Rooms Sold/Occupied



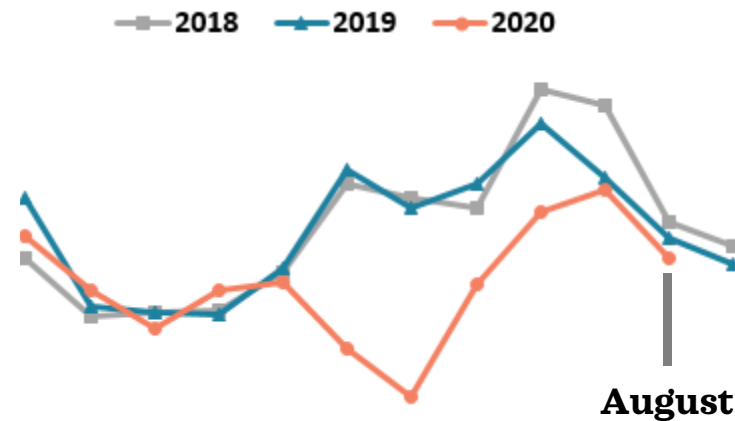
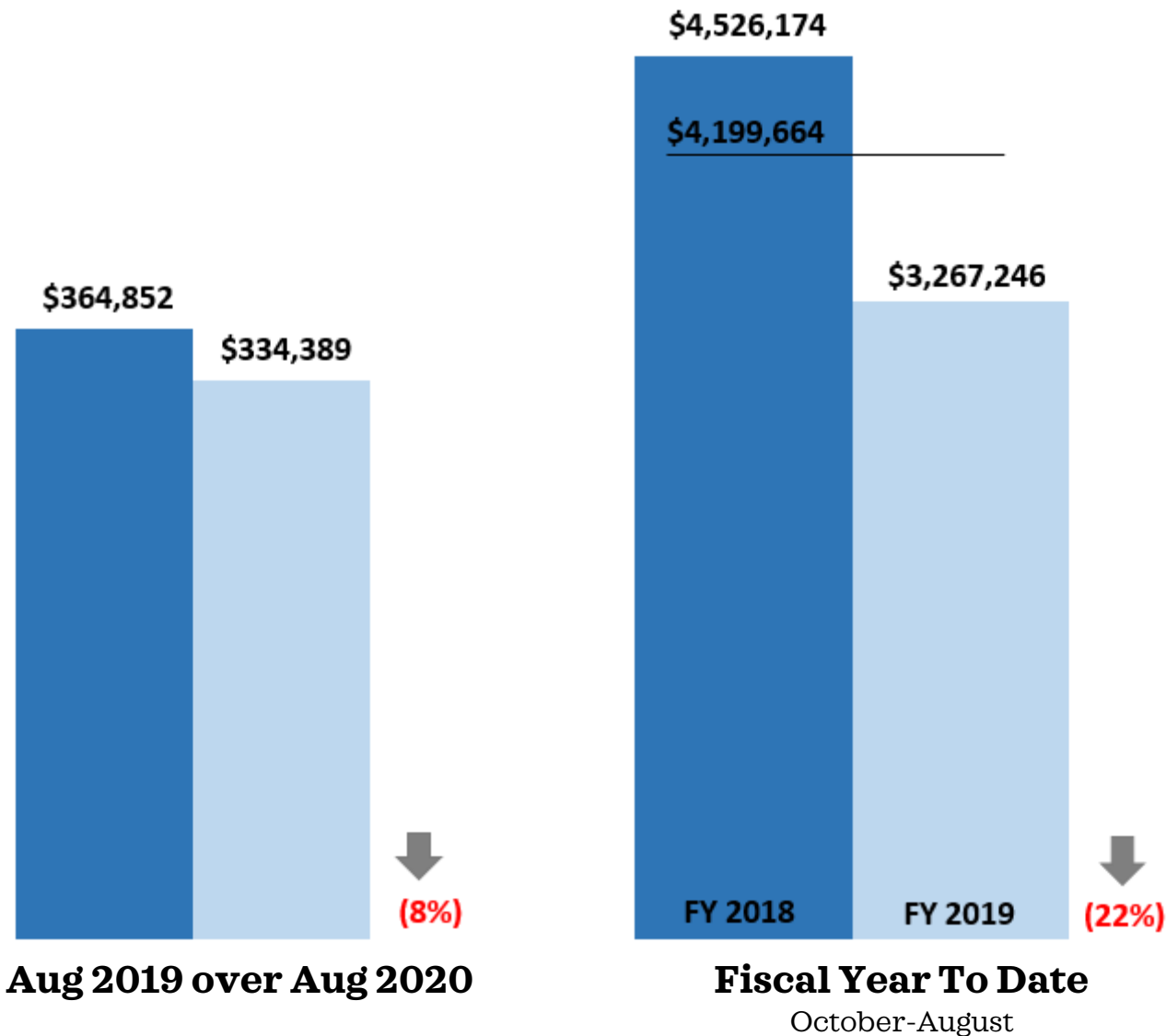
September 2019 over September 2020



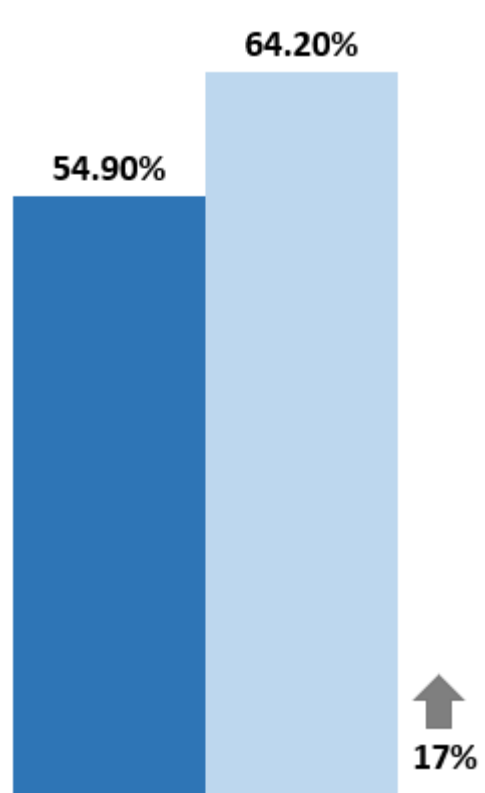
Fiscal Year To Date
October-September



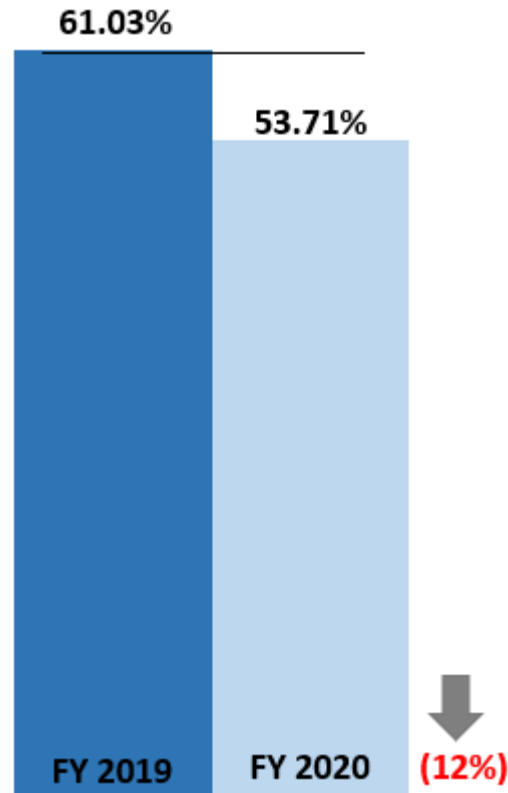
Occupancy Tax Receipts



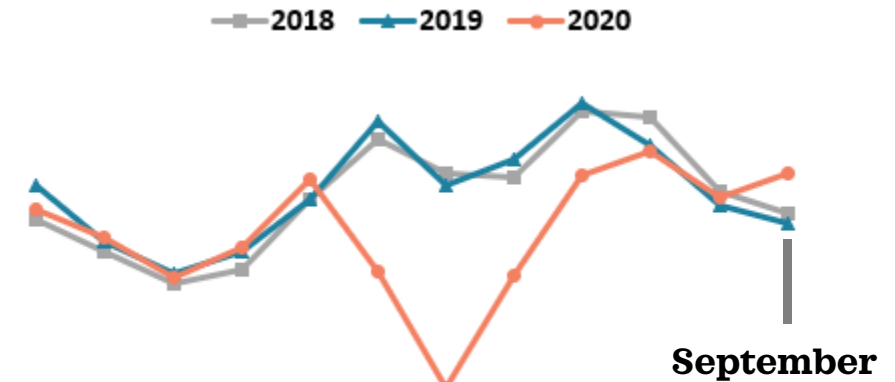
Non-Casino Occupancy



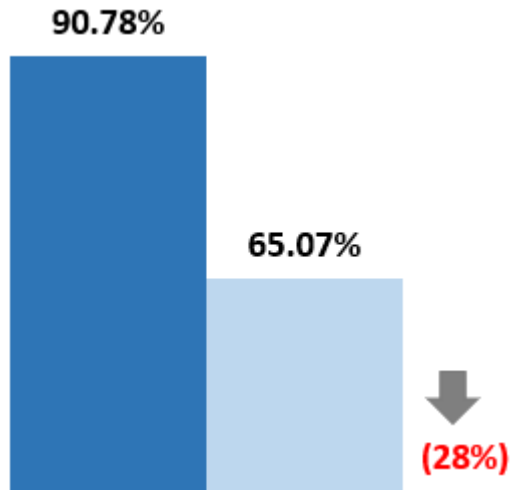
September 2019 over September 2020



Fiscal Year To Date
October-September

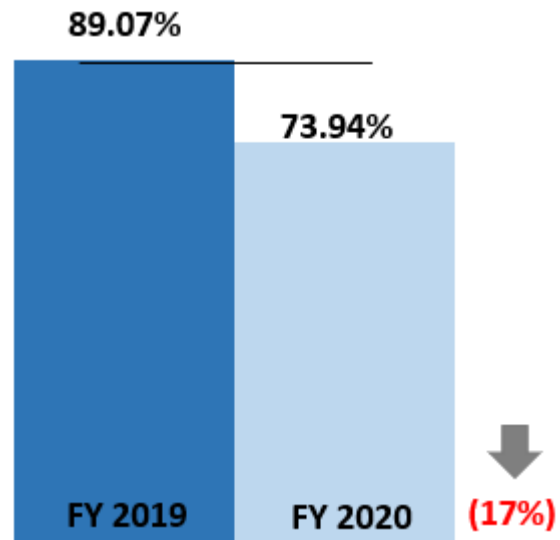


Casino Occupancy

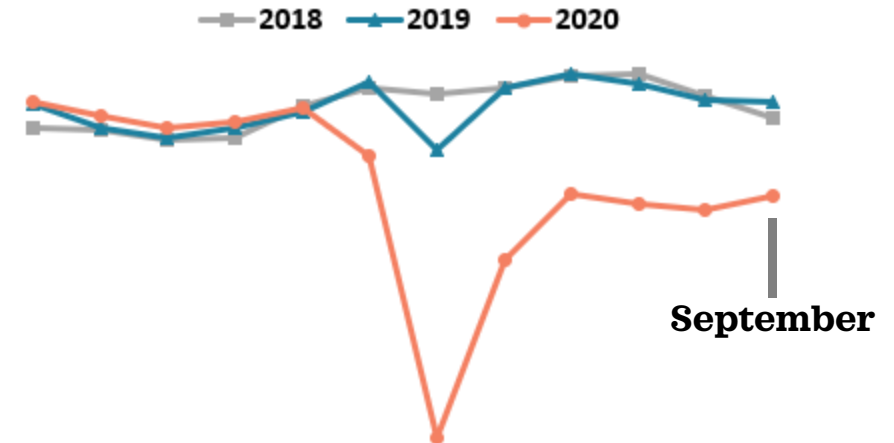


September 2019 over September 2020

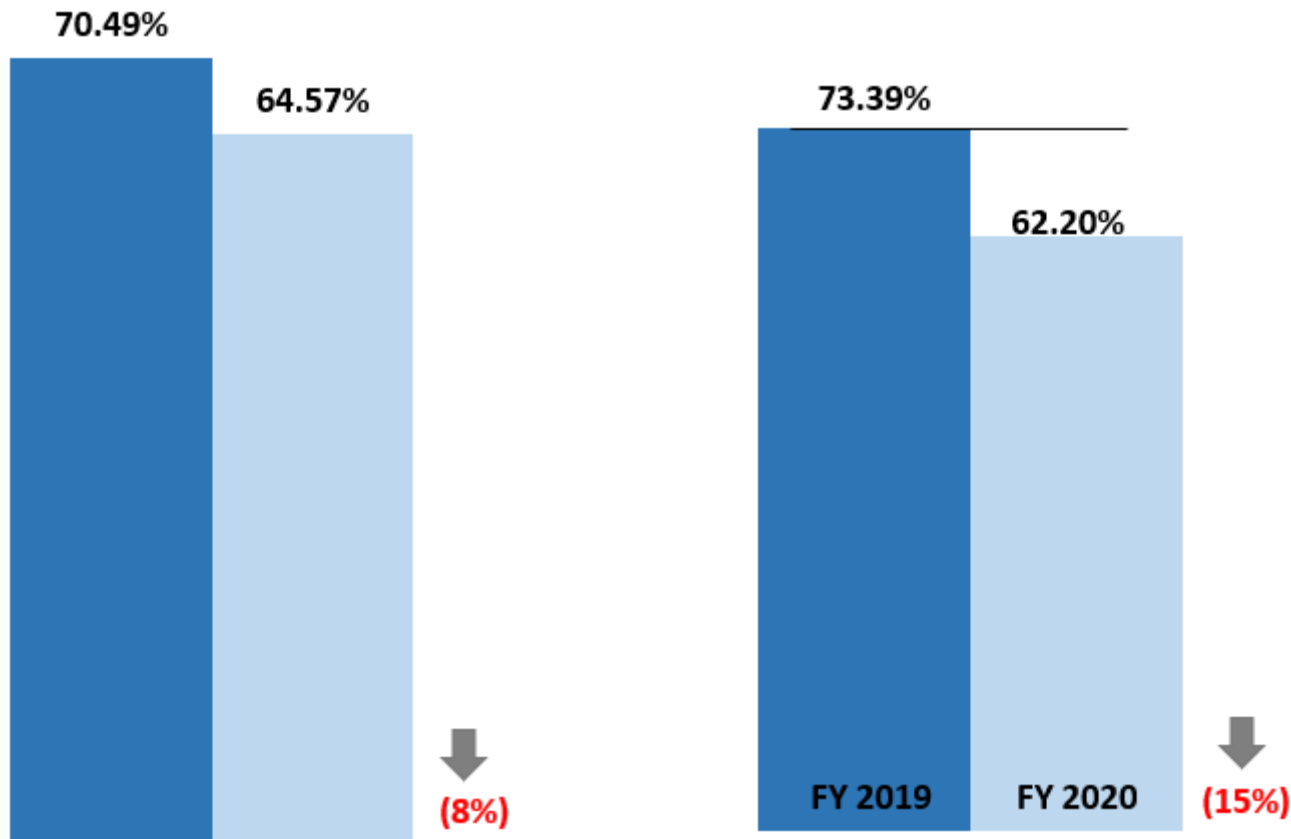
Source: MS Gaming Commission



Fiscal Year To Date
October-September

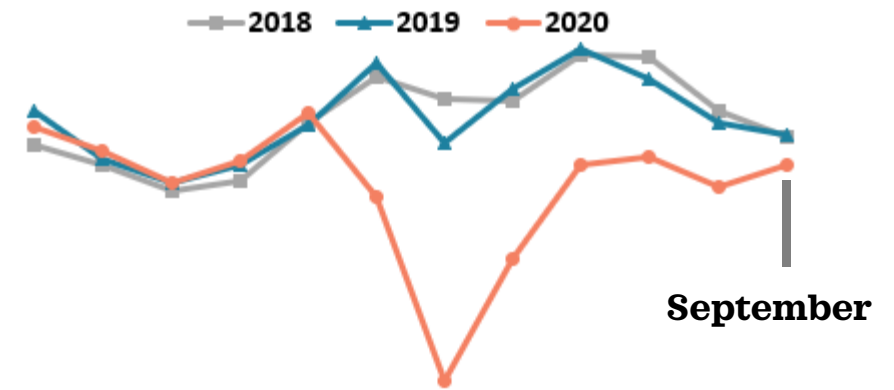


All Occupancy



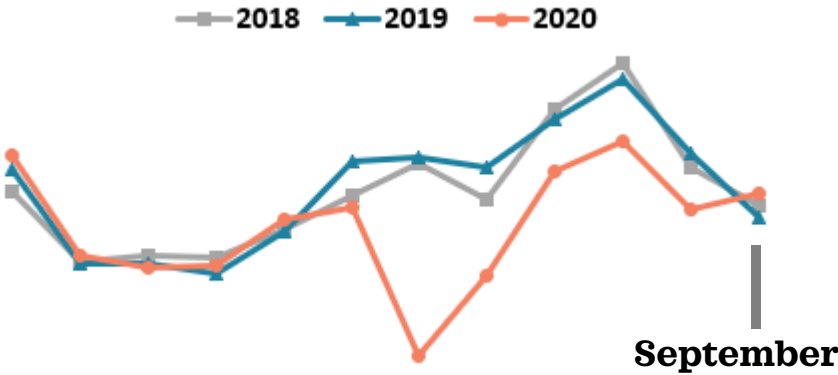
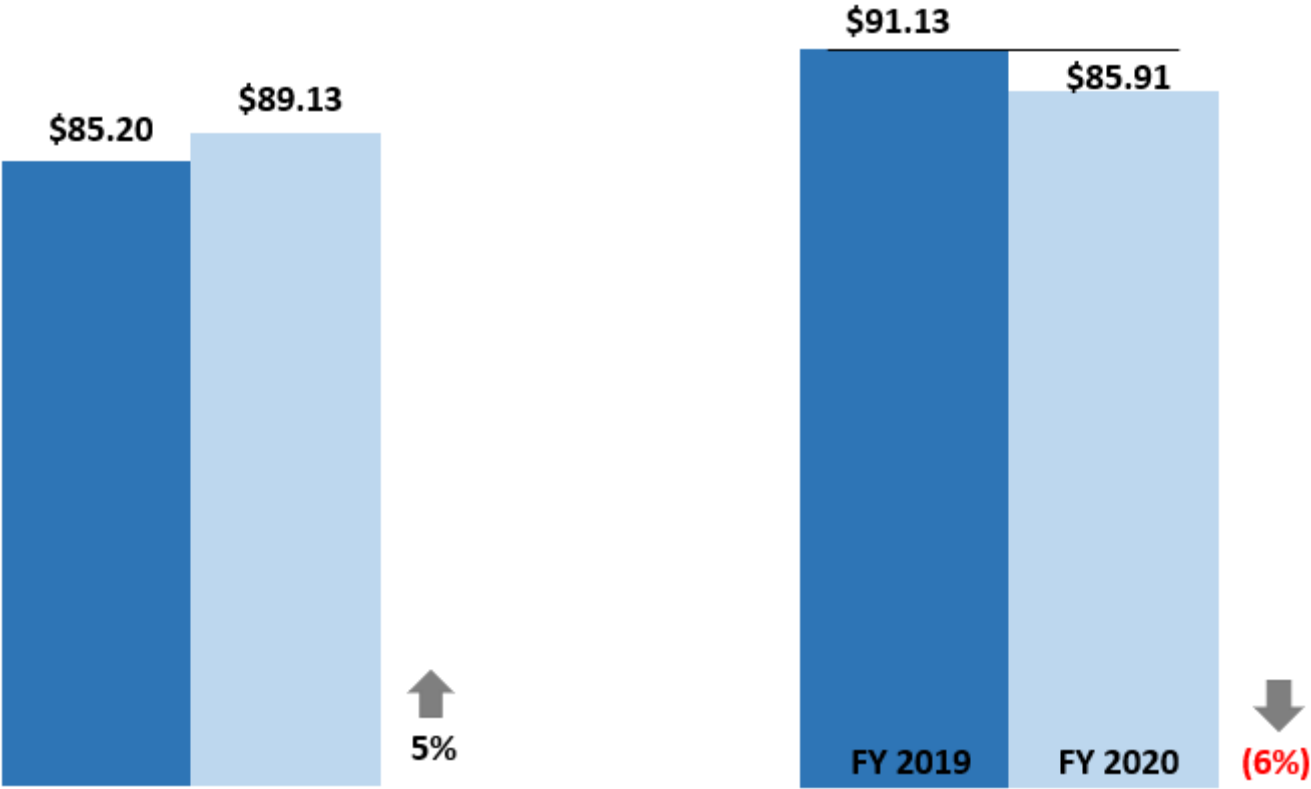
September 2019 over September 2020

Fiscal Year To Date
October-September



September

Non-Casino ADR

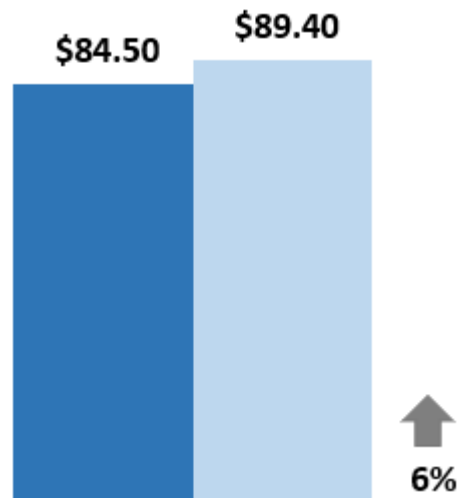


September 2019 over September 2020

Fiscal Year To Date
October-September

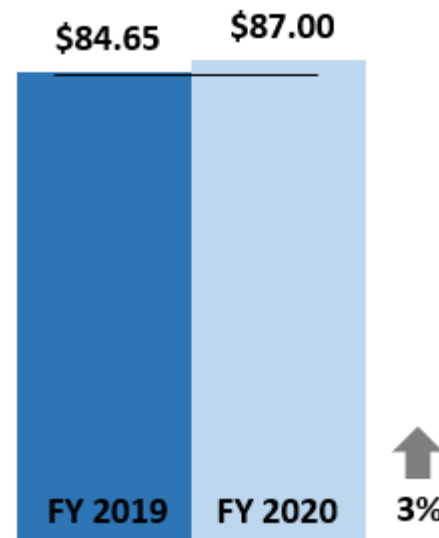
Source: STR

Casino ADR

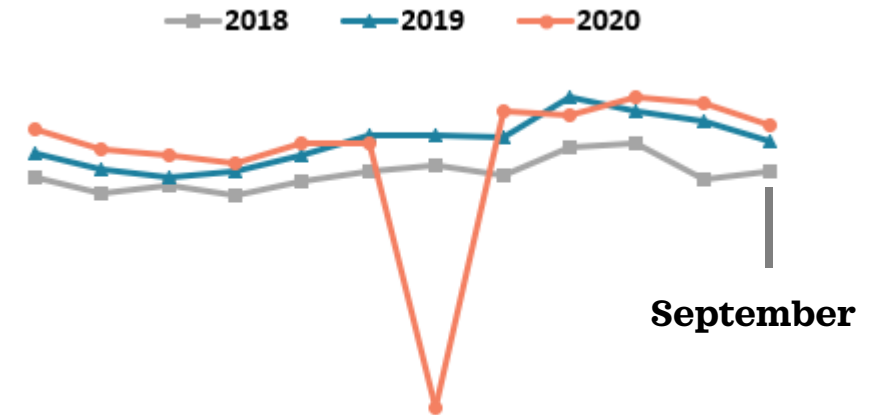


September 2019 over September 2020

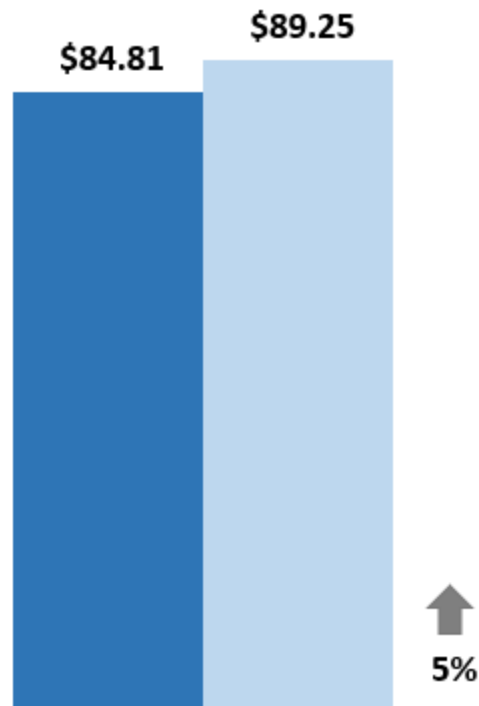
Source: MS Gaming Commission



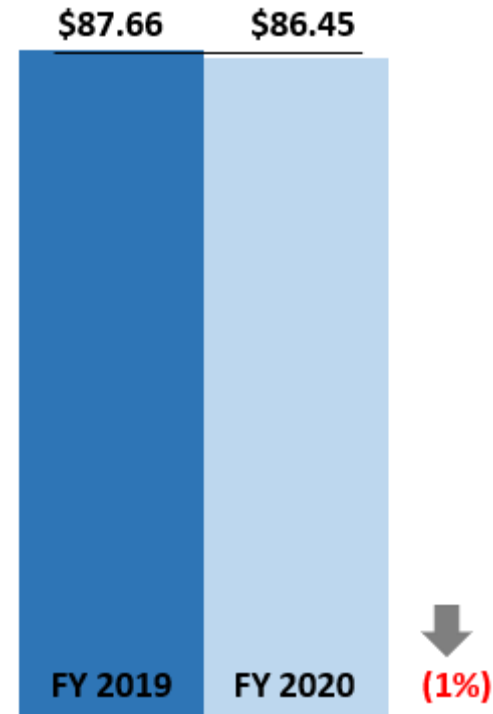
Fiscal Year To Date
October-September



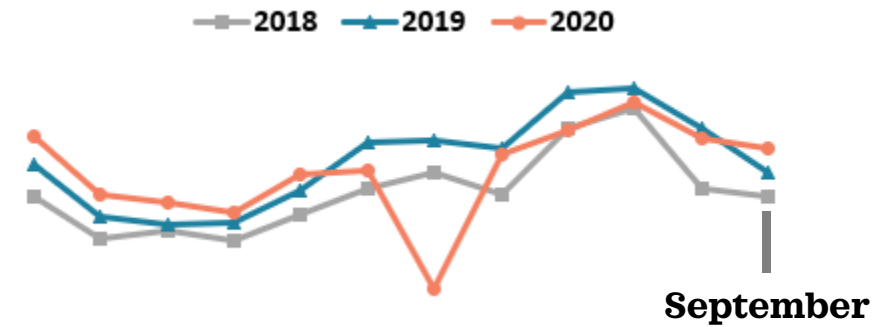
All ADR



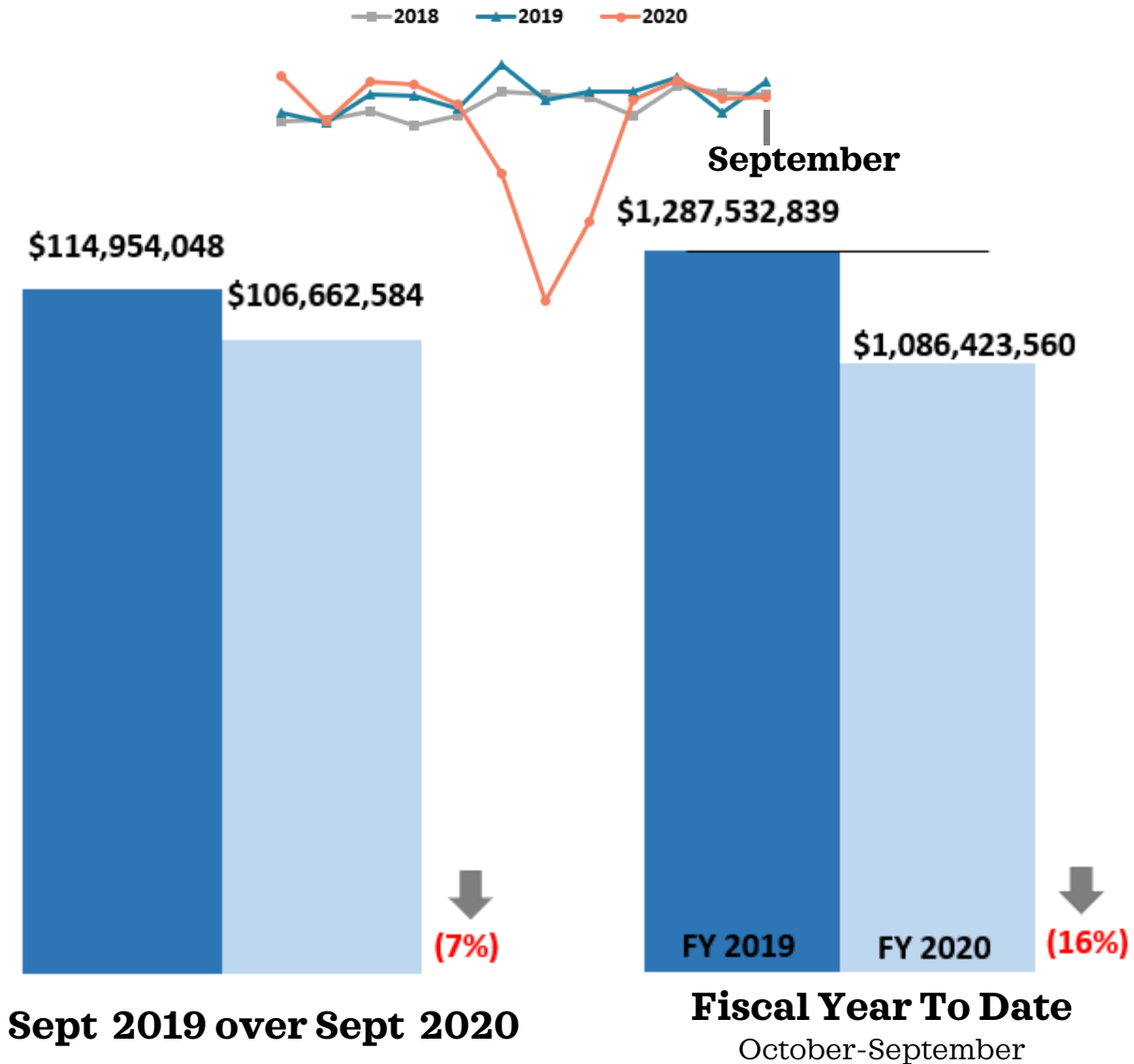
September 2019 over September 2020



Fiscal Year To Date
October-September

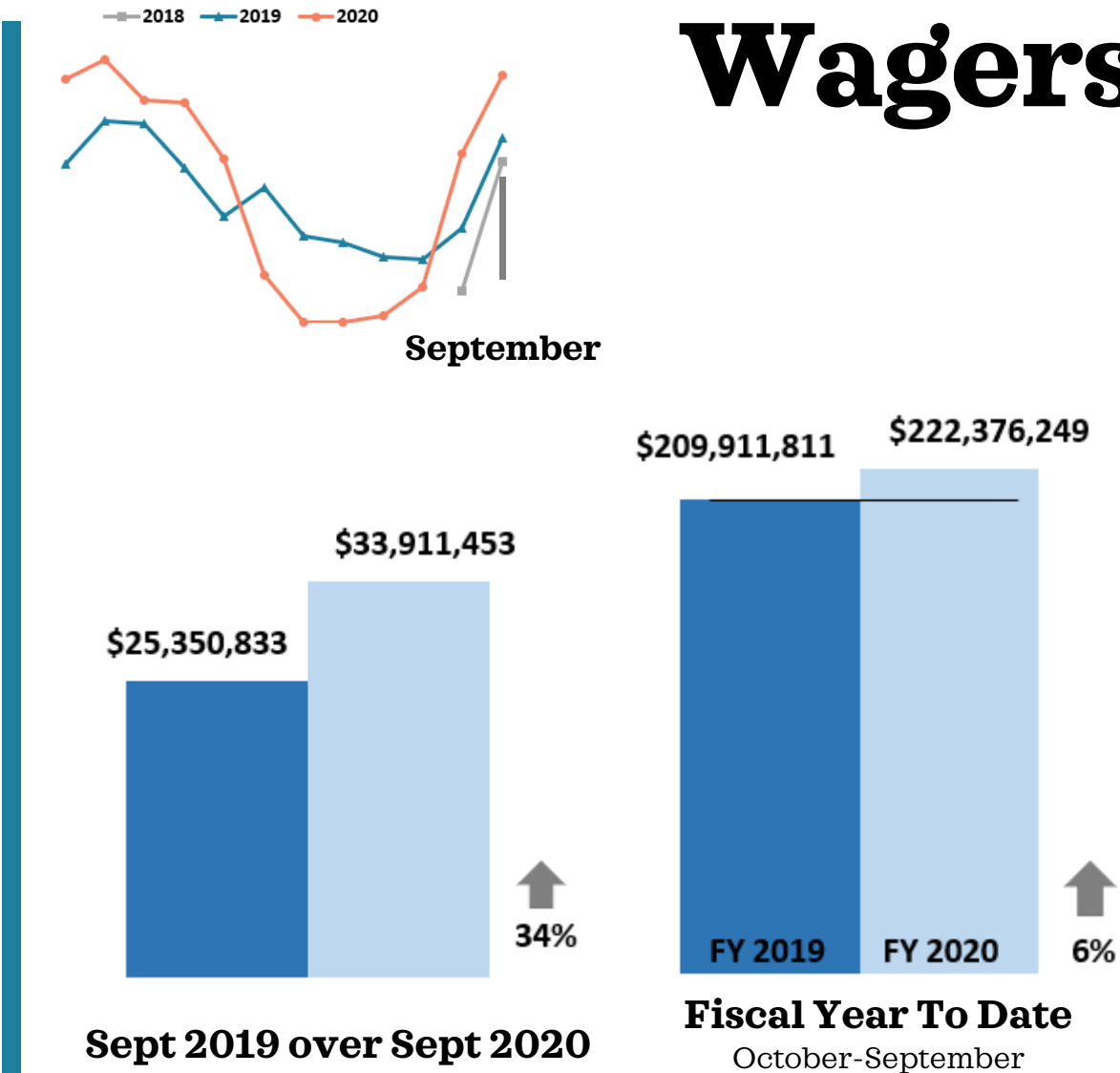


Gaming Revenue



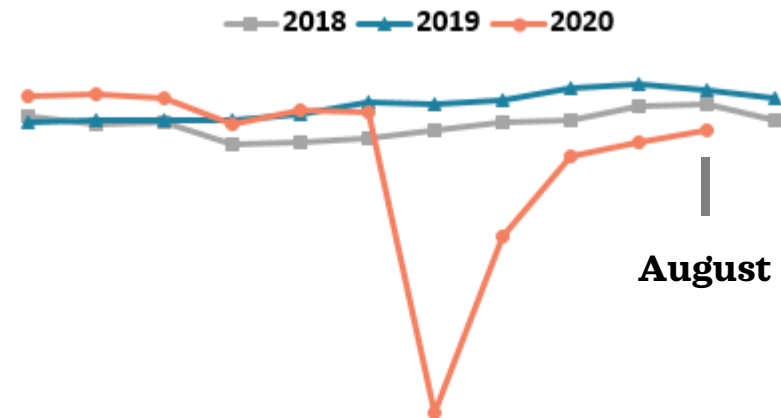
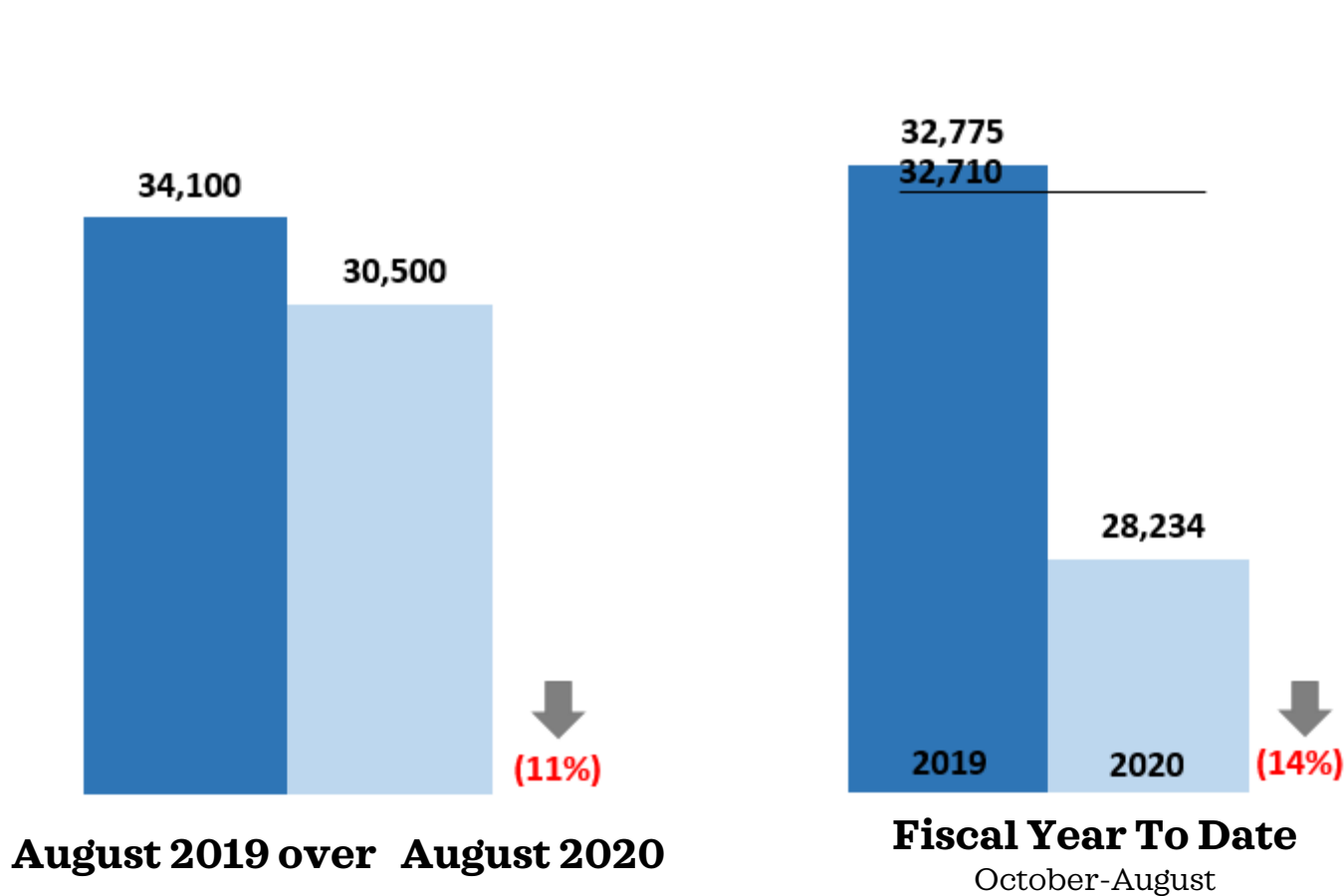
Source: MS Gaming Commission

Sports Betting Wagers



* Sports Betting began September 2018

Leisure & Hospitality Jobs

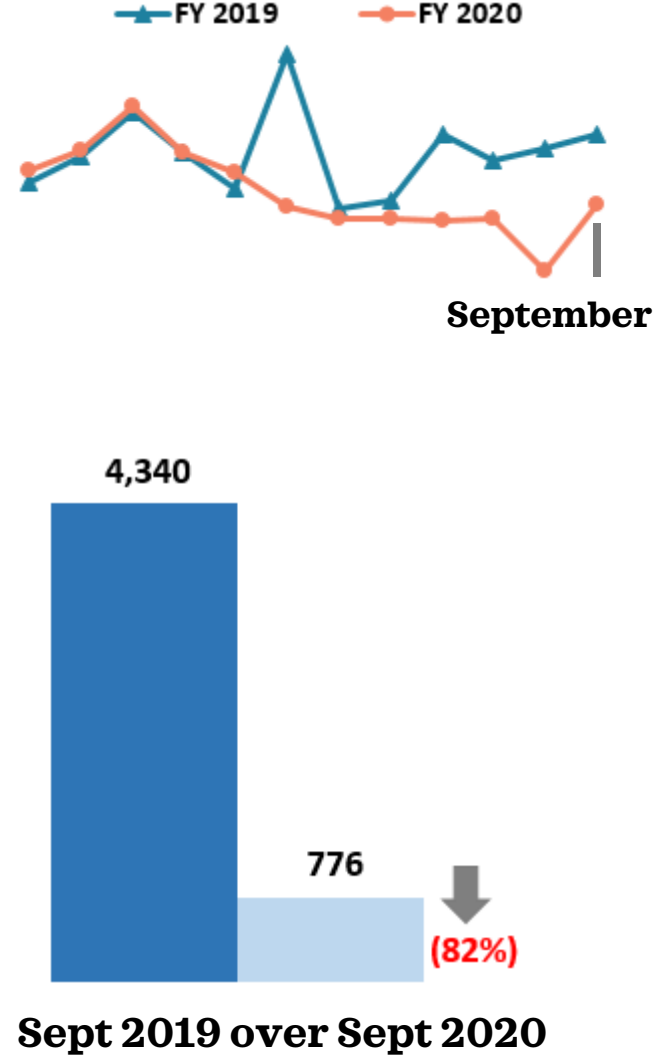
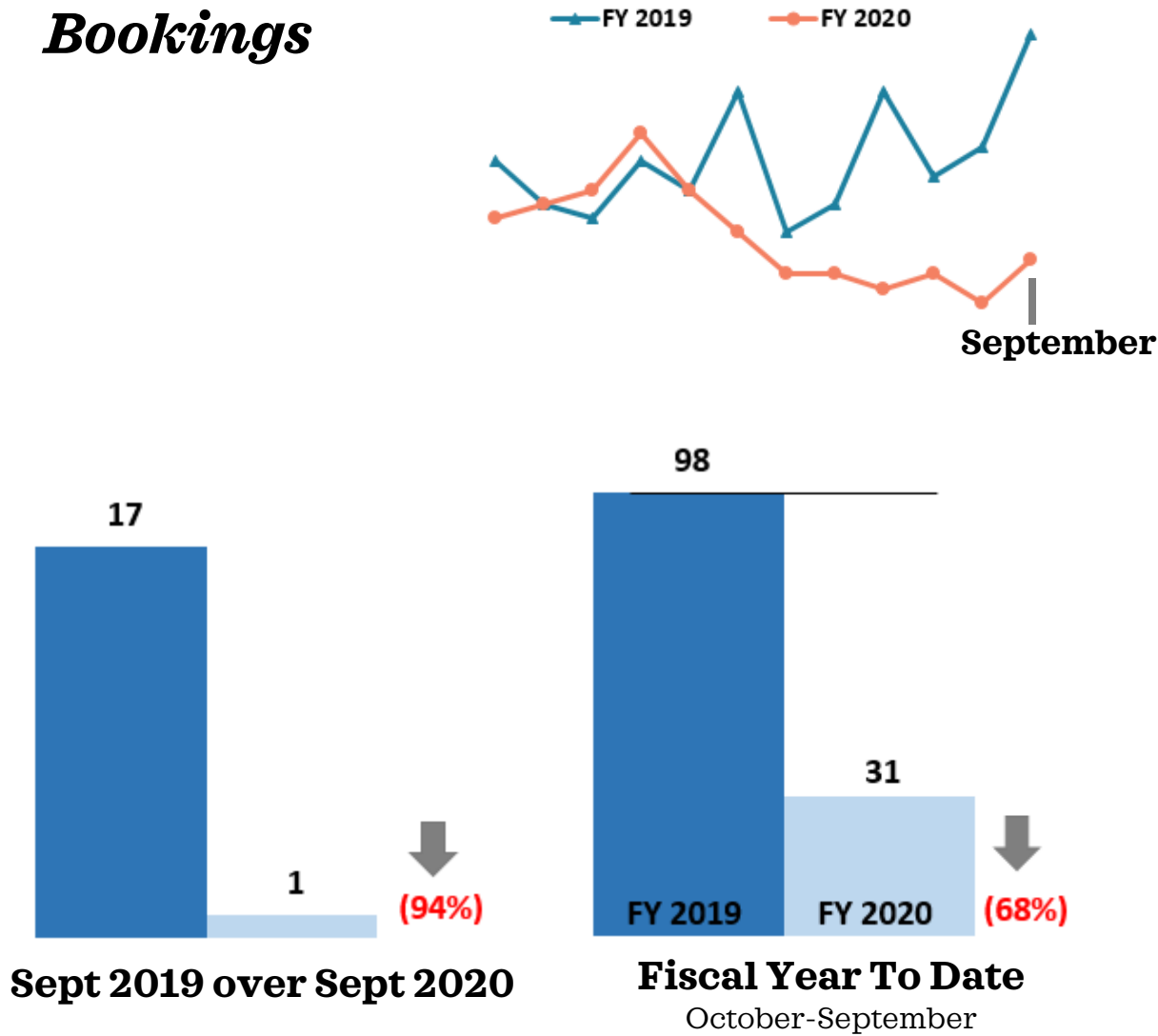


Yearly numbers reflect an average of all months in the FY.

Source: MS Department of Employment Security

Definite Bookings - Meeting/Sports

Bookings

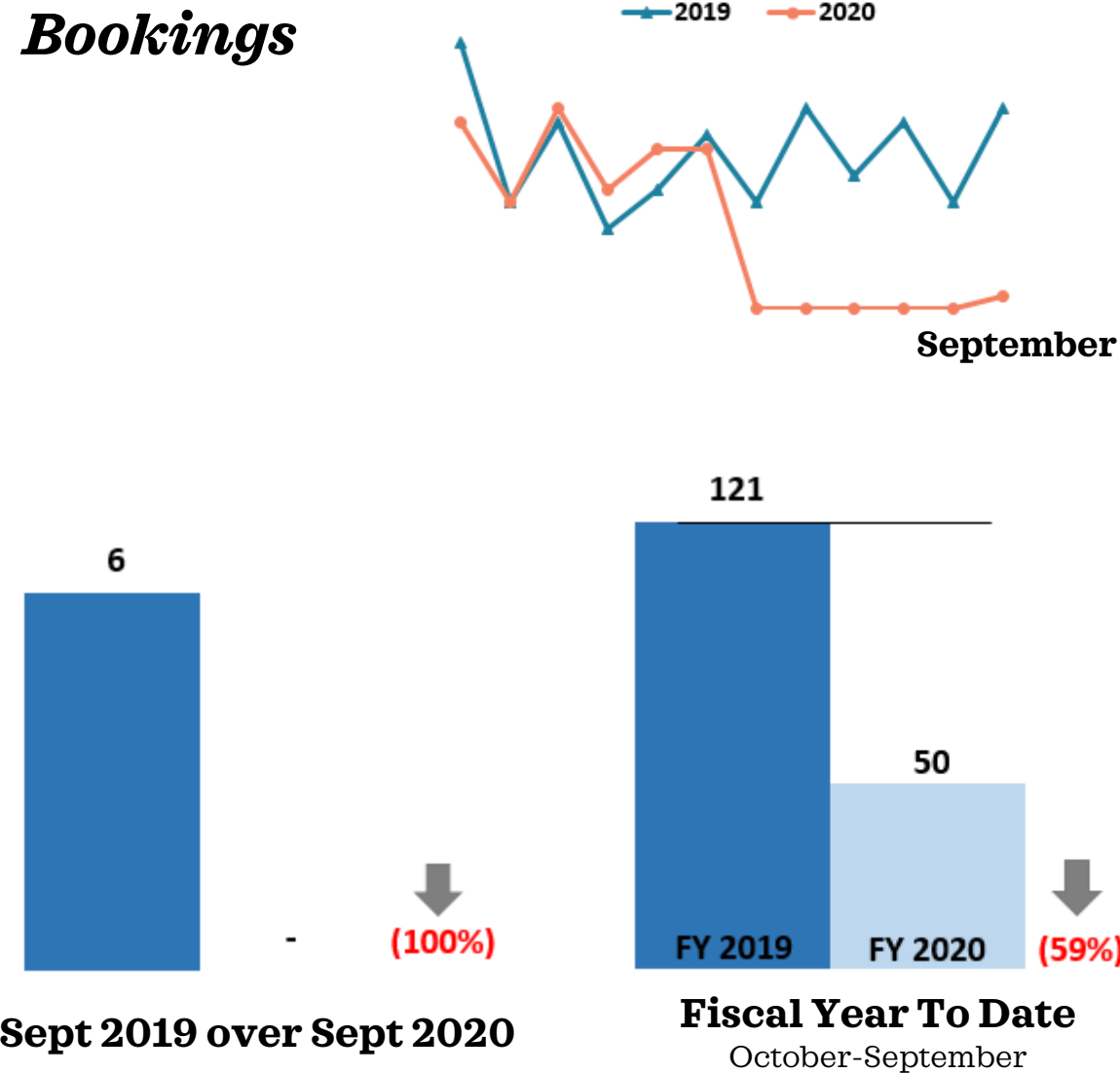


Room nights

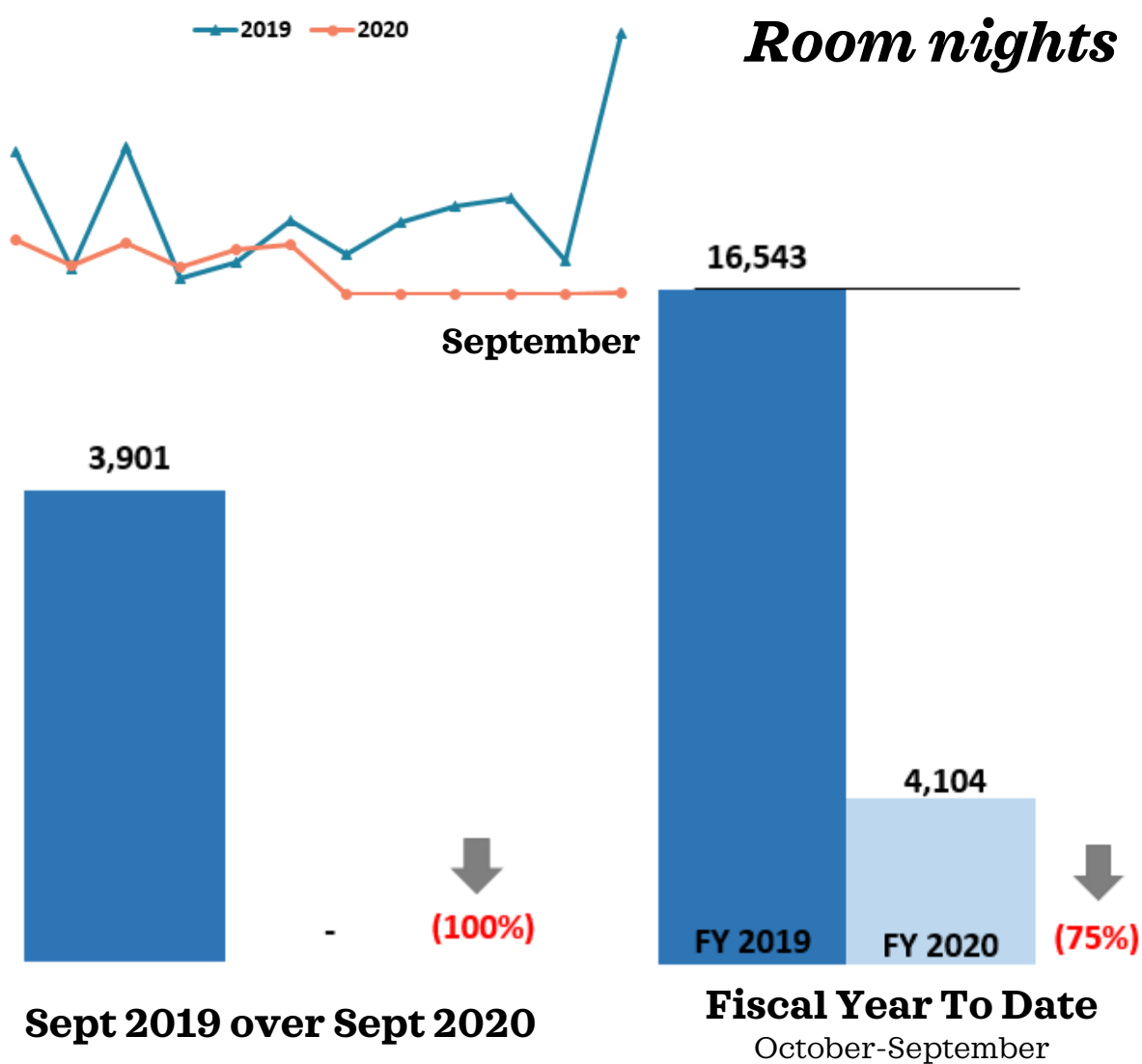
Definite Bookings - Leisure

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

Bookings

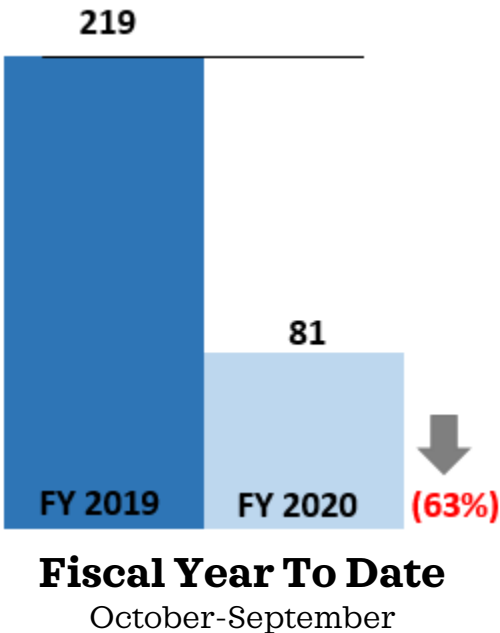
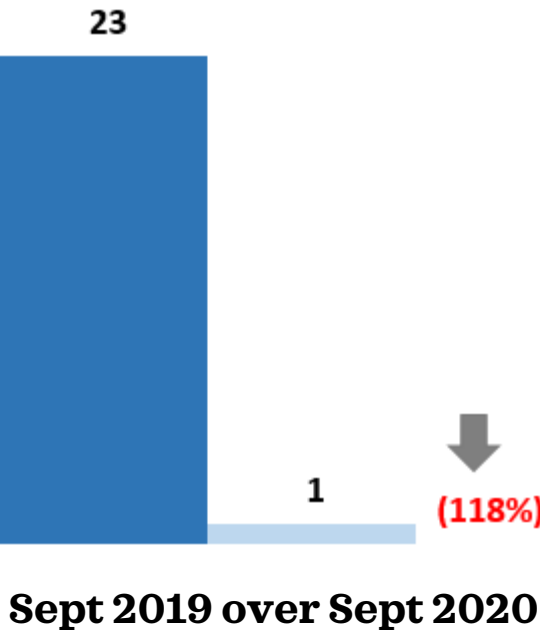
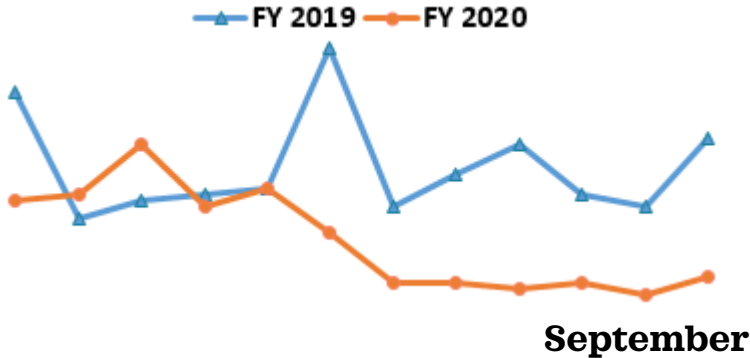


Room nights

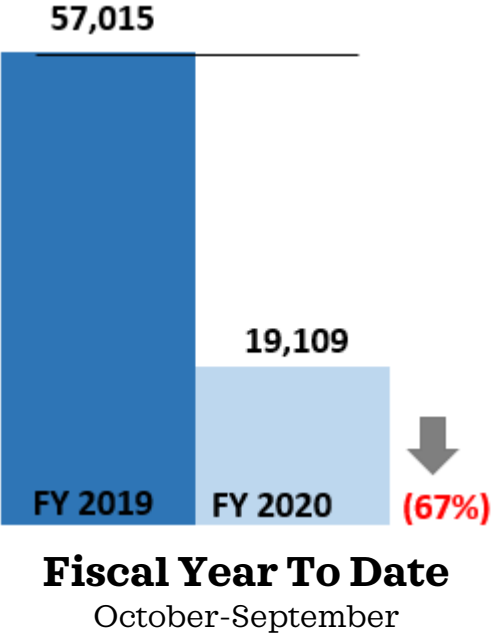
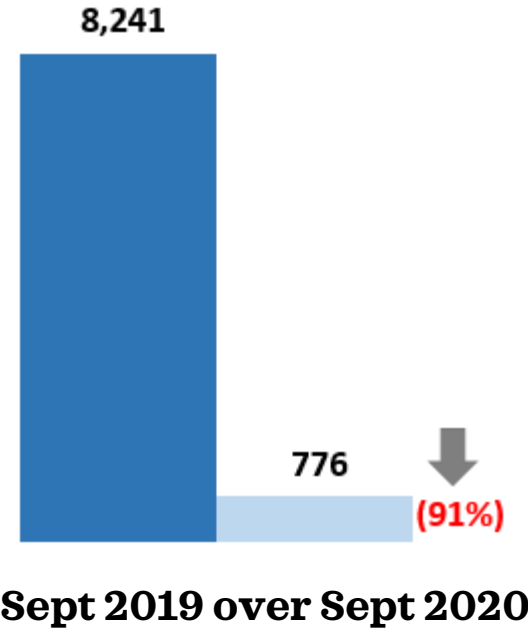
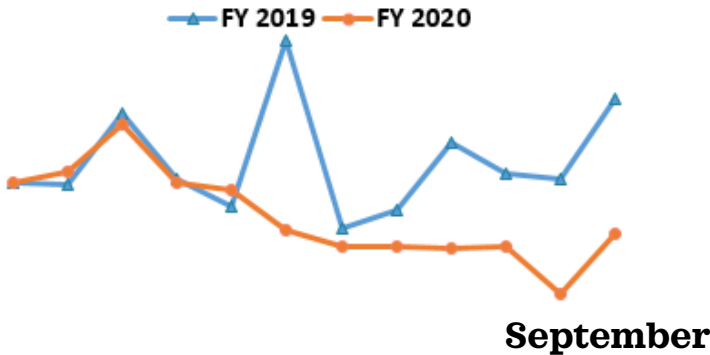


Definite Bookings - All Sales

Bookings

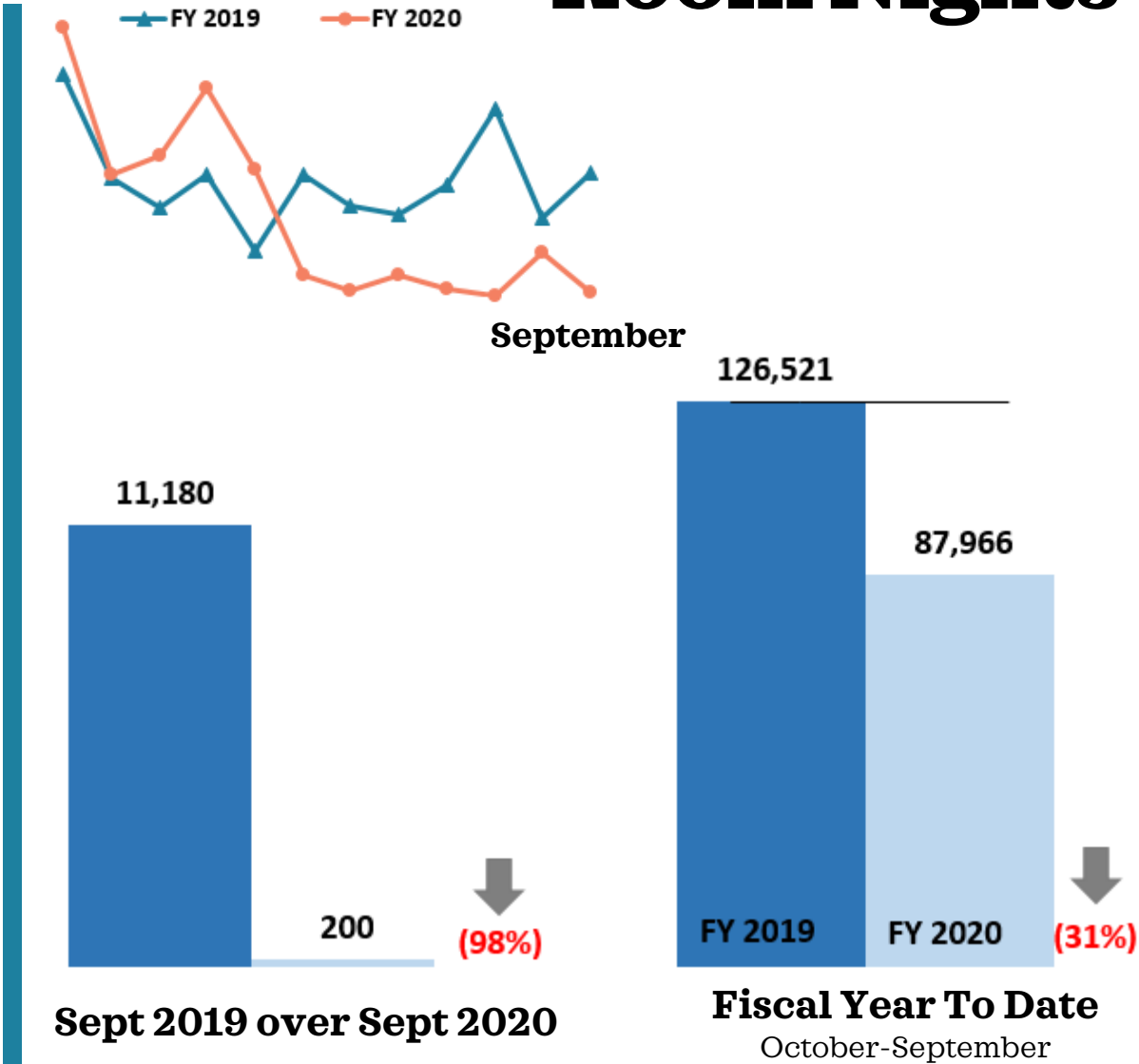
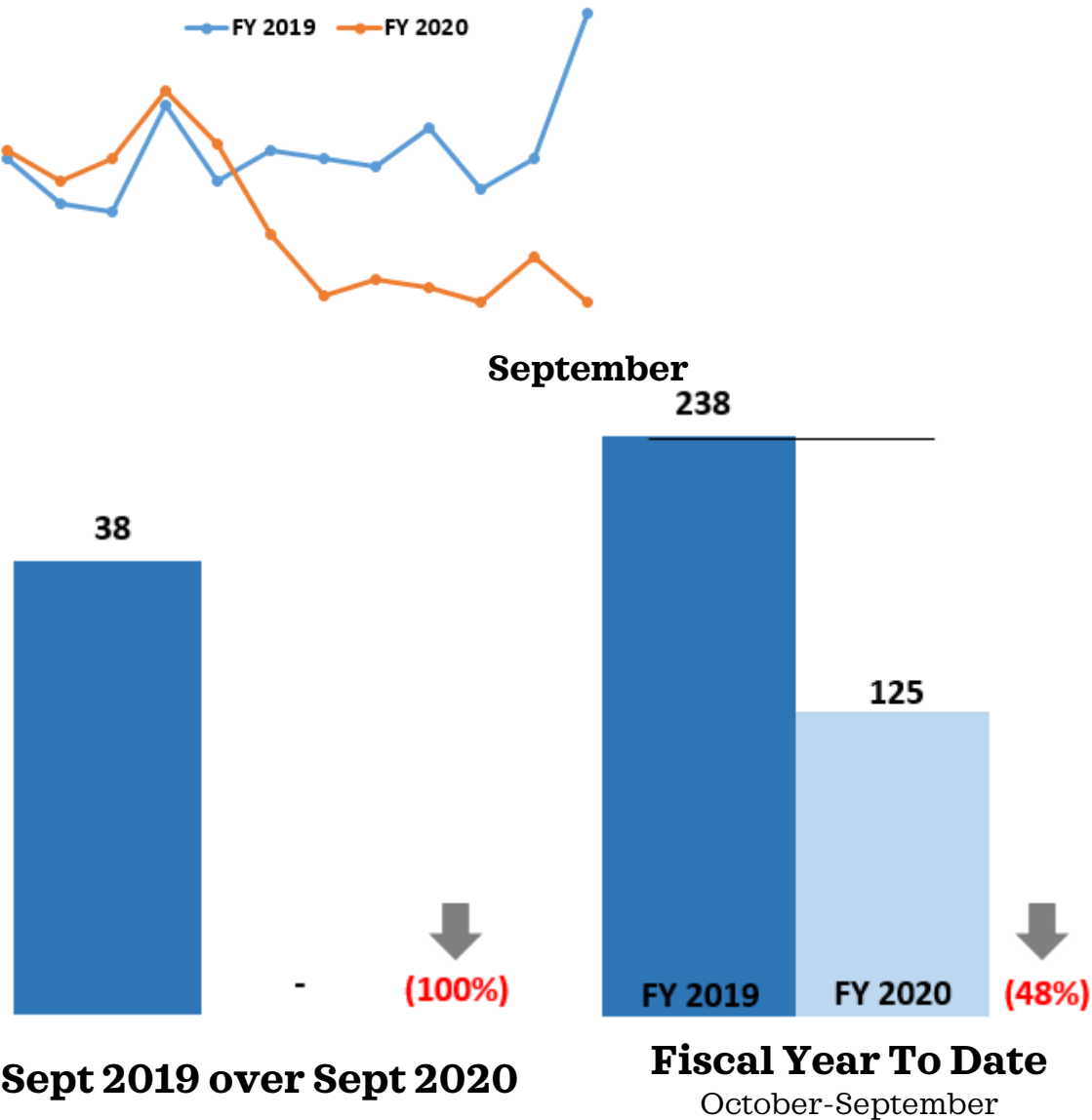


Room nights



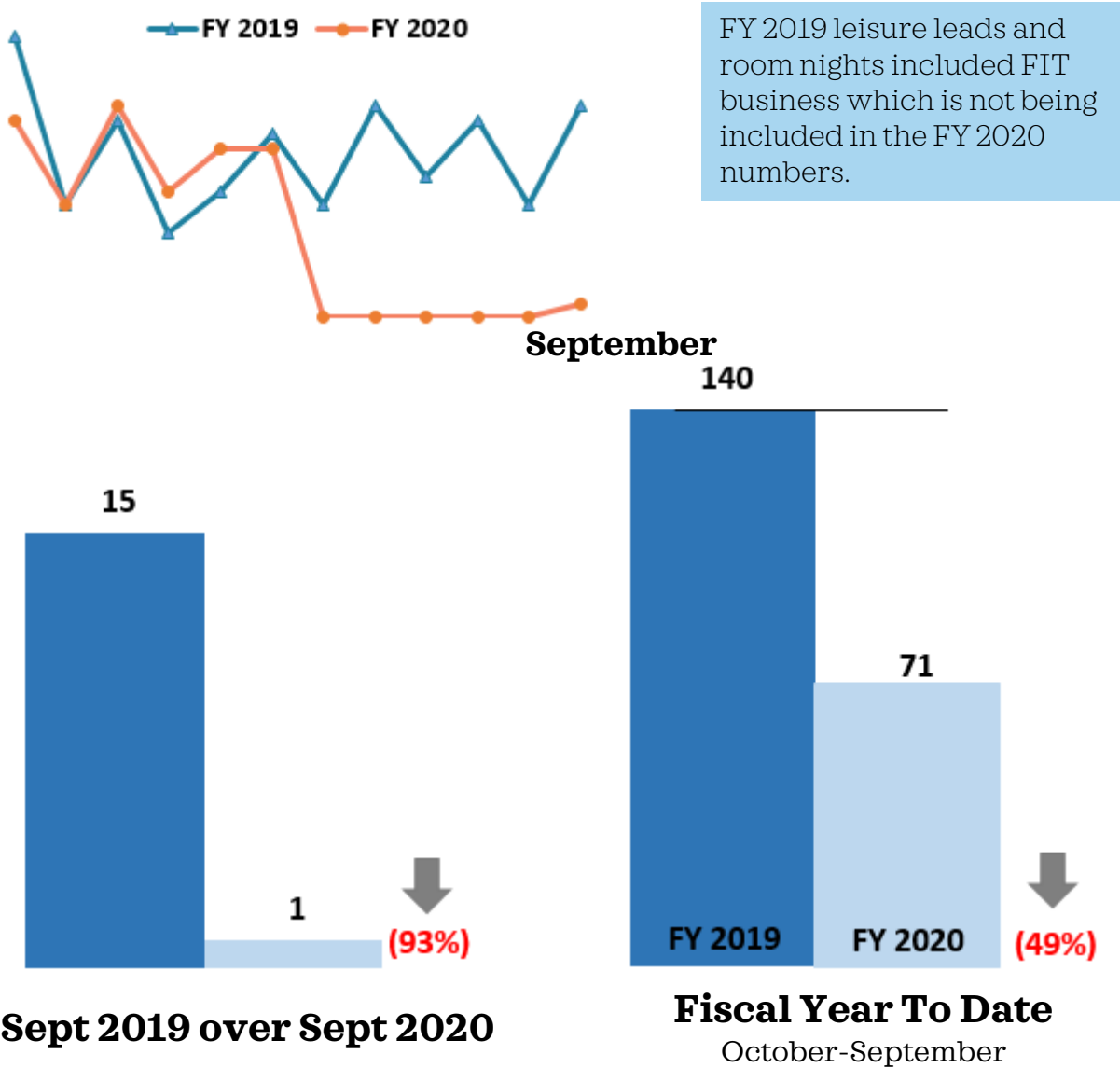
Leads Issued – Meetings/Sports

Potential Room Nights

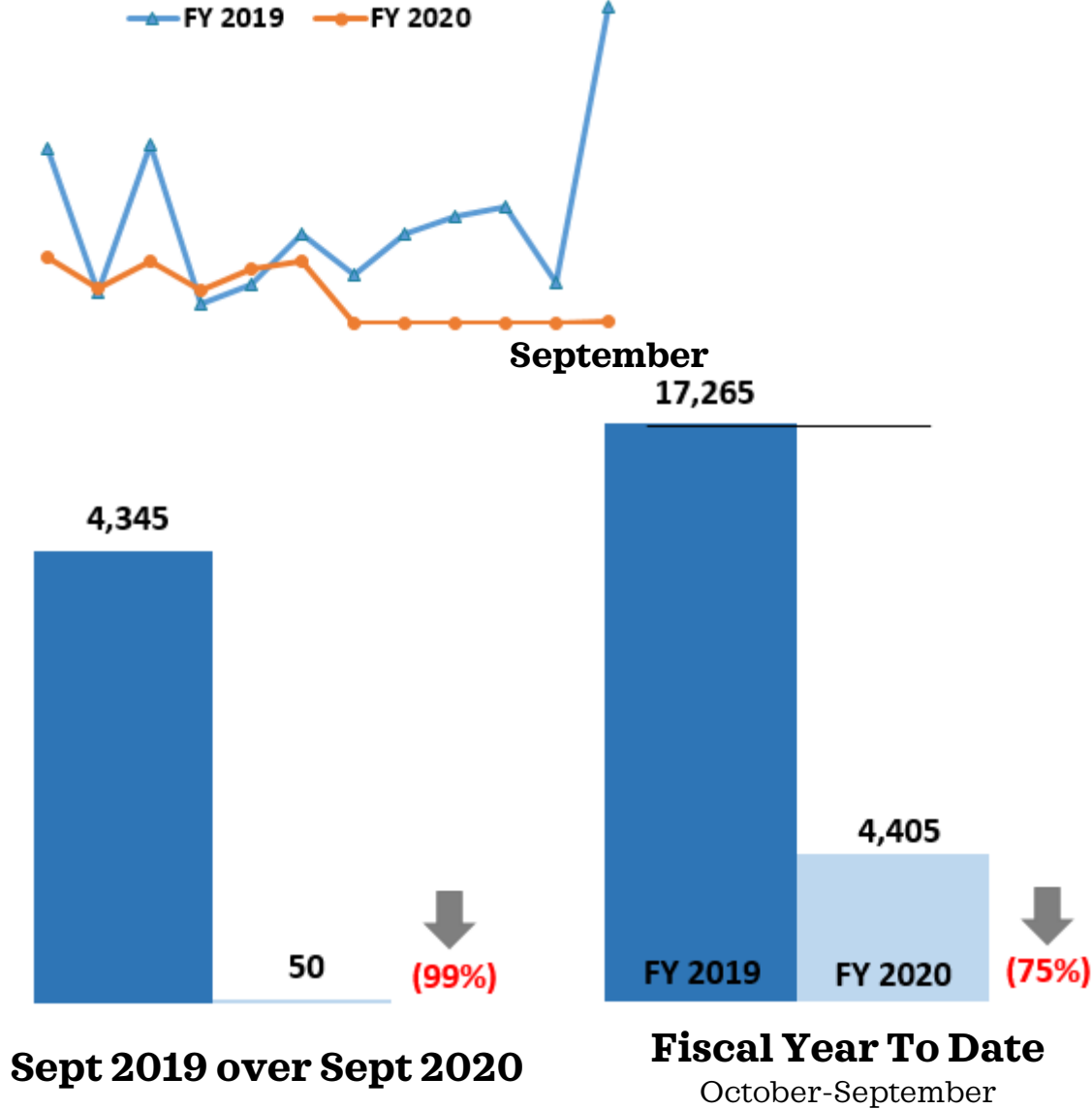


Source: Coastal Mississippi

Leads Issued - Leisure

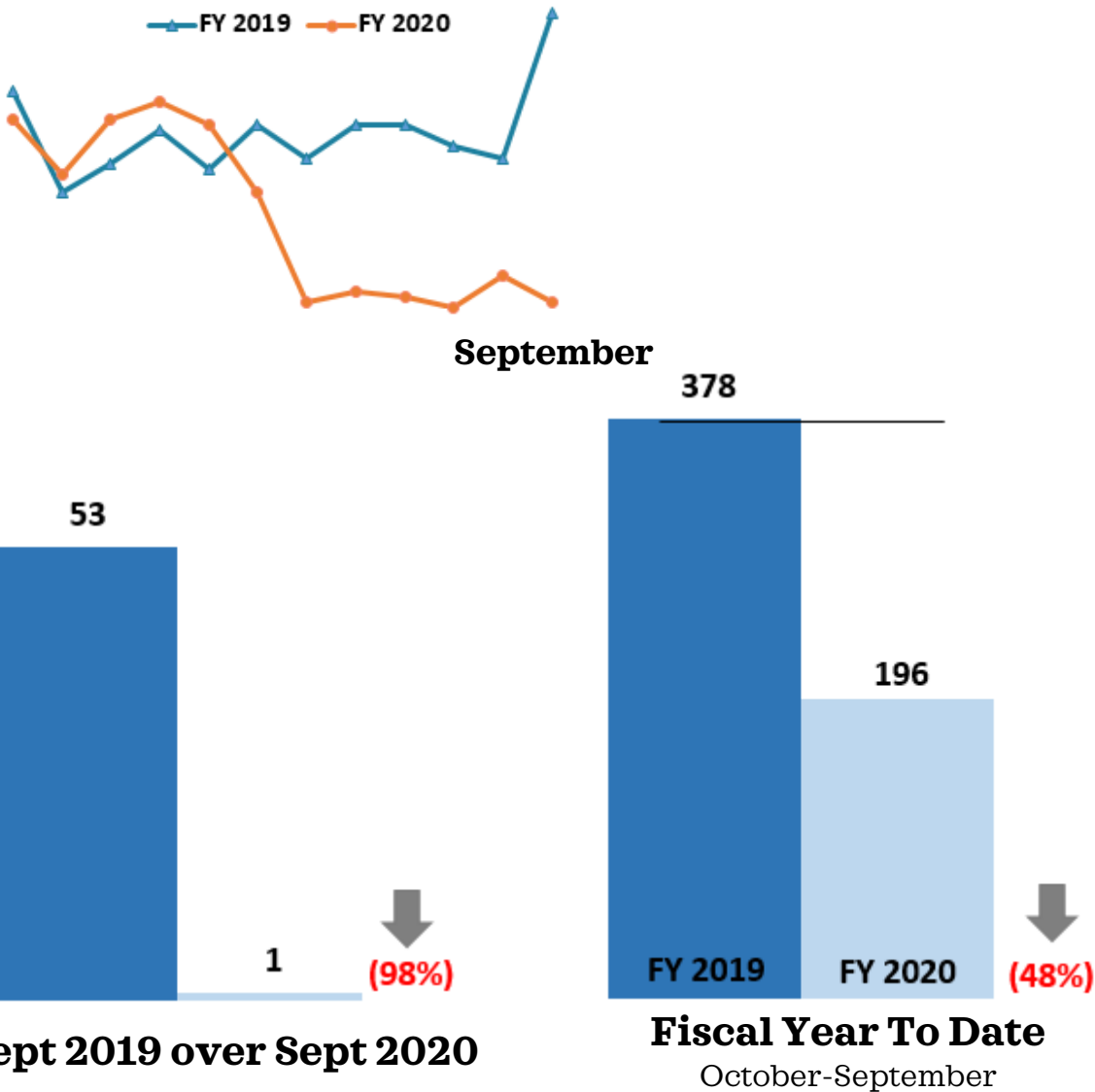


Potential Room Nights

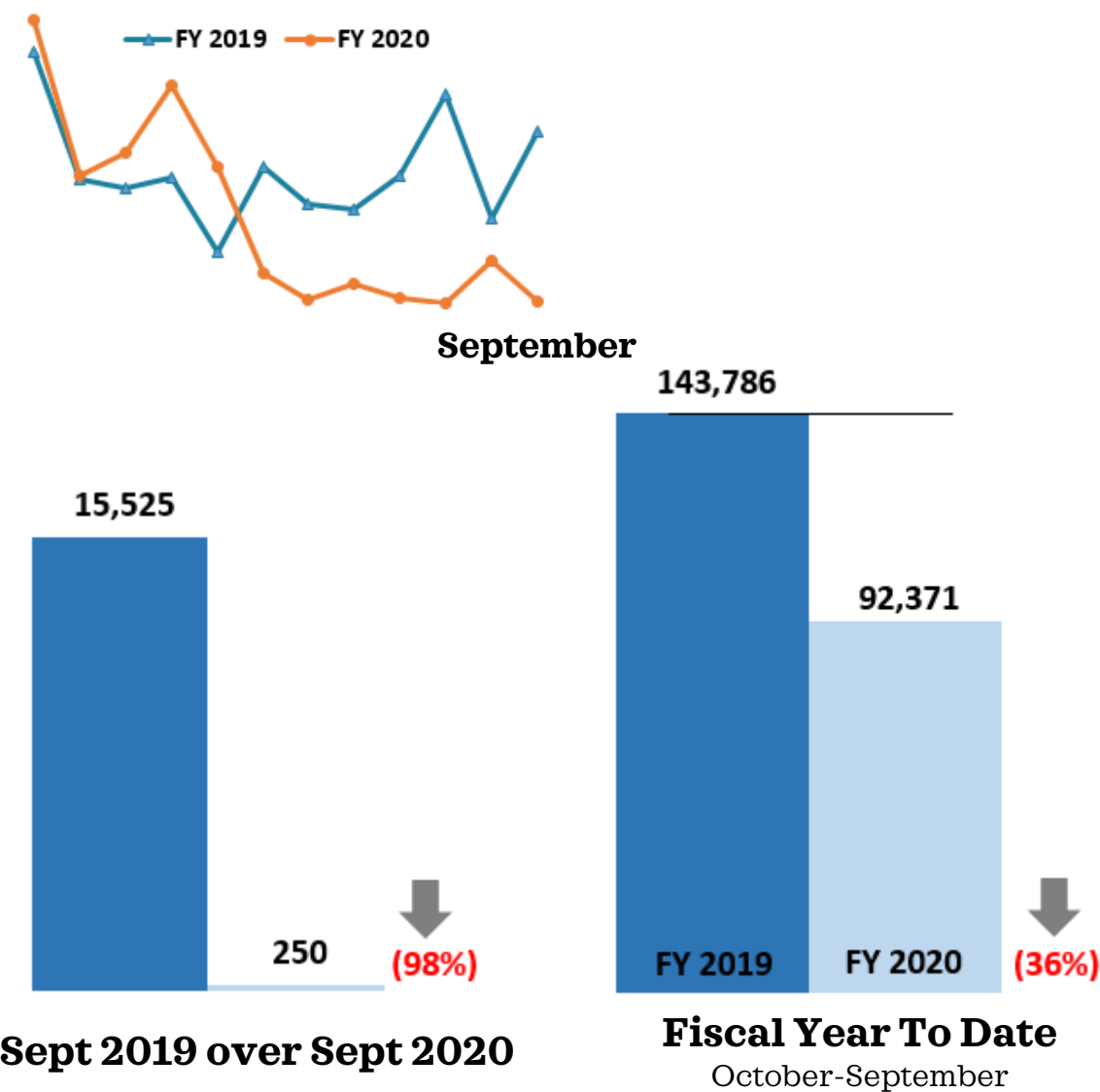


Source: Coastal Mississippi

Leads Issued - All Sales

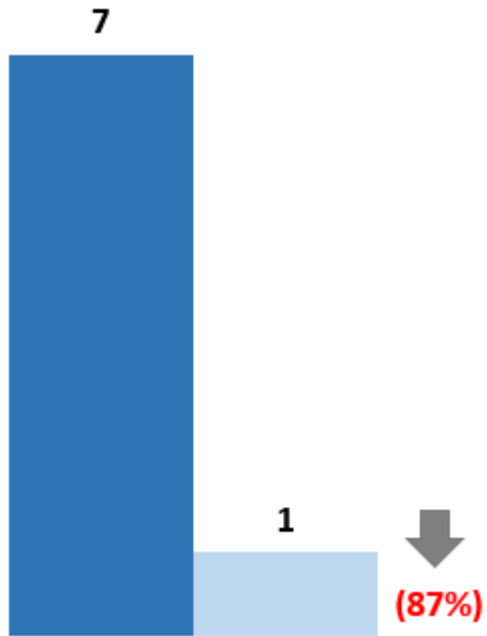


Potential Room Nights

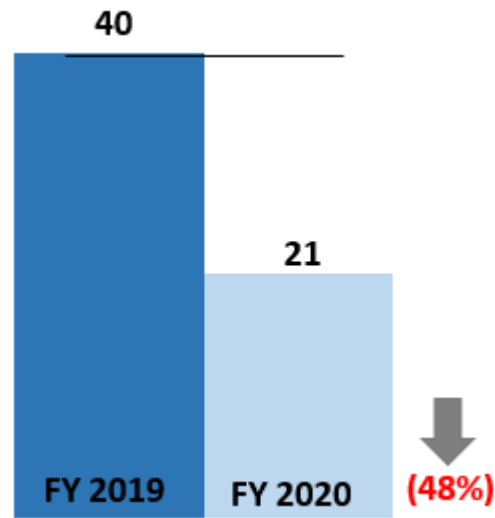


Source: Coastal Mississippi

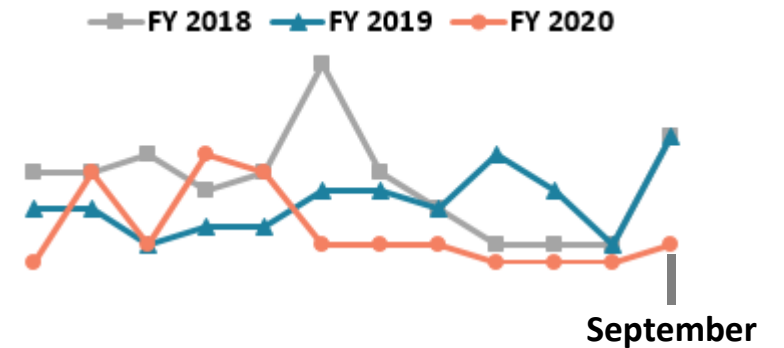
Convention Center Leads



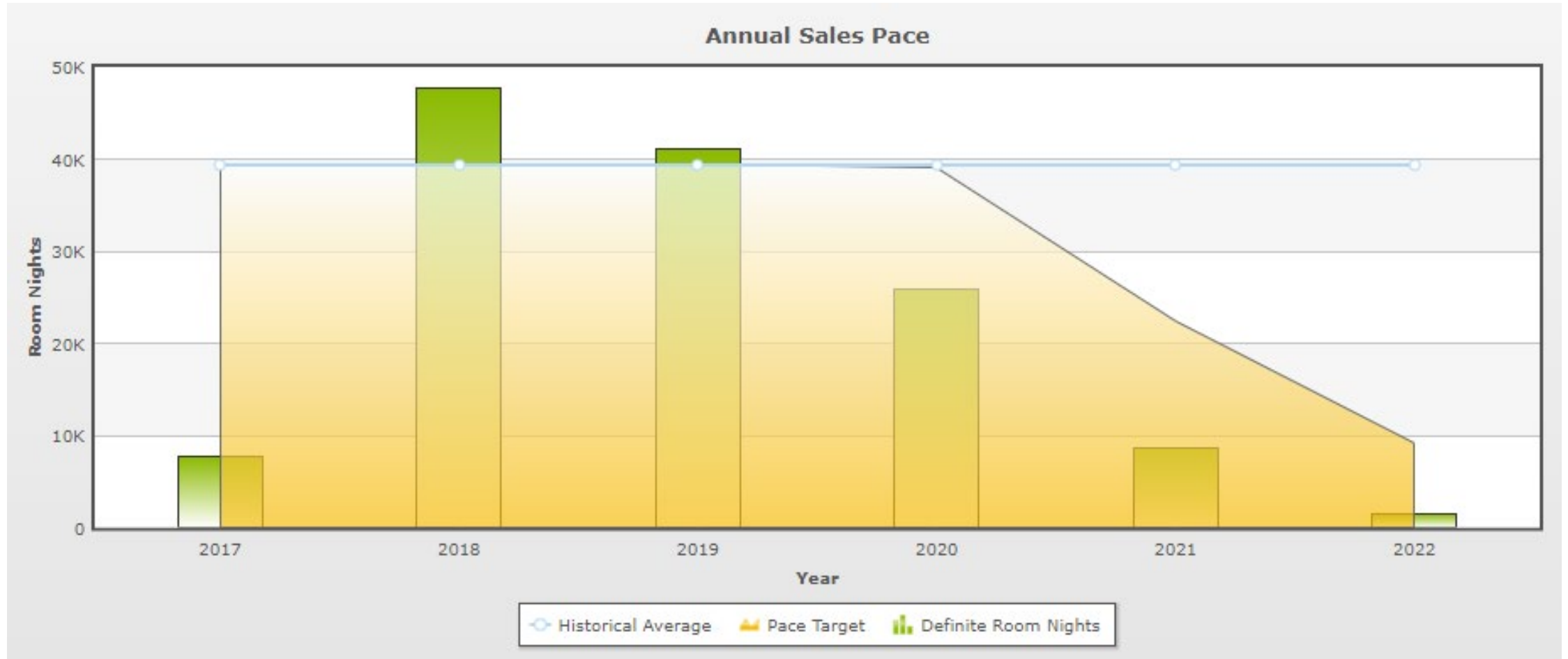
September 2019 over September 2020



Fiscal Year To Date
October-September



Pace Report



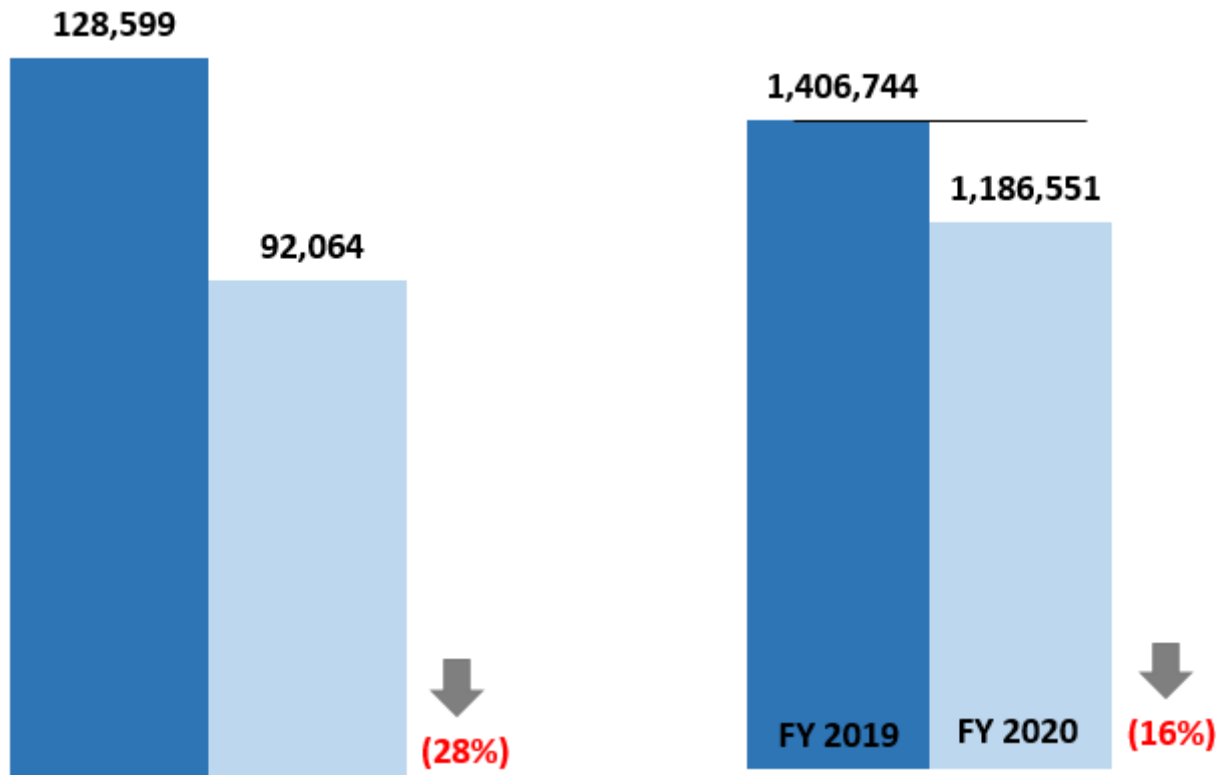
Pace Report - Pipeline



Google Analytics - Users

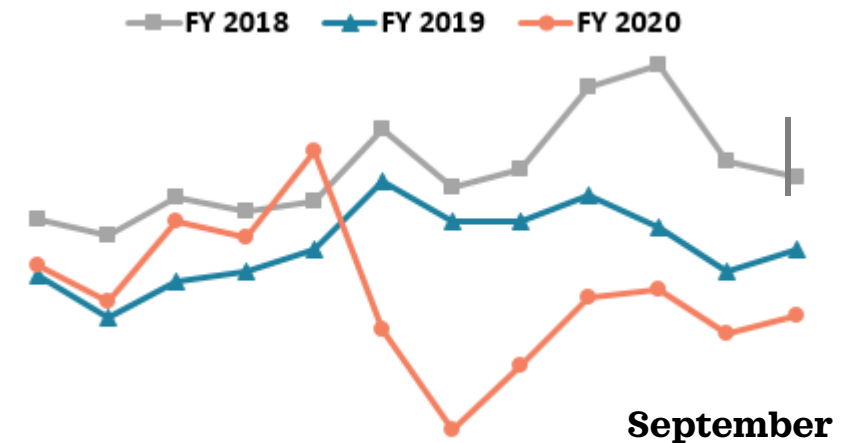
Traffic Analysis:

- Overall traffic decreased by 28% in September, compared to last year. Social sessions were up YoY, but all other channels saw declines compared to 2019.
- Organic sessions were up 7%



September 2019 over September 2020

Fiscal Year To Date
October-September



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	140	140	135	193	210	131	66	98	122	213	190	190
Total Active Newsletter Recipients 19,674												
Request the Guide	226	192	204	563	478	209	225	582	719	624	581	548
Digital Guide Views	267	291	340	472	573	251	43	120	191	162	134	112

Action Taken

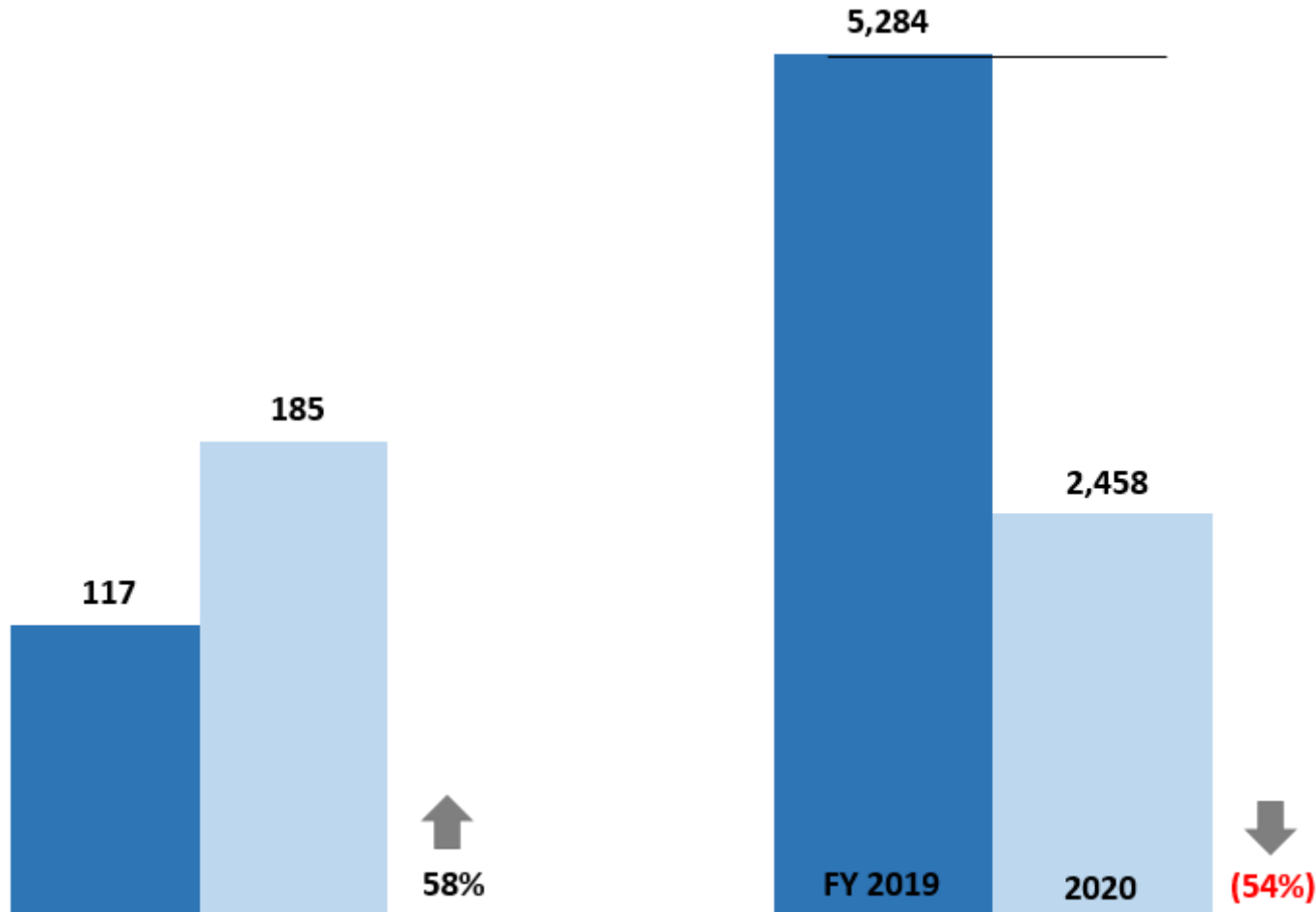
Total number of partner events and listings viewed by visitors on our site.

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

Event Detail	12,074	13,261	22,531	13,490	17,303	6,141	572	903	5,984	4,343	2,475	4,363
Listing Detail	9,730	7,633	7,926	12,639	13,739	8,831	2,786	13,156	22,806	21,788	15,503	14,496
Website referral	19,886	16,651	23,700	21,985	38,625	14,639	4,022	6,780	14,205	12,991	9,329	9,592

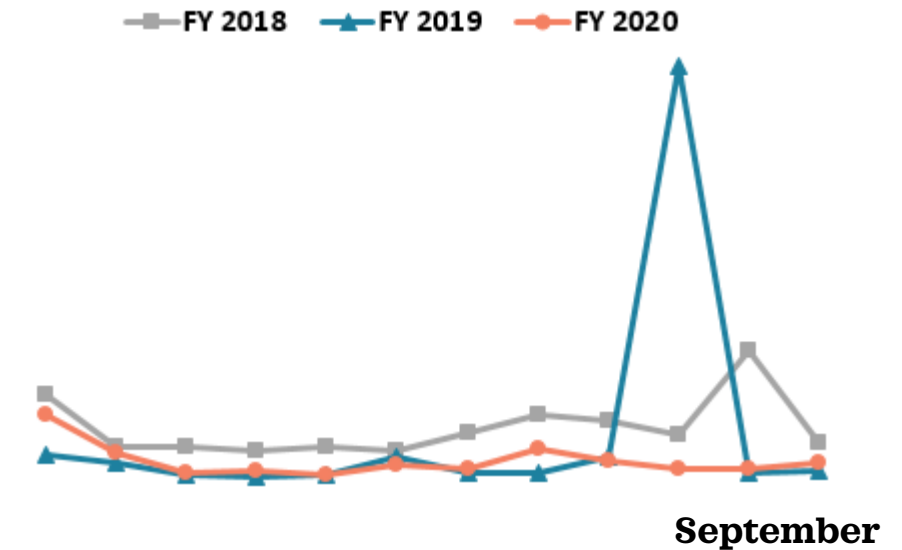
Number of Articles

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



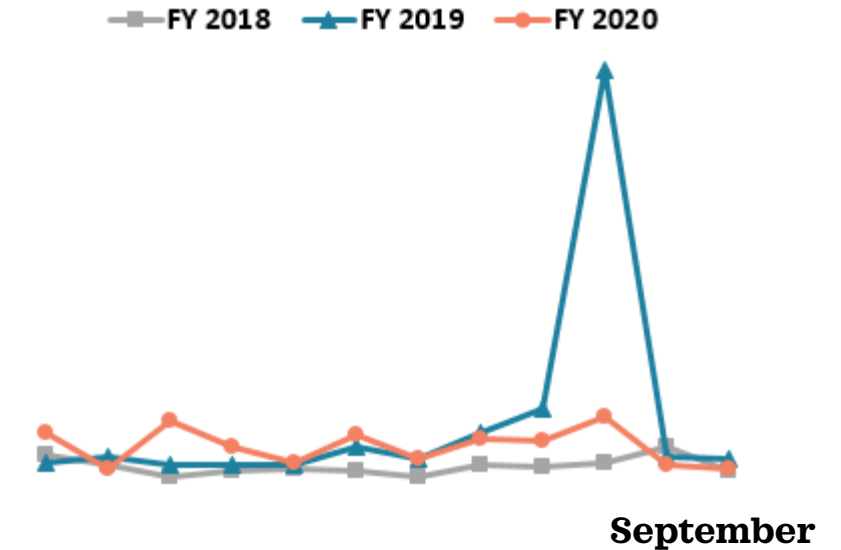
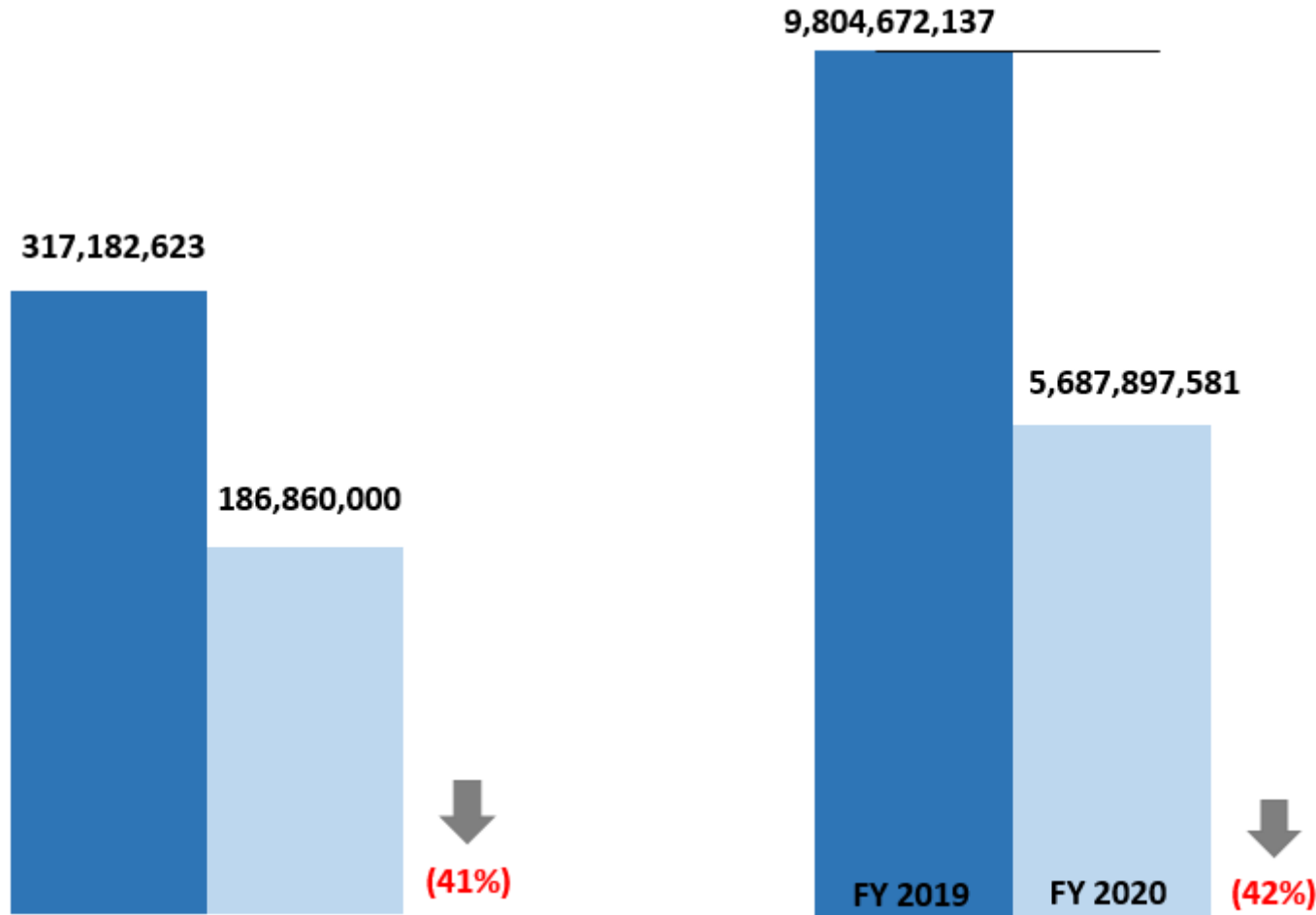
September 2019 over September 2020

Fiscal Year To Date
October-September



Impressions

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



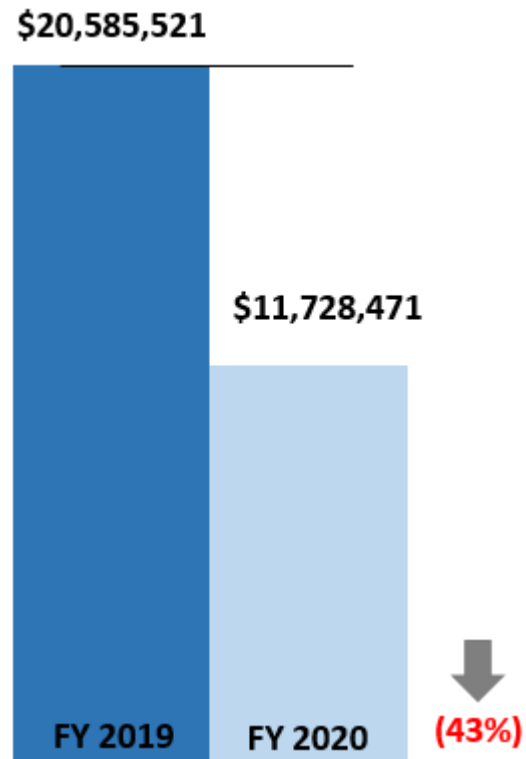
September 2019 over September 2020

Fiscal Year To Date
October-September

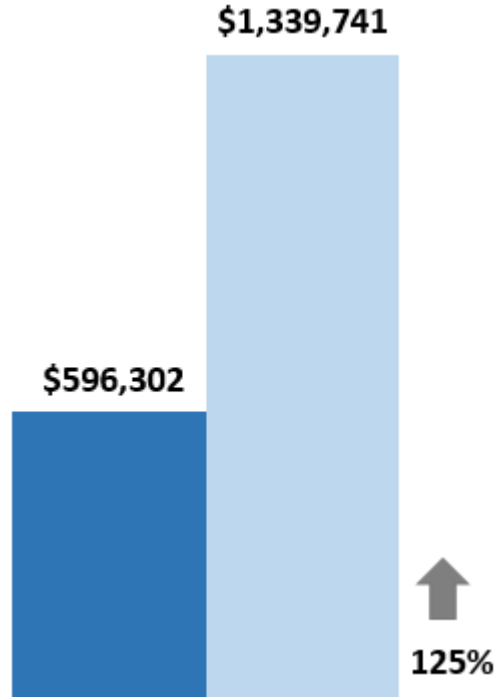
Source: Cision

Advertising Value Equivalency

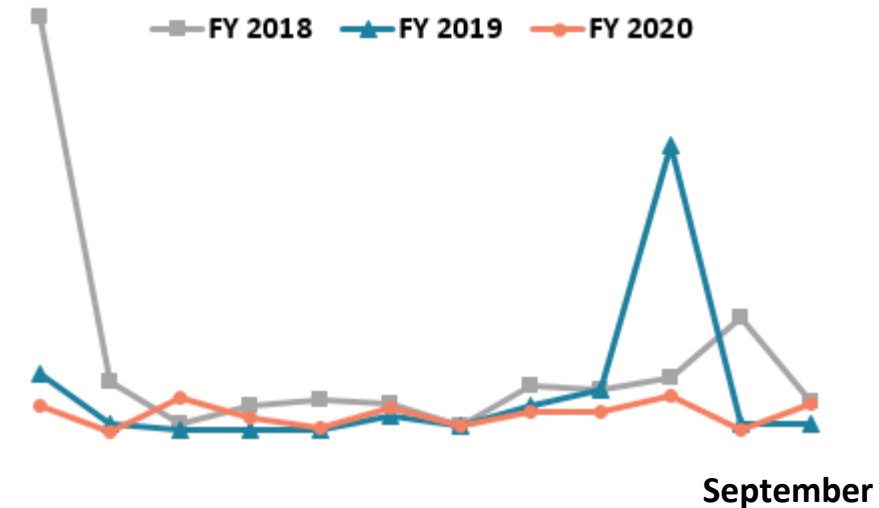
Declining AVE numbers related to changes in the monitoring platform. Industry standards are shifting away from AVE and towards methods that focus on measuring how coverage is relevant to the brand and its goals. This is an ongoing process and we are currently exploring multiple options for how we measure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



September 2019 over September 2020



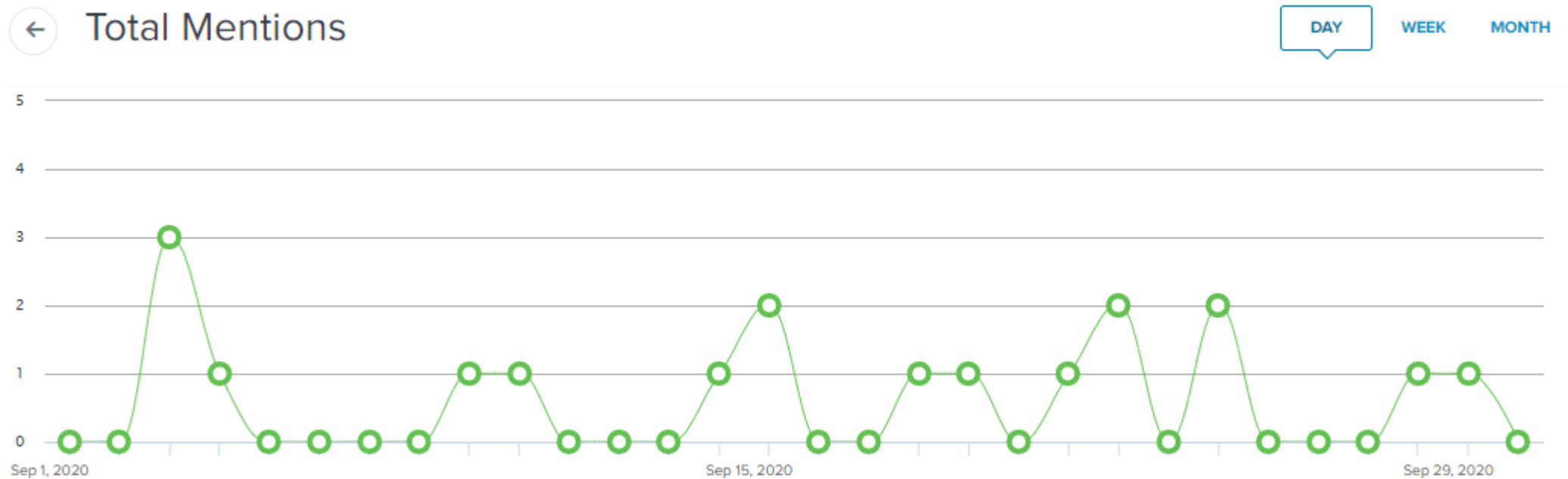
Fiscal Year To Date
October-September



Earned Media

Content Drivers:

- COVID-19
- Hurricane Season
- Development
- Fall Getaways
- Social Distancing Getaways





Coastal Mississippi ready for Labor Day Weekend visitors

Labor Day Weekend gets underway starting Friday, which marks the unofficial end of the summer tourism season. With the pandemic, it's been a summer like none other. Here to talk about it is Coastal Mississippi CEO Milton Segarra.



Coastal Mississippi tourism survives summer of COVID



“We have seen that the number of visitors, occupancy, and economic impact has been much better than what we expected and forecasted back in March and April this year,” Segarra said.

Mississippi Coast tourism relies on a local drive-in market, and that market did not let the pandemic slow them down.

Local Media Coverage - Assisted

Reader's Digest

12 Affordable Private Travel Experiences Perfect for the Pandemic



Hotel Beatnik, Ocean Springs, Mississippi

[Book Now](#)

This brand-new hotel on Mississippi's Gulf Coast is unique in design and vibe. Inspired by the beatnik culture of the 1950s and '60s, the property strikes the perfect mix of nostalgic and modern. You'll settle into one of four individual cabins, complete with wet bars, private outdoor showers, a plunge pool, small swing bridges, and a meditation garden. The cabins include self-check-in for an extra measure of safety. The landscaping adds to the feeling of a secluded escape, with colorful flowers that draw pollinators, as well as plants that bear fruit like grapes, blueberries, and kumquats. A crackling fire at the fire pit and a bounty of birds flitting about round out the feeling of serenity. Rates for each cabin start at \$150—yes, really. FYI, these are the [11 rules the CDC wants you to follow before traveling again](#).



The Best Socially Distanced Travel Destination in Every State



Mississippi

Built after the War of 1812 and used by Union troops to occupy New Orleans, [Fort Massachusetts](#) on [Ship Island](#) has a long, rich history. The fort has also famously withstood centuries of hurricanes, and Ship Island itself was split in two by the 1969 Hurricane Camille. Visitors can easily walk along the island and spot dolphins, stingrays, pelicans and other wildlife. The island is accessible by ferry four times a day, so plan accordingly.

Coastal Mississippi Assisted Media Coverage

coastal
MISSISSIPPI | *The Secret Coast*

Wander-Lush

33 Unusual & Underrated Holiday Destinations

Mississippi Gulf Coast

By Charles of McCool Travel



The Mississippi Gulf Coast is one of the world's most underrated destinations and should top every intrepid traveller's wish list.

This relatively undiscovered area – also called [Coastal Mississippi](#) (or The Secret Coast) – is located between New Orleans and Mobile Alabama, and highlighted by gorgeous beaches (with magnificent sunrises and sunsets), abundant waterways, fresh seafood, and a quirky culture.

Coastal Mississippi Assisted Media Coverage



RV LIFESTYLE

11 of the Best Snowbird Destinations for RVers (2020-2021)



Cajun RV Park – Biloxi, MS

"Your Home Away from Home...Only More Exciting" That's their motto as they invite Snowbirds to stay in this park for the night, a week, or a season.

This campground lets you enjoy all the sights of Biloxi, MS. It is right across the street from the beach. You can enjoy all 26 miles of Biloxi beach from your RV home. Or hop on their free shuttle to the area casinos.



12 Great Beaches Where You Can Pitch a Tent or Park an RV



Deer Island, Mississippi

The pristine barrier islands forming Mississippi's Gulf of Mexico coastline offer untouched landscapes for adventurous campers. Paddle to Deer Island, just offshore from Biloxi or sail to [Gulf Islands National Seashore](#) to visit [Petit Bois](#), [Ship Island](#) or [Horn Island](#). Campers can explore miles of dunes, coves and bayous all bookended by dramatic sunrises and sunsets. Gulf Islands National Seashore is currently using an adaptive recovery plan to increase access to park areas affected by COVID-19. Check the website for closures or restrictions before you go.

DeSoto

Window to the Waters



After much anticipation, the Mississippi Aquarium opens in Gulfport on a very significant date.

Building an aquarium containing 80,000 square feet of indoor and outdoor exhibits on almost six acres can be quite an undertaking. Add a June tropical storm and an ongoing pandemic to the mix and delays are bound to happen.

The Mississippi Aquarium in Gulfport, after a few setbacks, finally opened on Aug. 29. And it wasn't a date taken lightly.

"We picked that date because it's meant to be a symbol of rebirth,"

In the center of "Aquatic Wonders" lies the 360-degree acrylic tunnel where visitors literally walk on water.

"You'll be able to see the fish seven feet below you," Caranna says. "It's the only suspended tunnel in the United States."

On the ground floor, with its dreamy floors painted with waves of blues and browns, visitors may peep through windows to spotlight different types of fish, such as eels and sharks. Habitats were built to

Social Media Metrics

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



Monthly Increase	402 Flat	20 Flat	(144) (14%)	230 2%	535 Flat	16 Flat	1,059 Flat
September 2020	150,248 Facebook (Total Likes)	15,836 Twitter (Total Followers)	919 Pinterest (Total Followers)	13,815 Instagram (Total Followers)	1,646,074 YouTube (Lifetime Followers)	5,217 LinkedIn Total Followers	1,832,109 Total



Coastal Testimonial video
spotlighting Alexis Williams,
CEO of Aloha Glamour

100,337 impressions
7.9k interactions



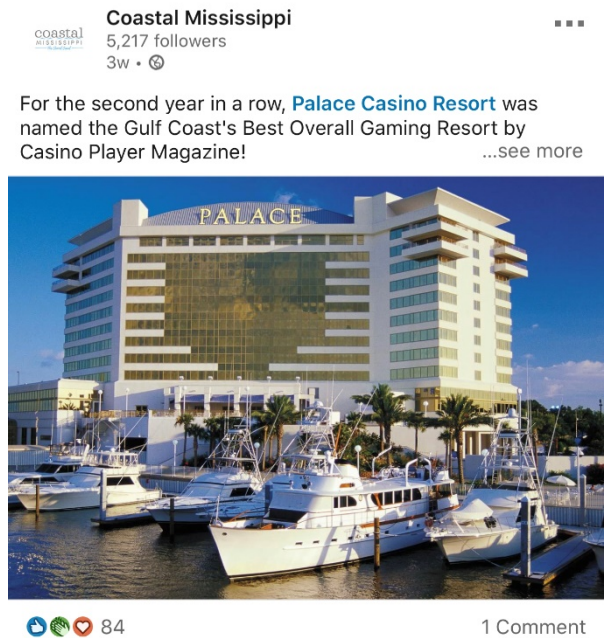
In-house photography of Pass
Christian beach at sunset

3,427 impressions
139 interactions



In-house photography of
family at MSAQ promoting
Mask Up Contest

3,482 impressions
4,107 interactions



Announcement of
Palace Casino Resort
receiving award from
Casino Player Magazine

3,038 impressions
147 interactions

SOCIAL MEDIA