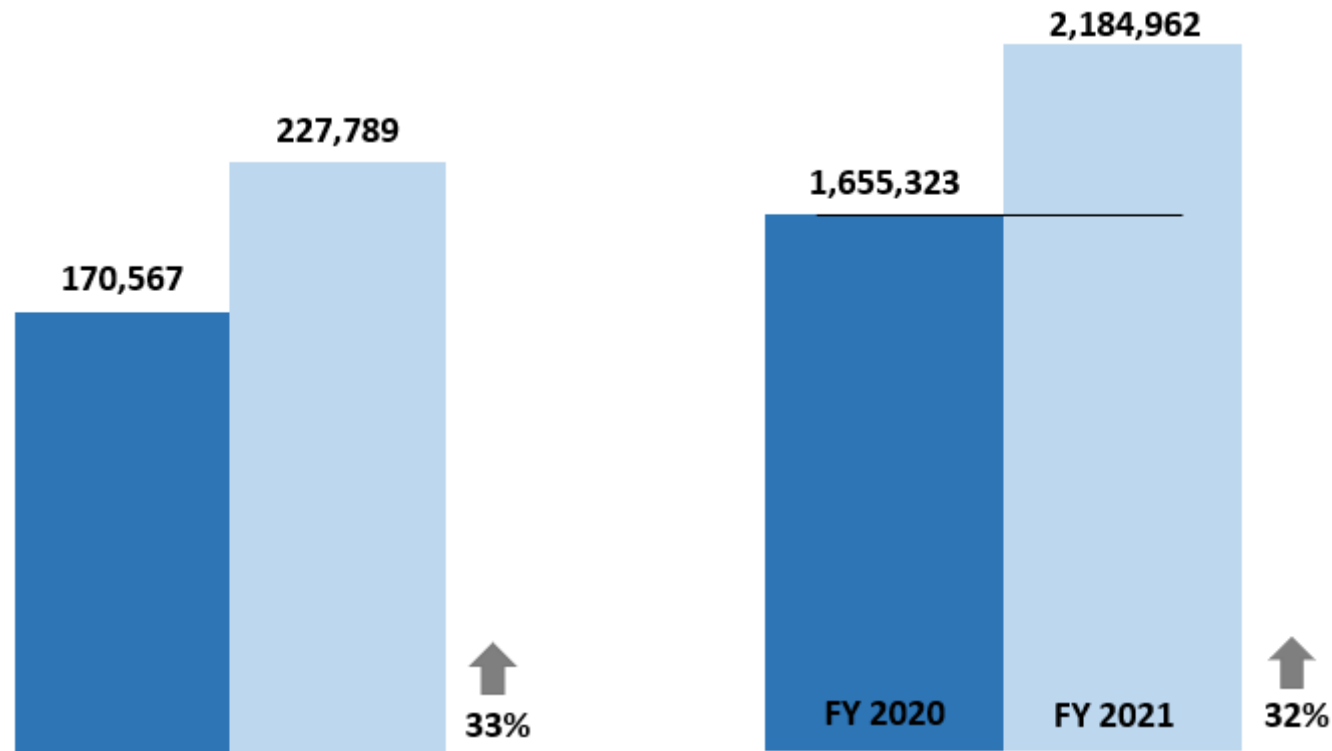


coastal MISSISSIPPI *— The Secret Coast —*

- Key Performance indicators
- September 2021

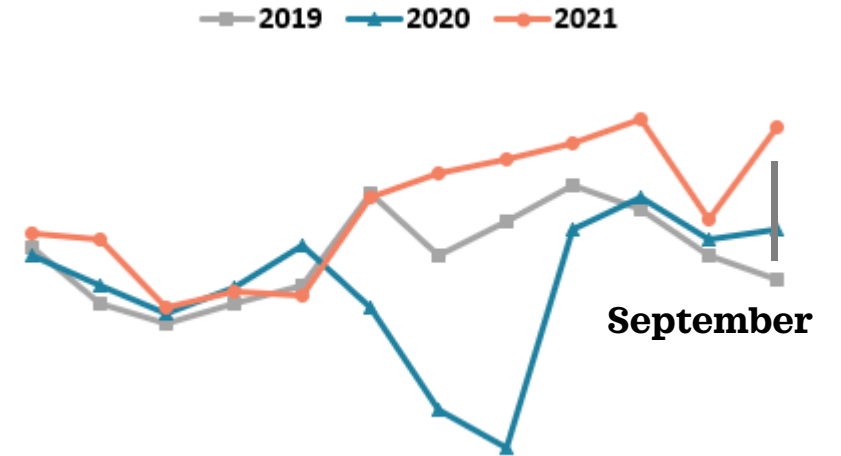
Non-Casino Rooms Sold



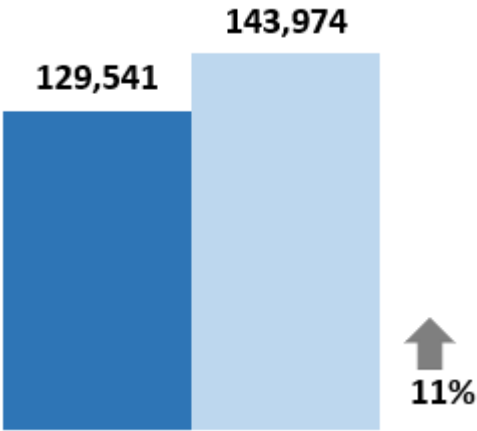
September 2020 over September 2021

Fiscal Year To Date
October-September

Source: STR



Casino Rooms Occupied

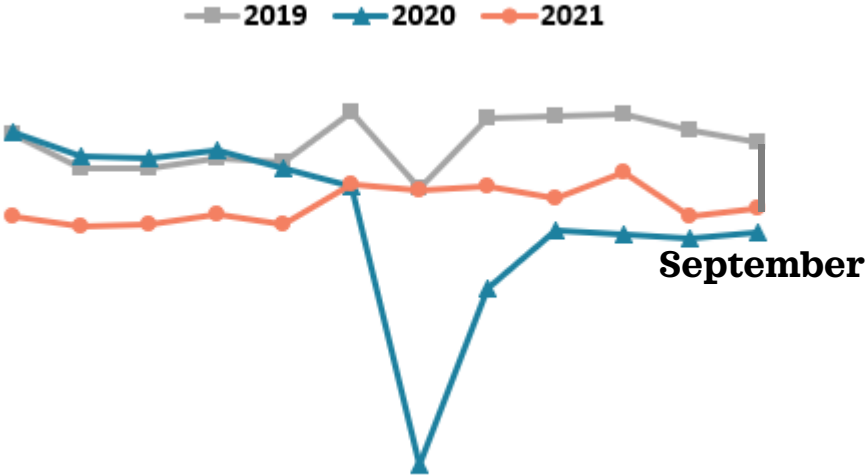


September 2020 over September 2021

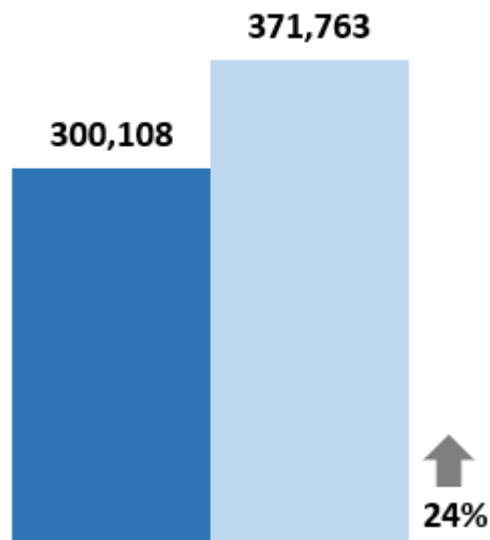
Source: STR



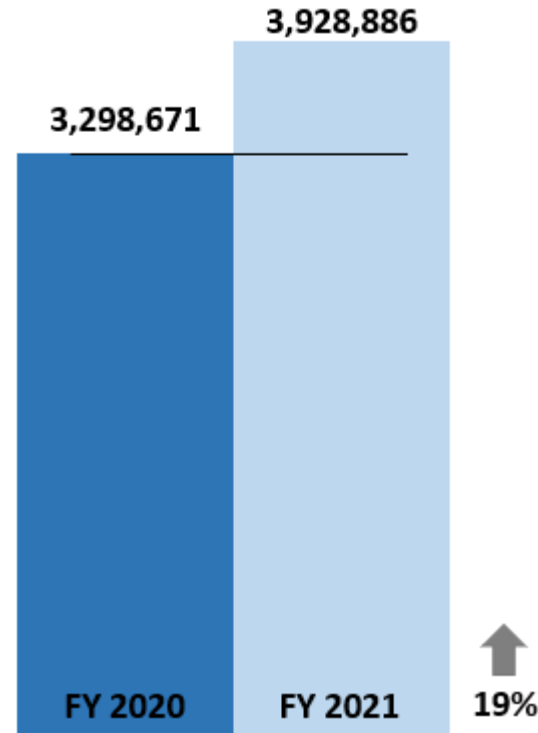
Fiscal Year To Date
October-September



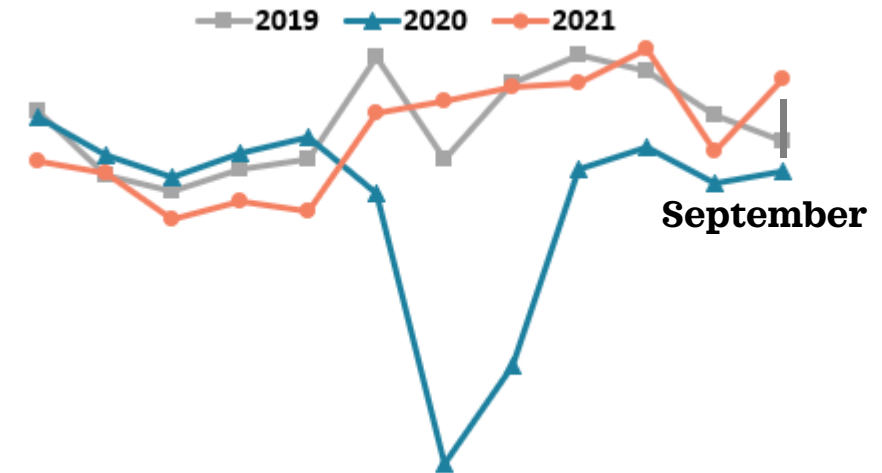
All Rooms Sold/Occupied



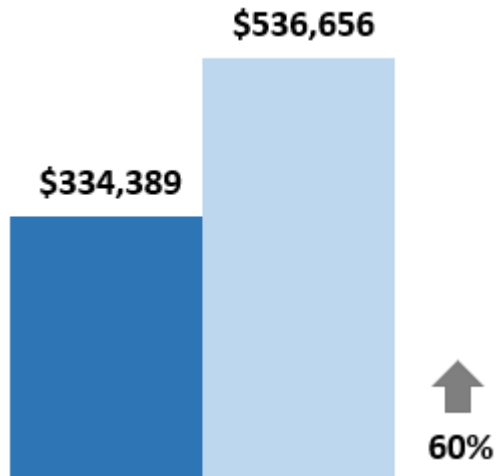
September 2020 over September 2021



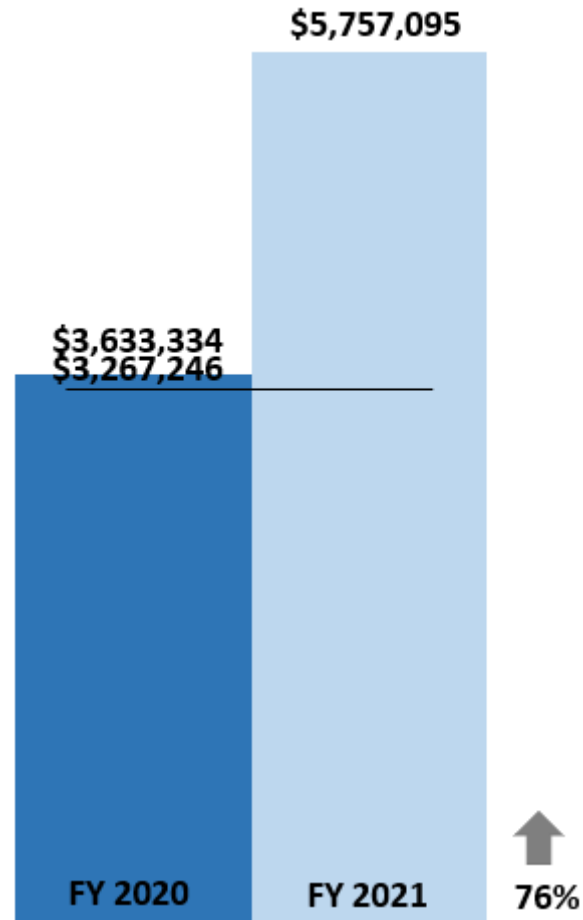
Fiscal Year To Date
October - September



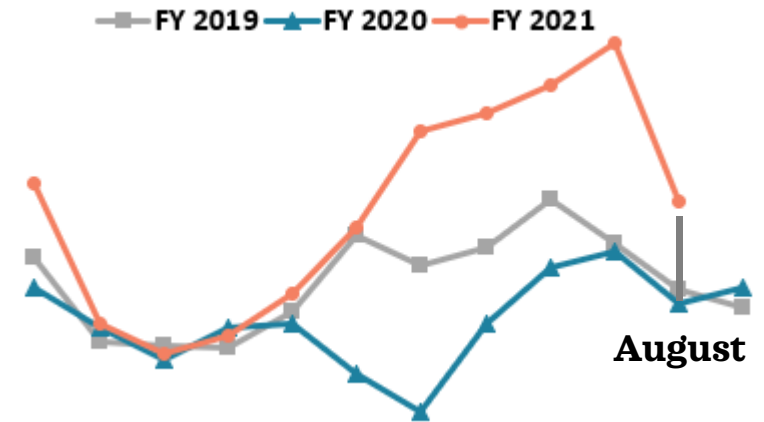
Occupancy Tax Receipts



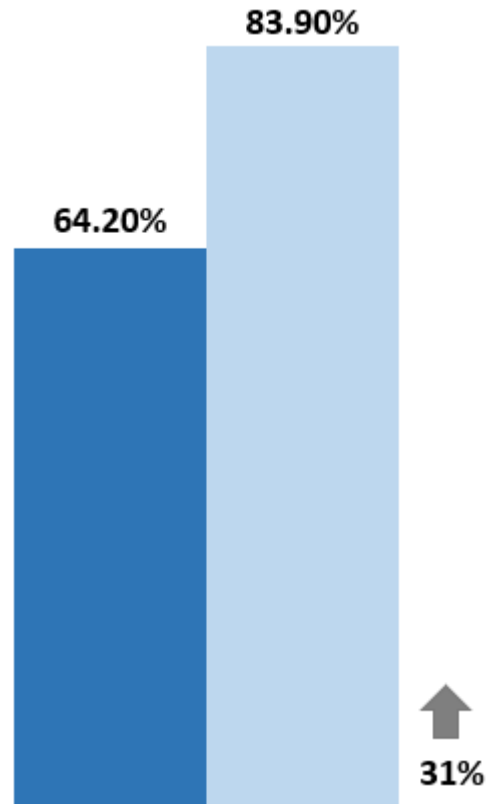
August 2020 over August 2021



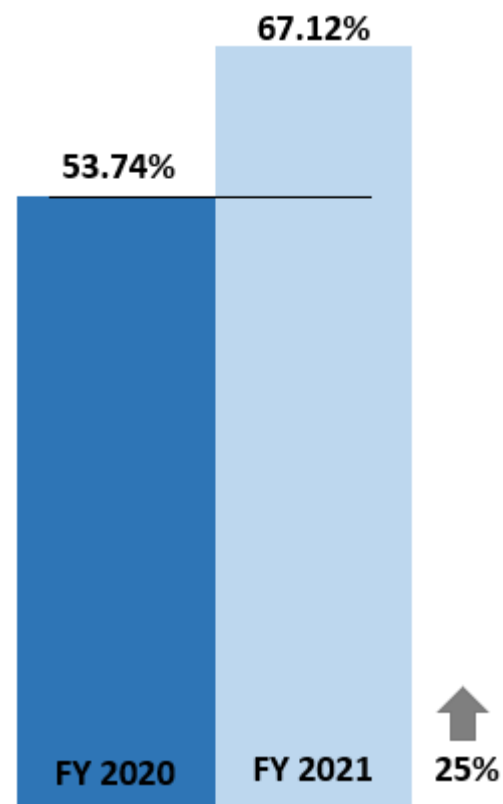
Fiscal Year To Date
October-August



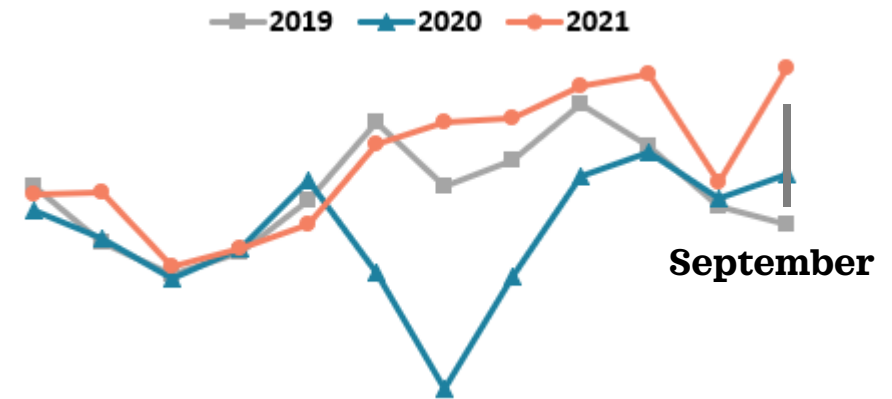
Non-Casino Occupancy



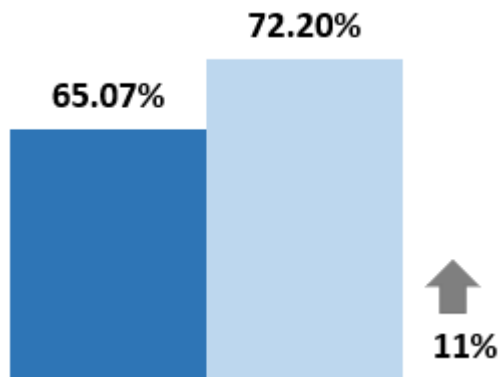
September 2020 over September 2021



Fiscal Year To Date
October - September

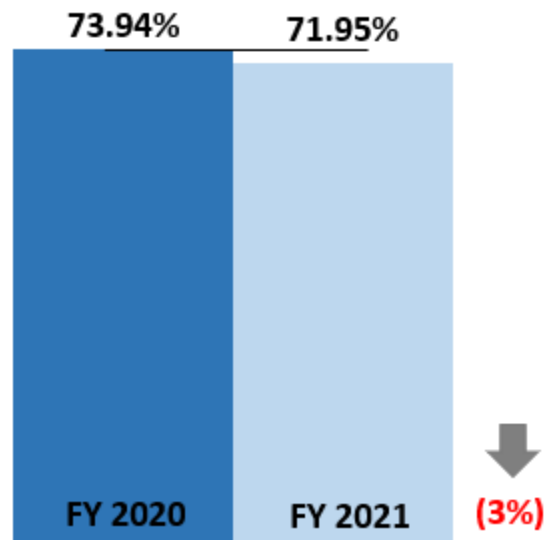


Casino Occupancy

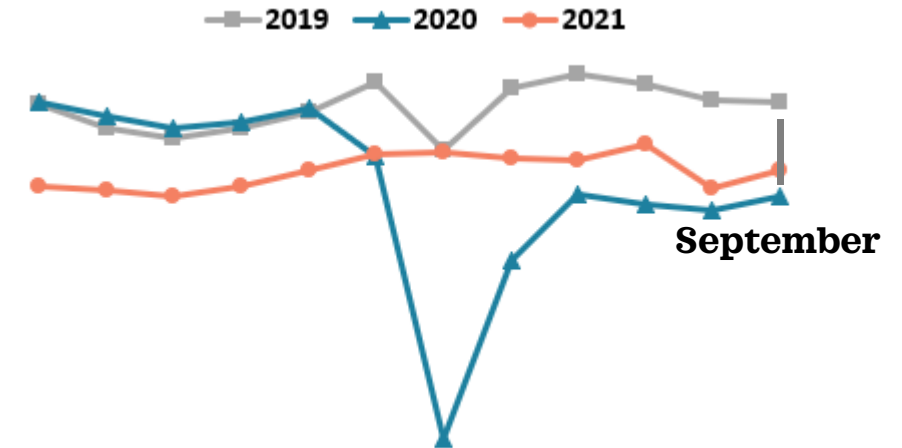


September 2020 over September 2021

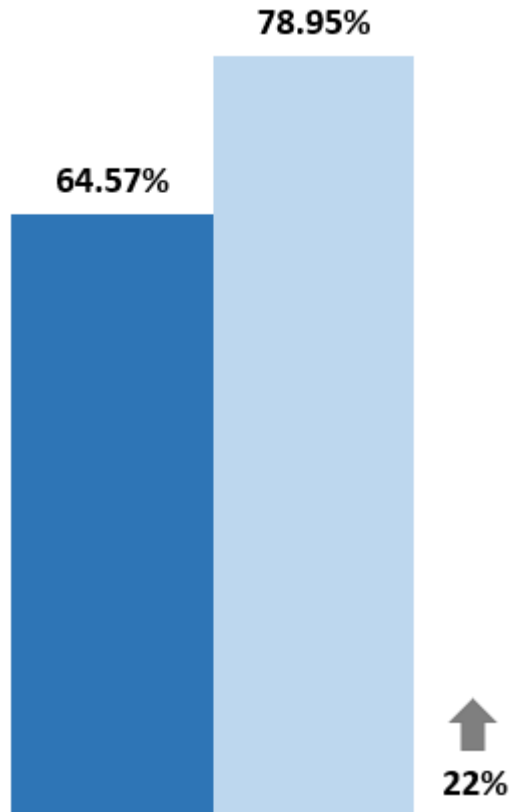
Source: MS Gaming Commission



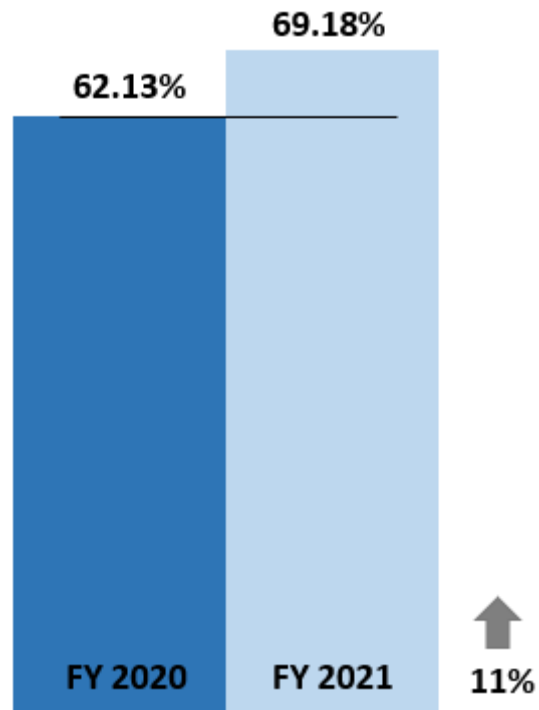
Fiscal Year To Date
October - September



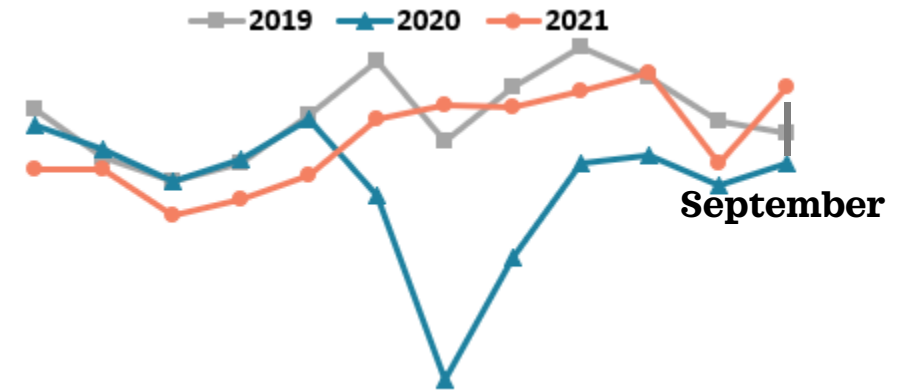
All Occupancy



September 2020 over September 2021

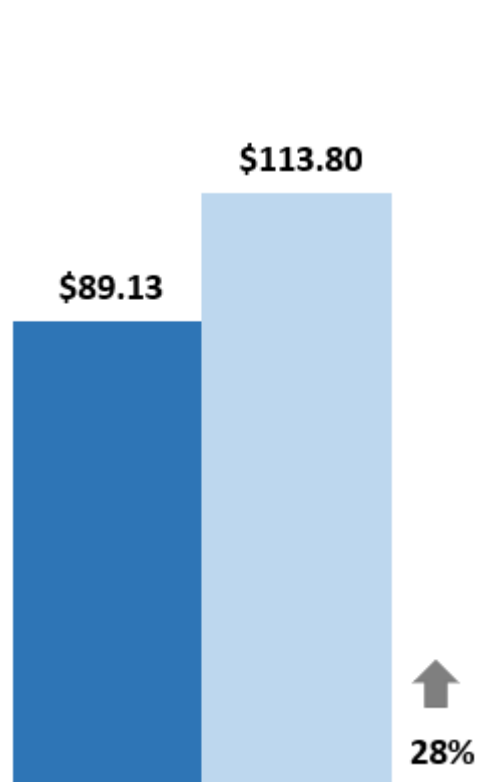


Fiscal Year To Date
October - September



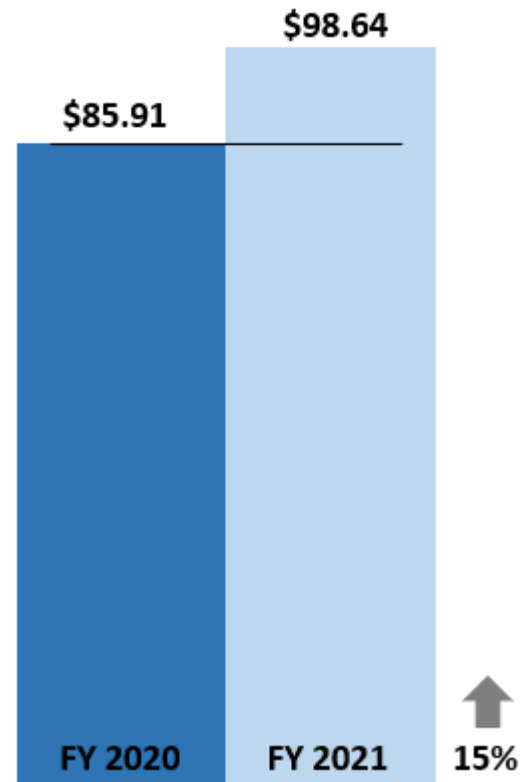
September

Non-Casino ADR

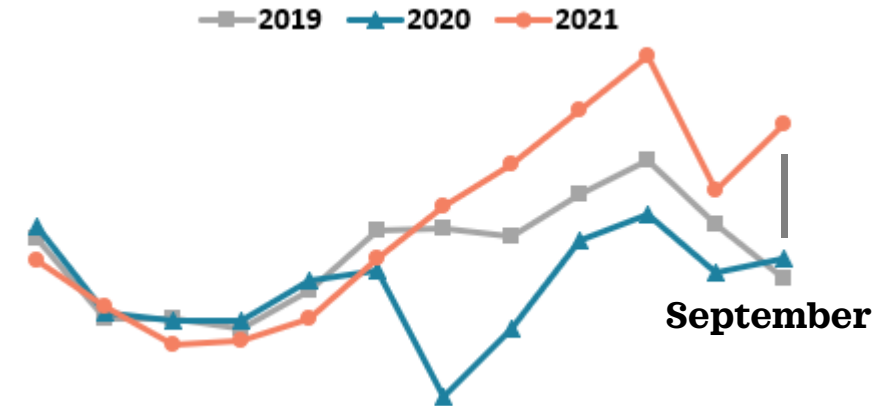


September 2020 over September 2021

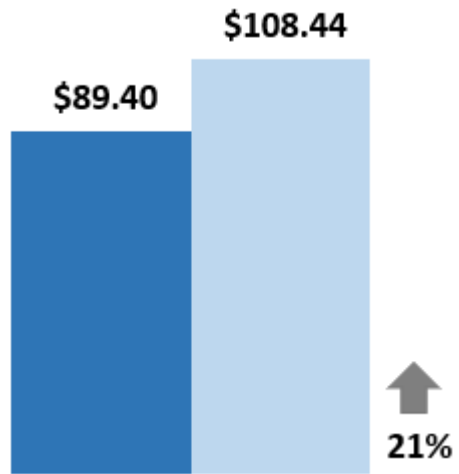
Source: STR



Fiscal Year To Date
October - September

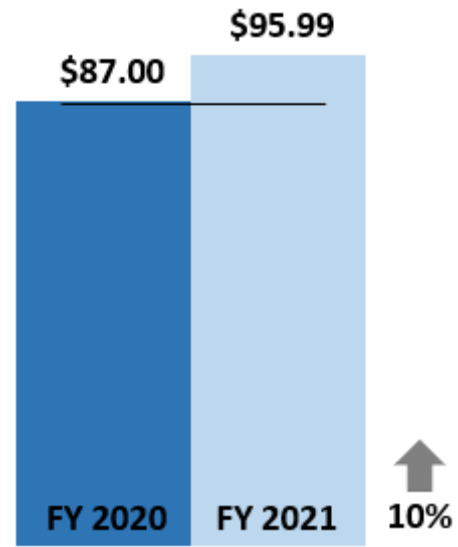


Casino ADR

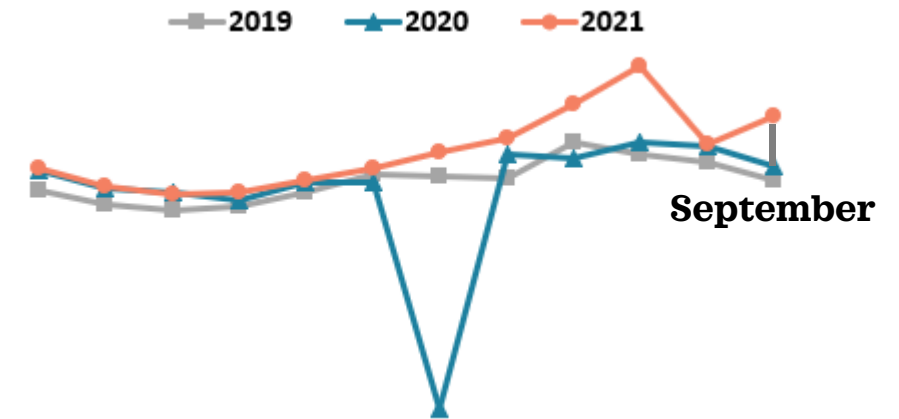


September 2020 over September 2021

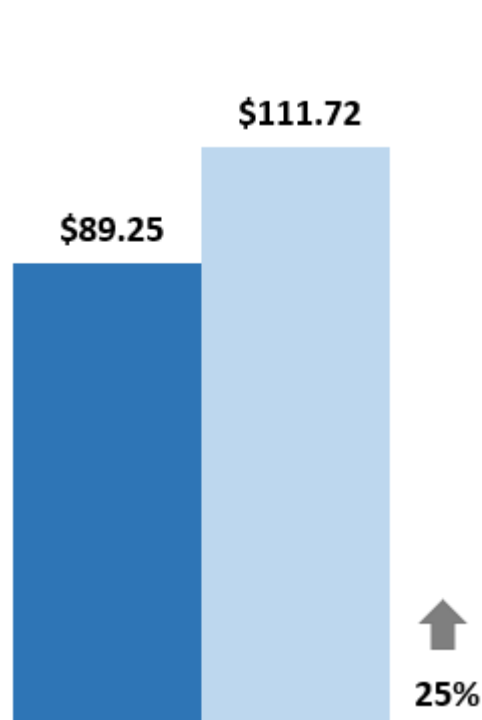
Source: MS Gaming Commission



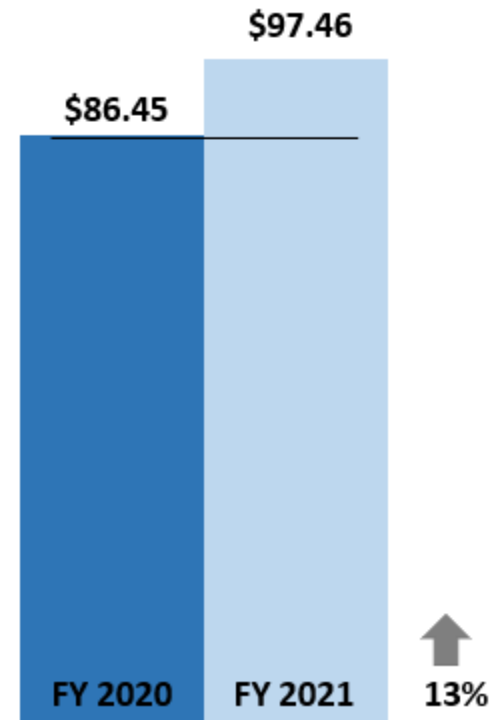
Fiscal Year To Date
October - September



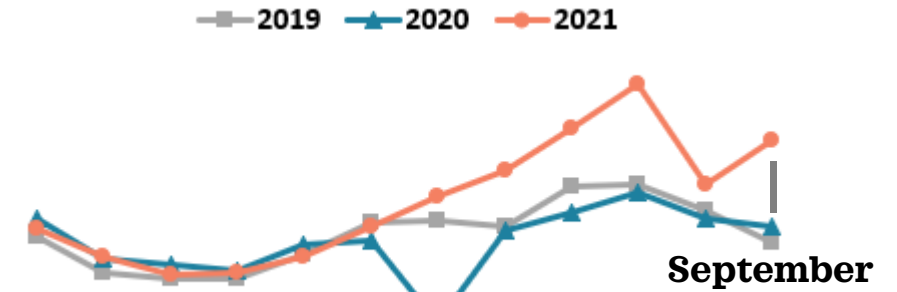
All ADR



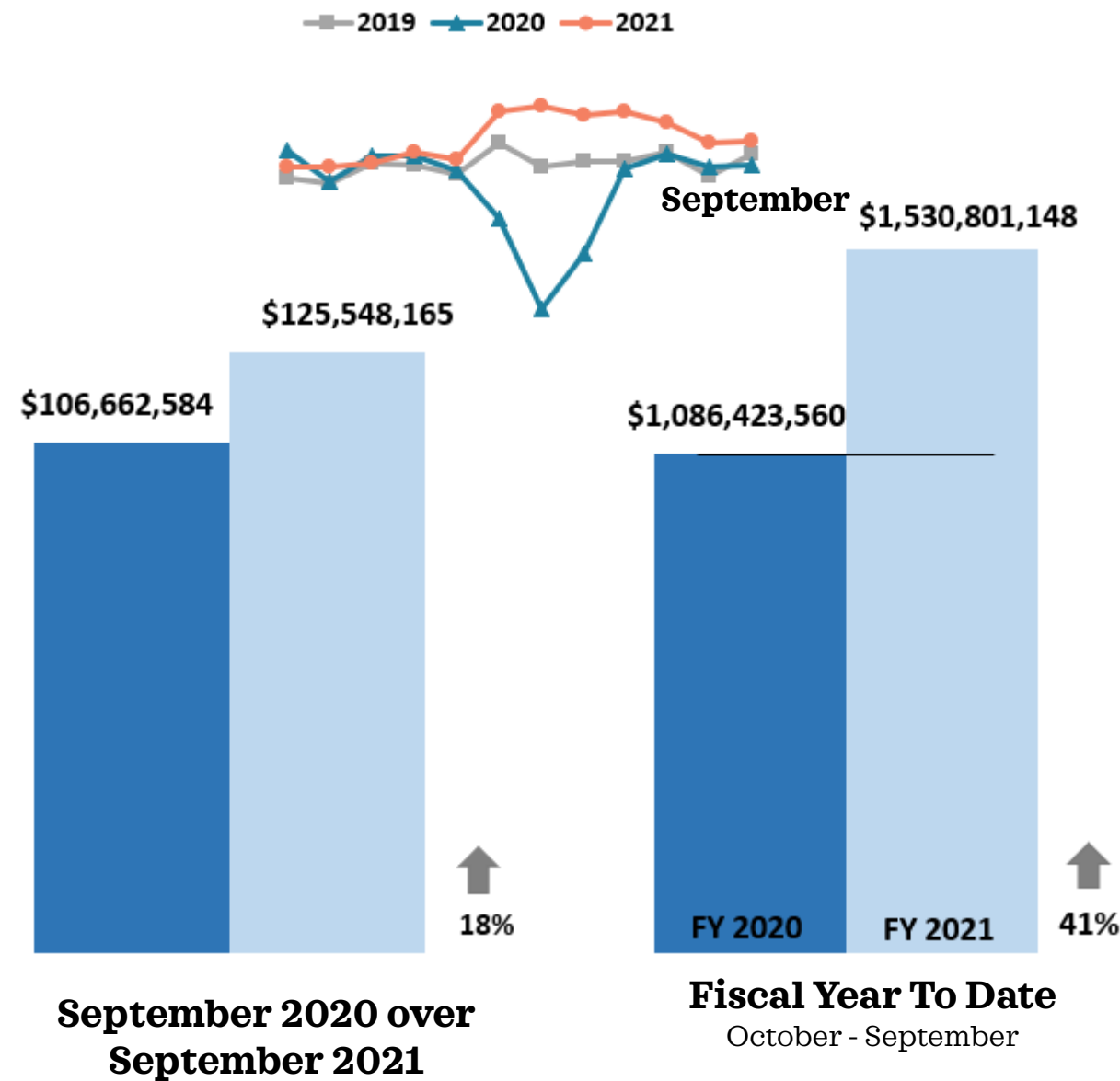
September 2020 over September 2021



Fiscal Year To Date
October - September

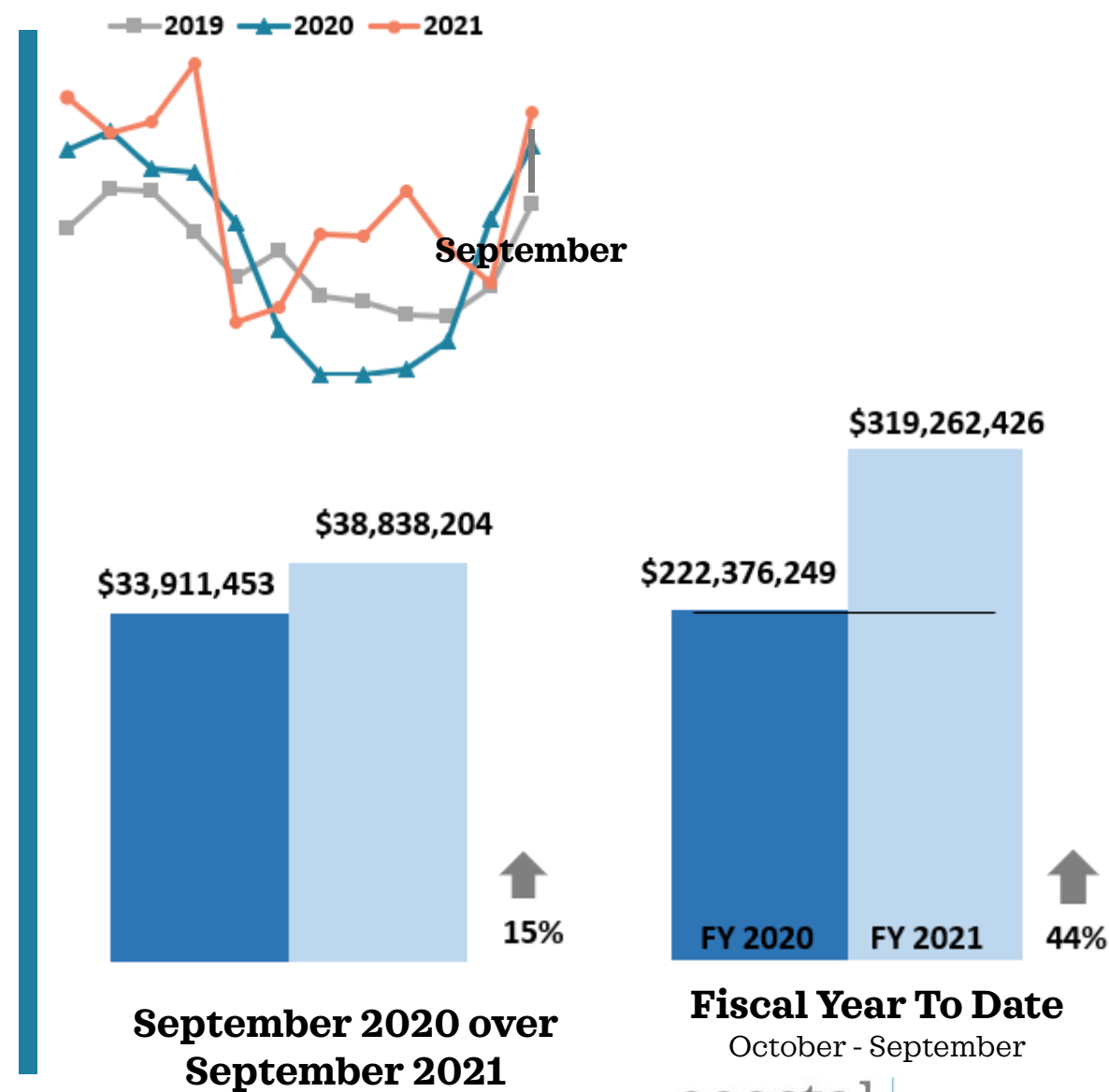


Gaming Revenue



Source: MS Gaming Commission

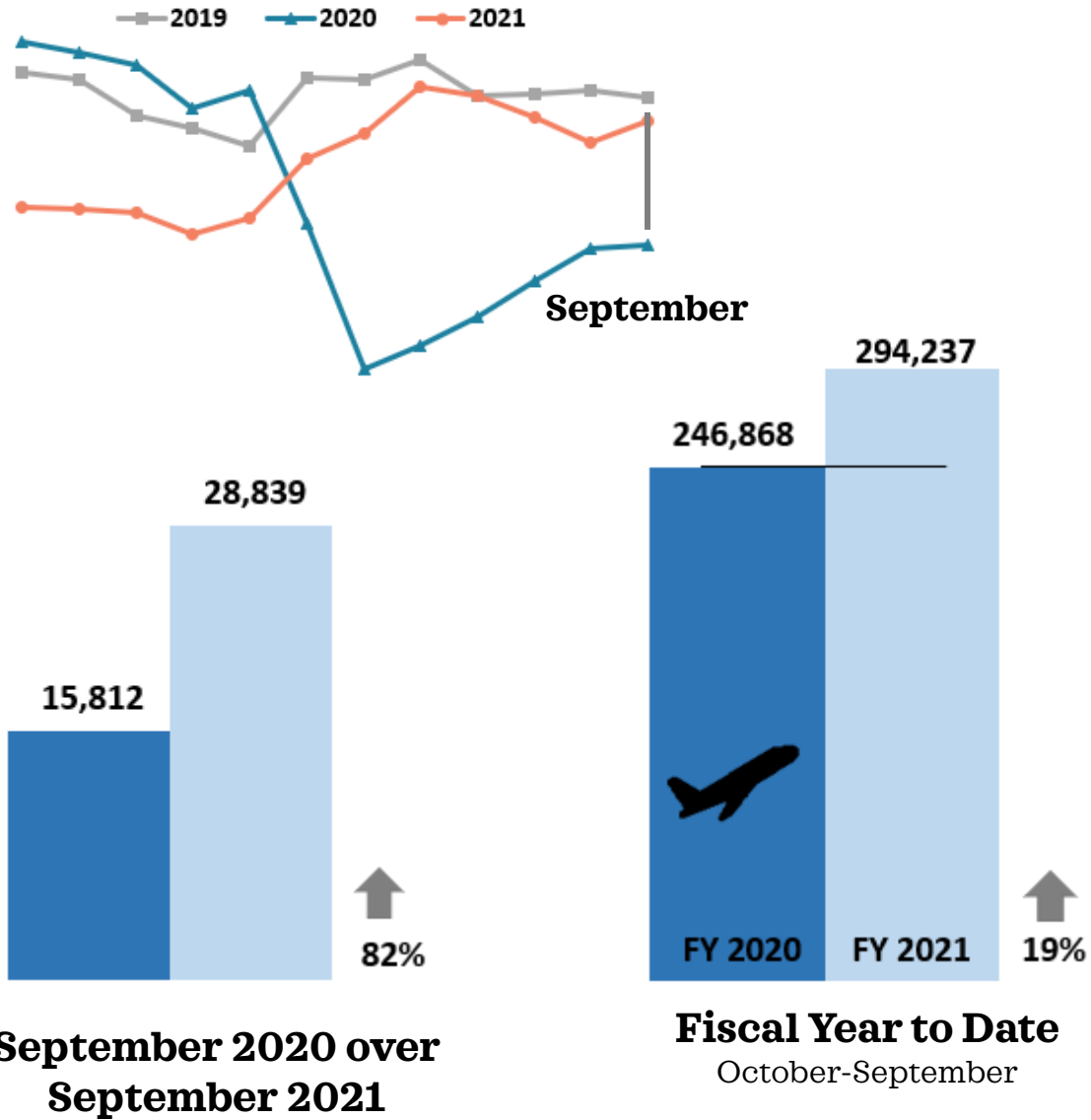
Sports Betting Wagers



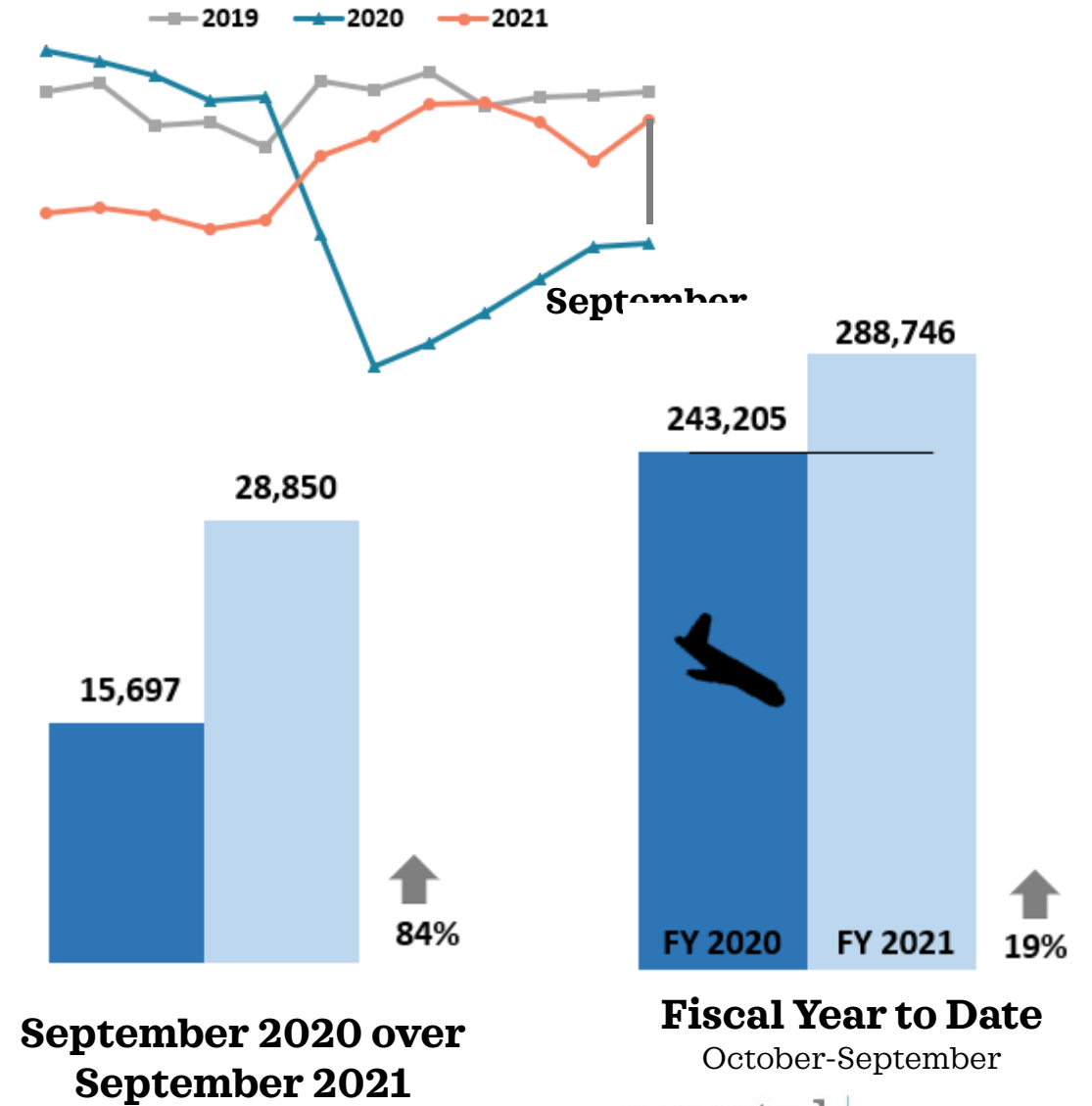
* Sports Betting began September 2018

Airport

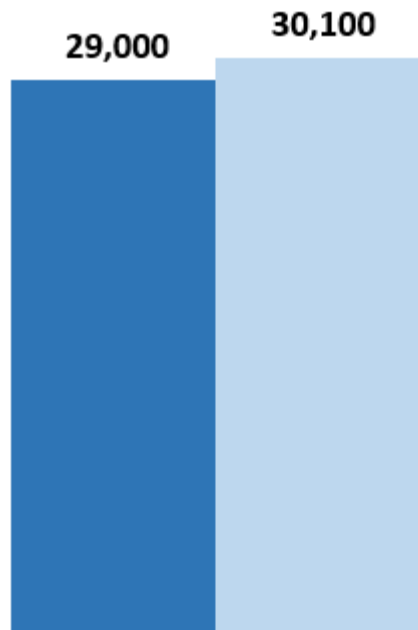
Enplanements



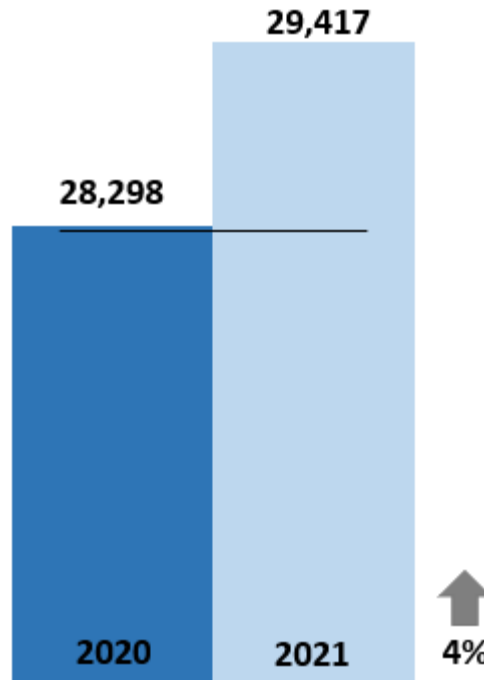
Deplanements



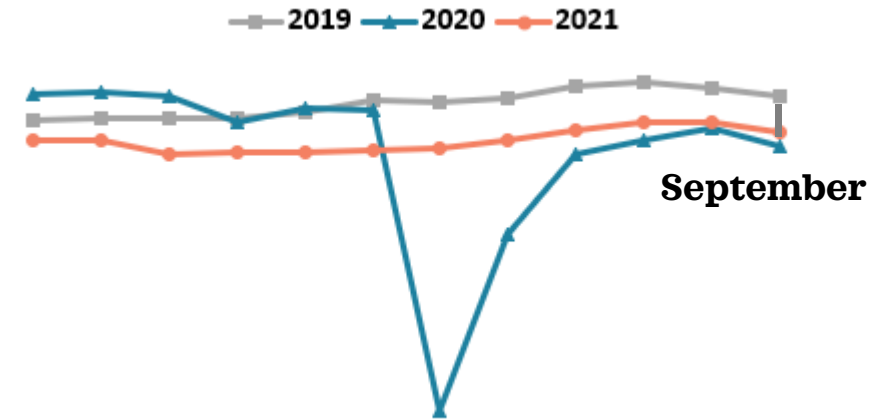
Leisure & Hospitality Jobs



September 2020 over September 2021



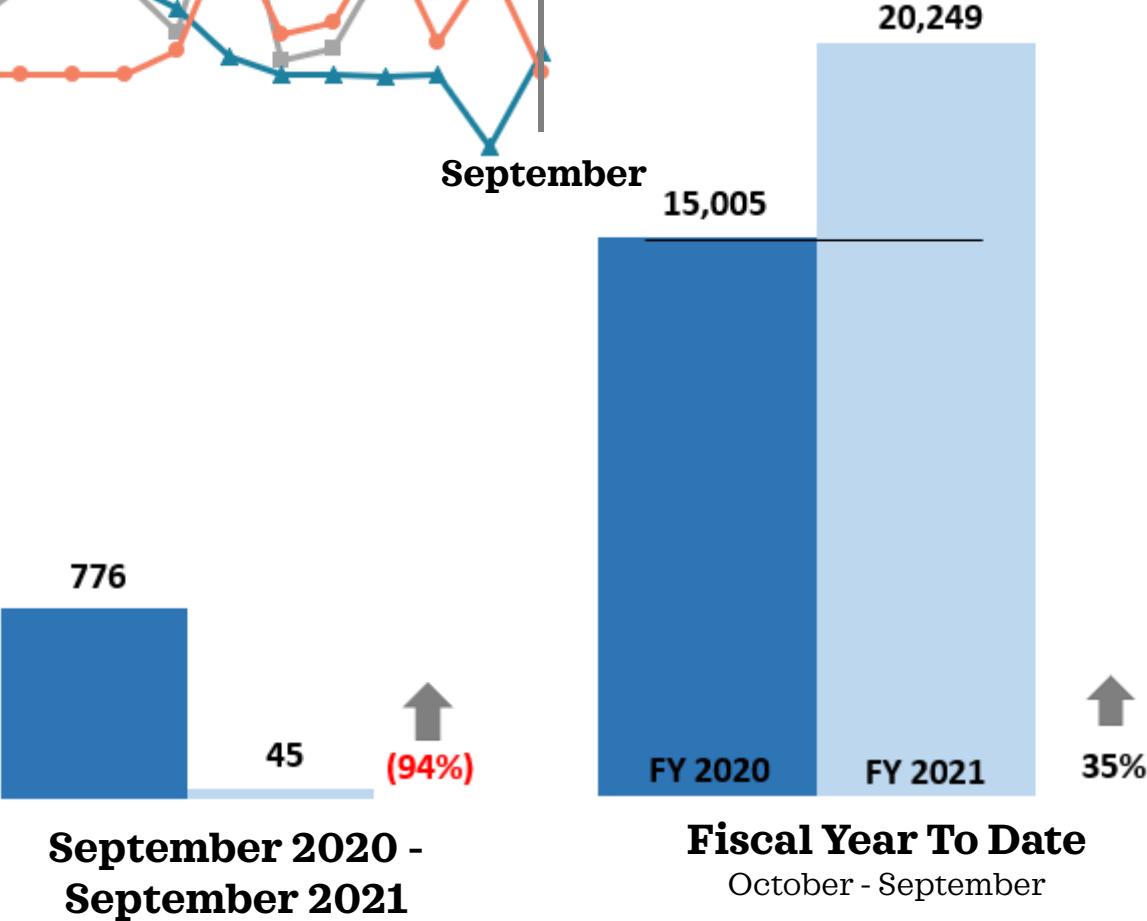
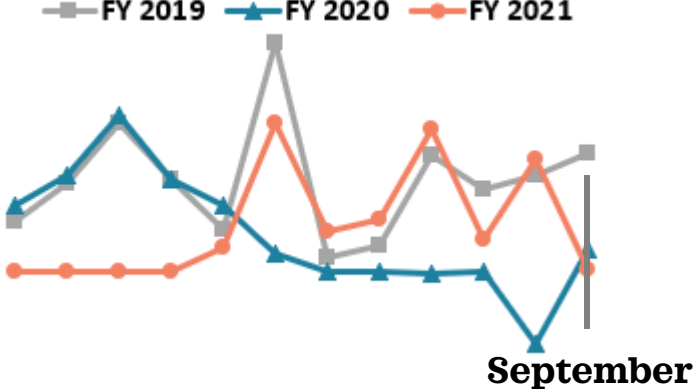
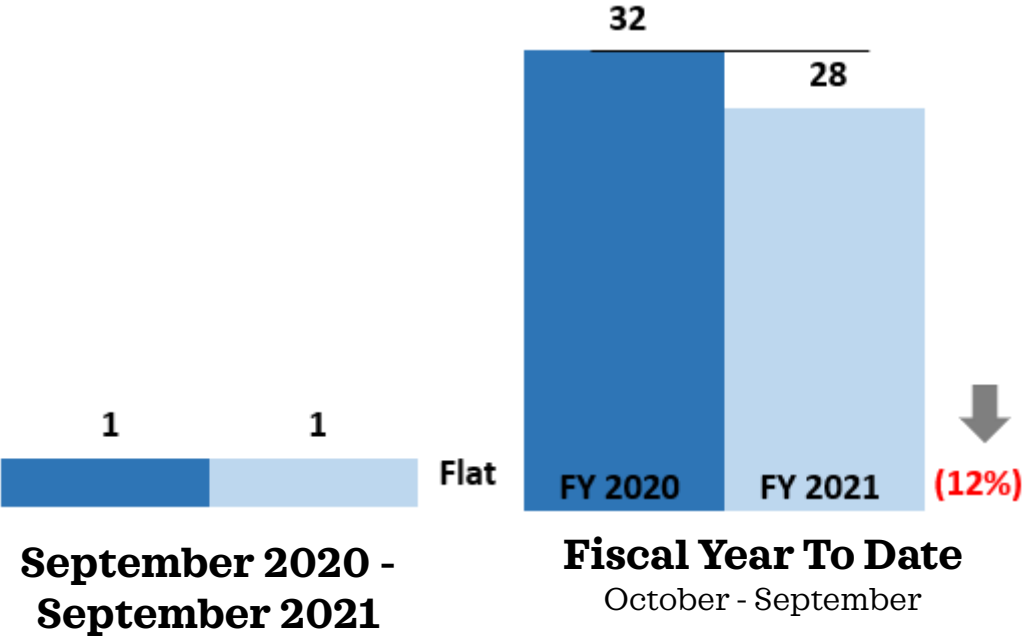
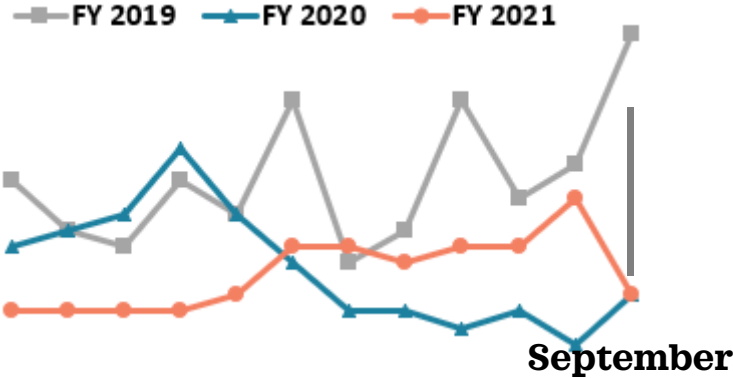
Fiscal Year To Date
October -September



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

Definite Bookings – Meeting/Sports

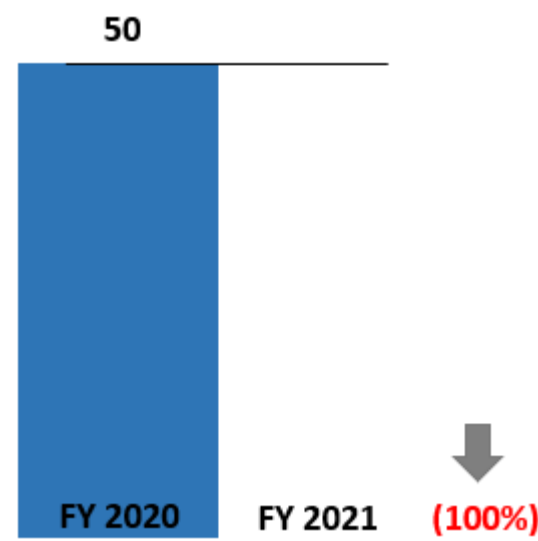
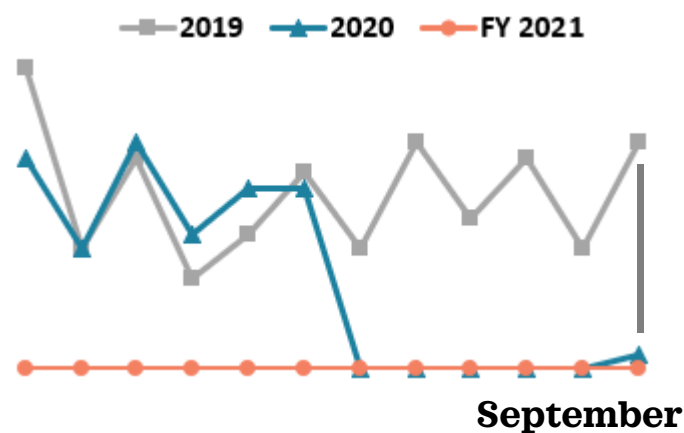
Bookings



Source: Coastal Mississippi

Definite Bookings – Leisure

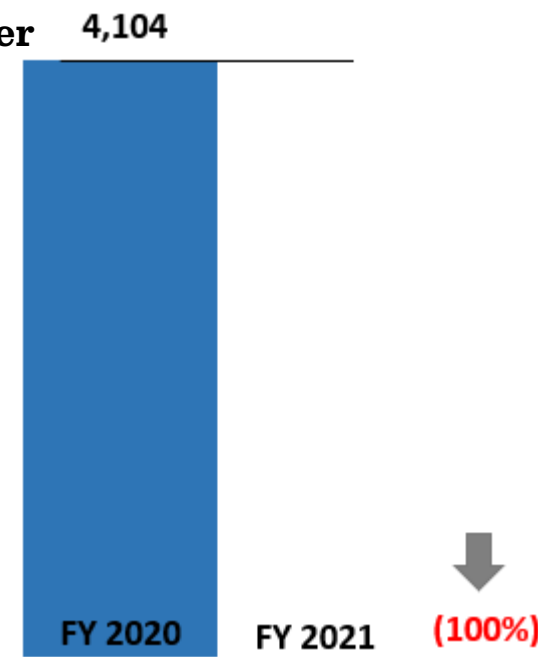
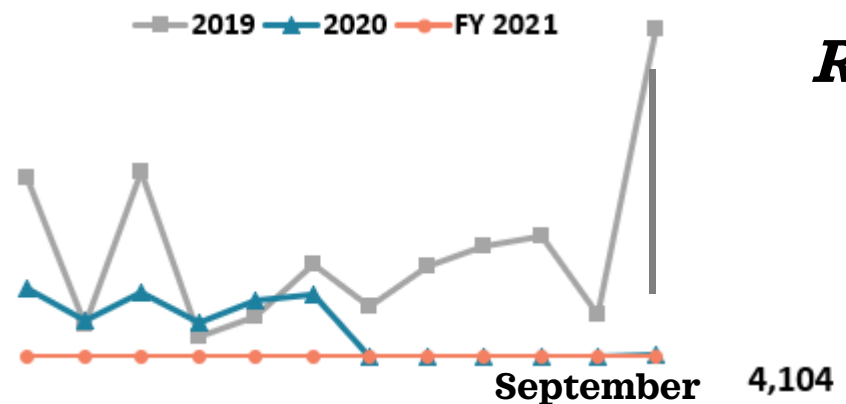
Bookings



September 2020 - September 2021

Fiscal Year To Date
October - September

Room nights

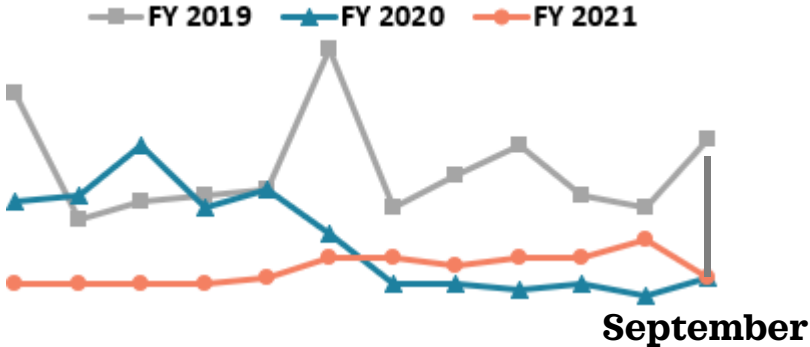


September 2020 - September 2021

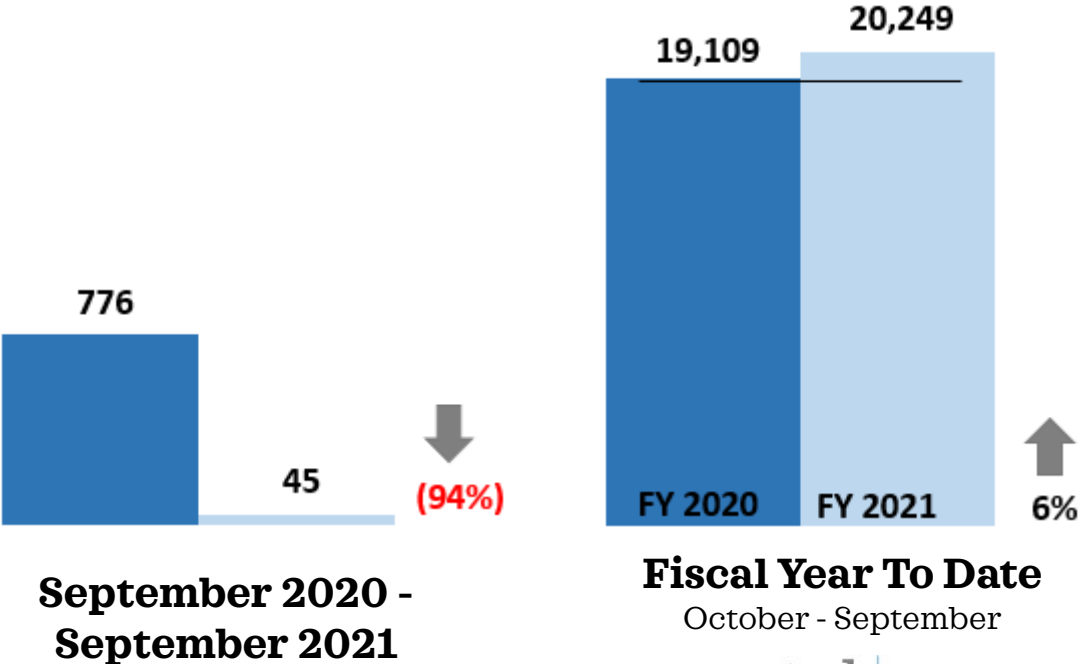
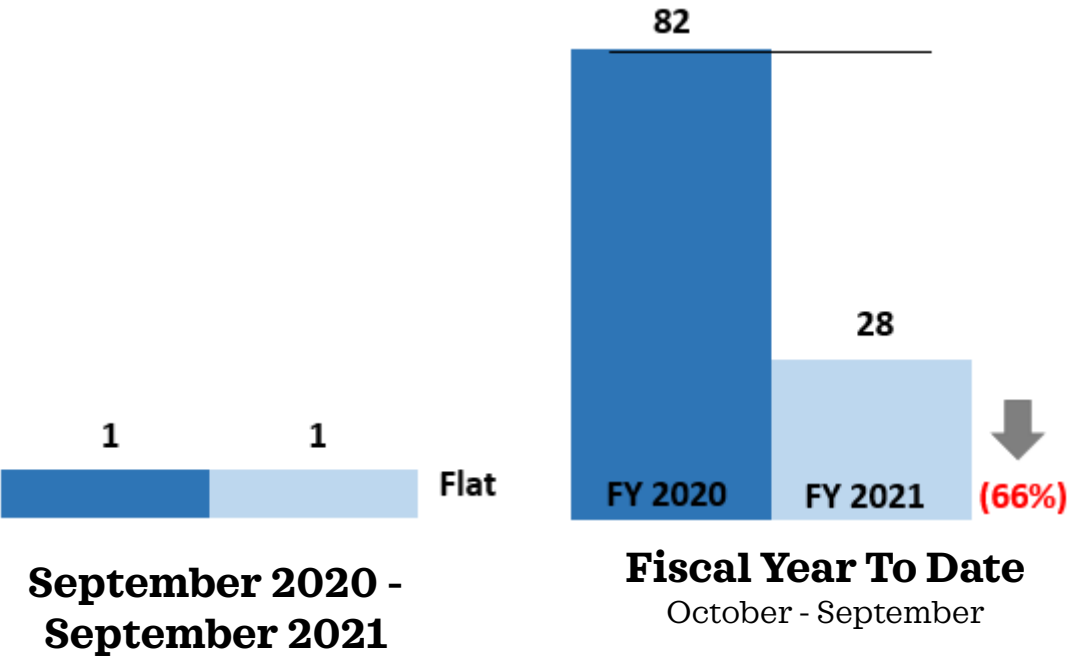
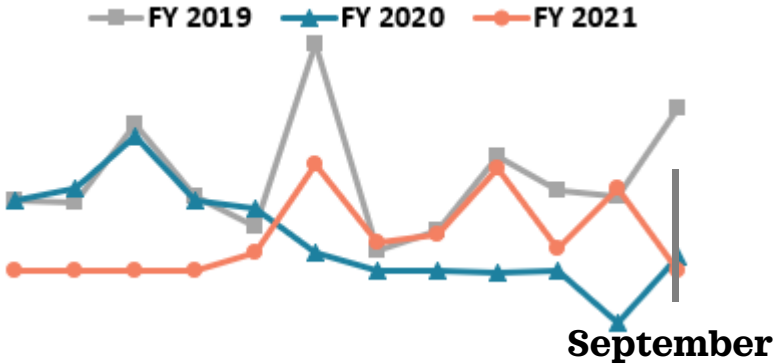
Fiscal Year To Date
October - September

Definite Bookings – All Sales

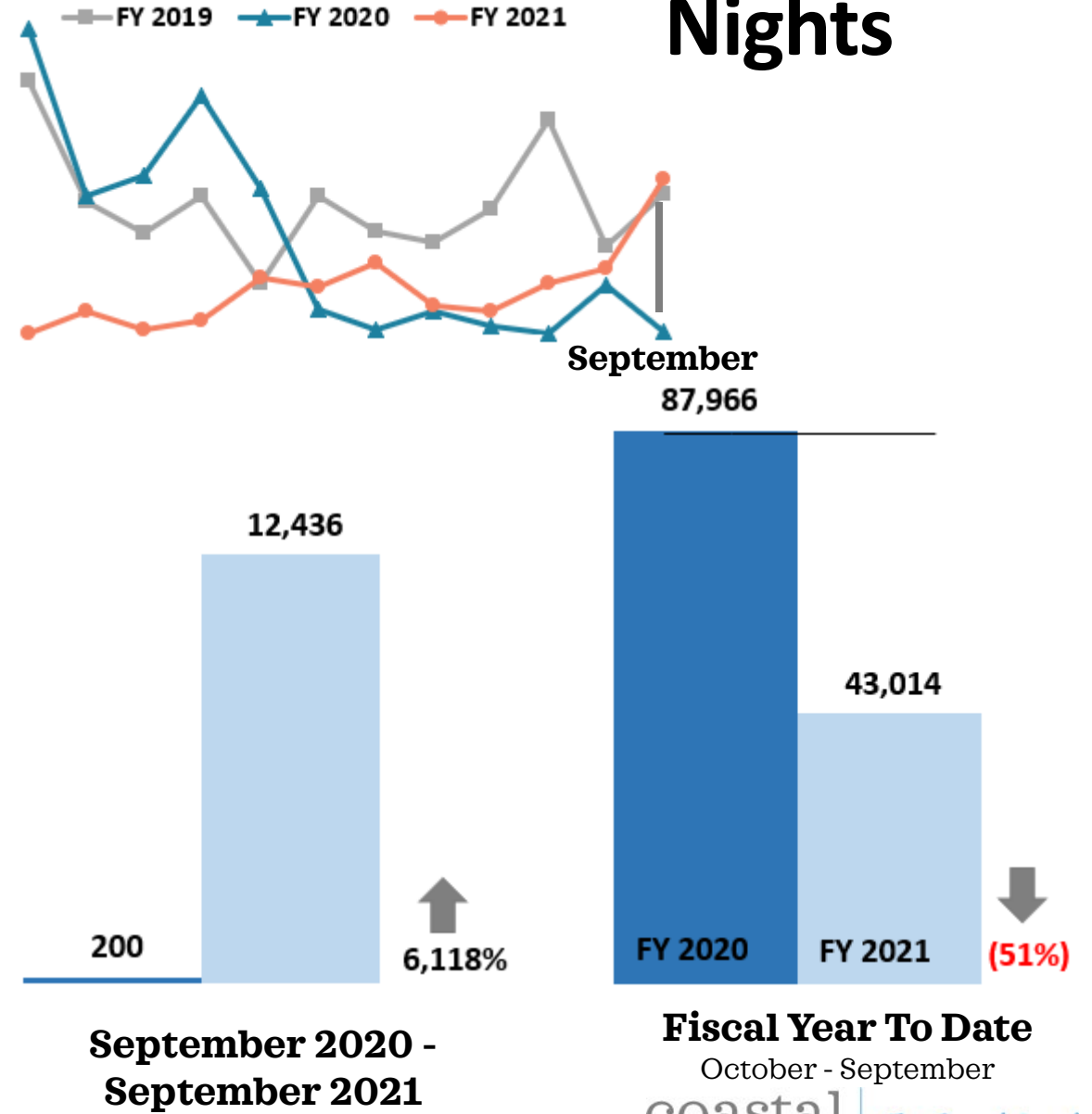
Bookings



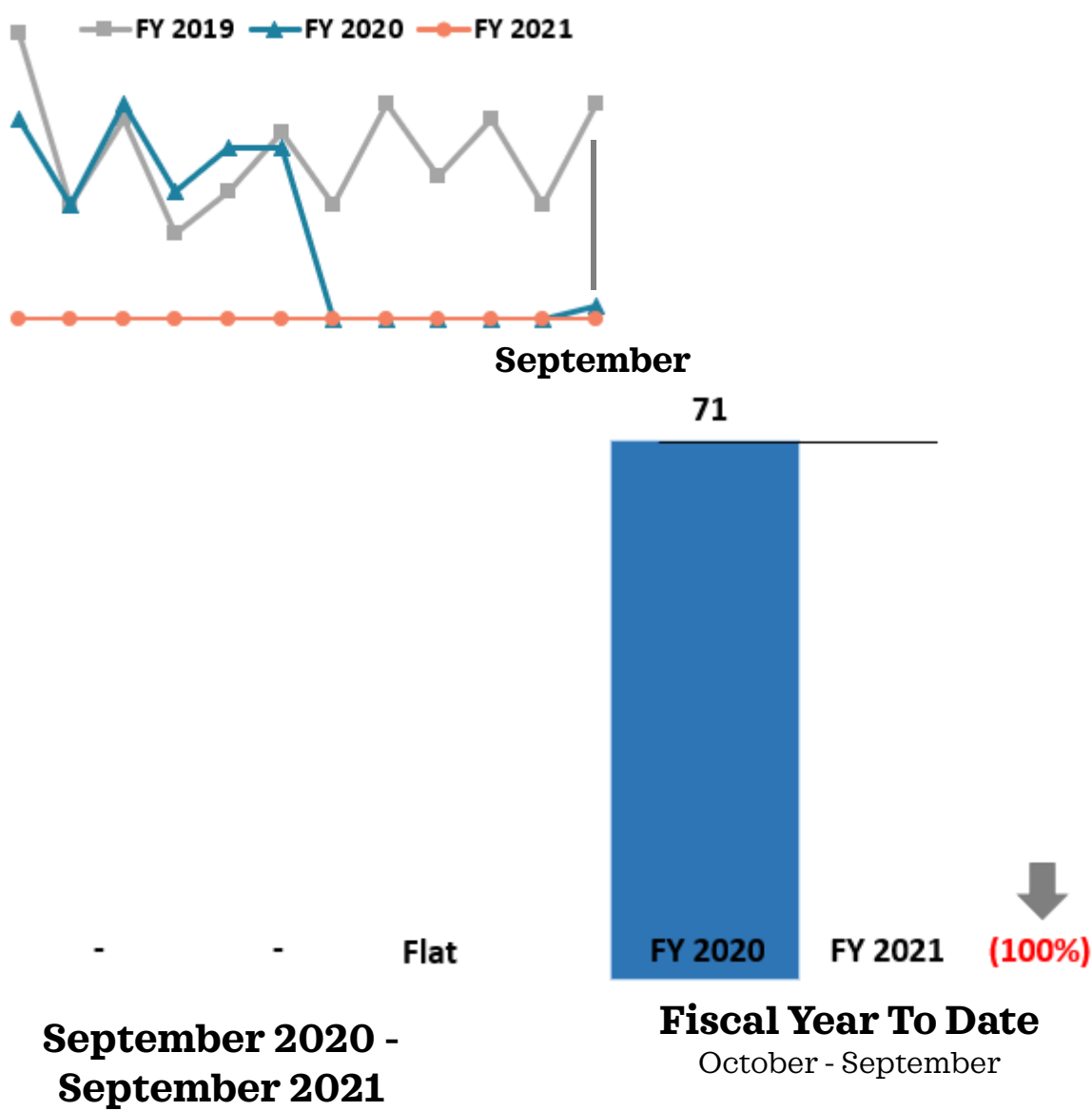
Room nights



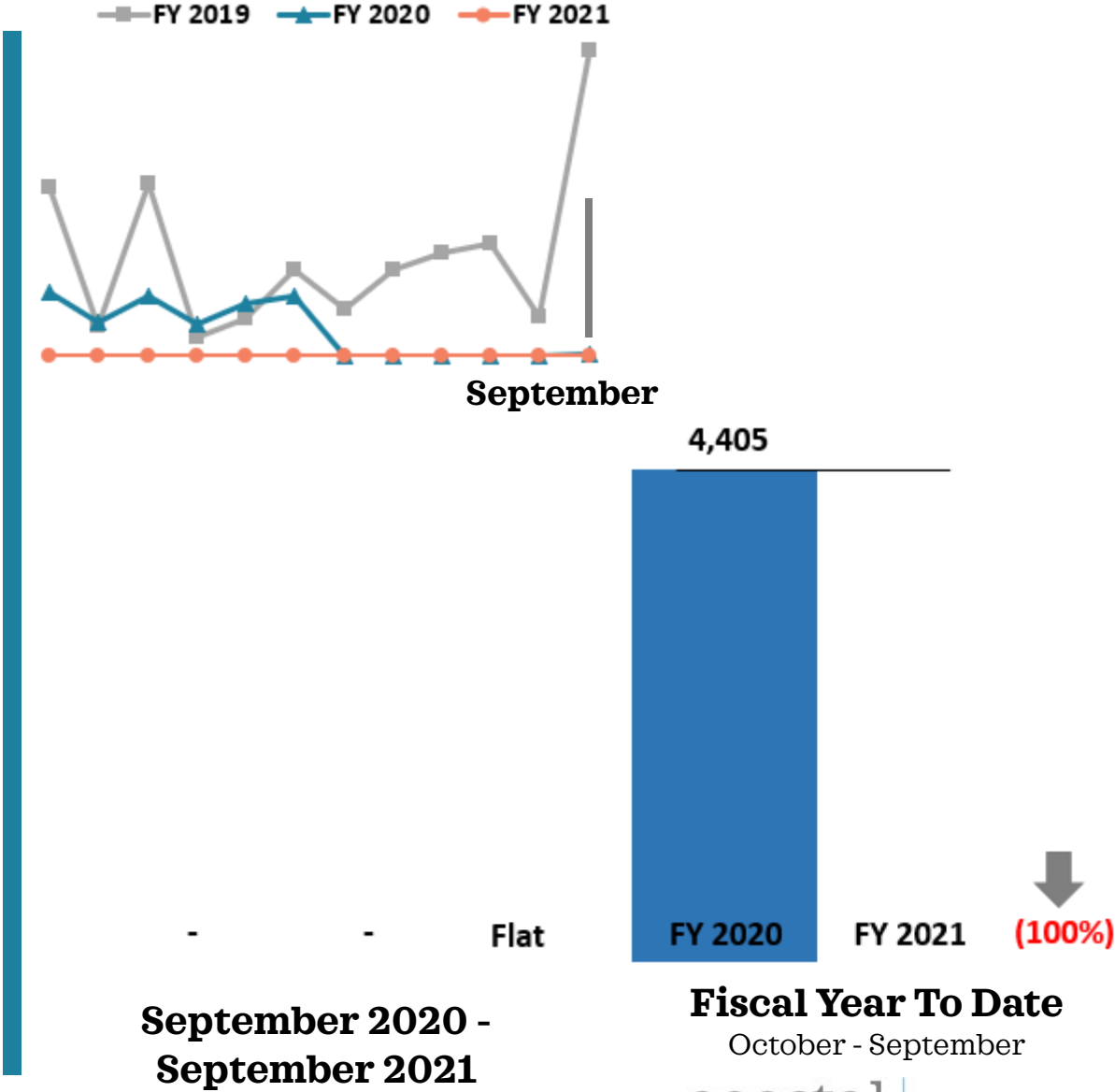
Potential Room Nights



Leads Issued – Leisure

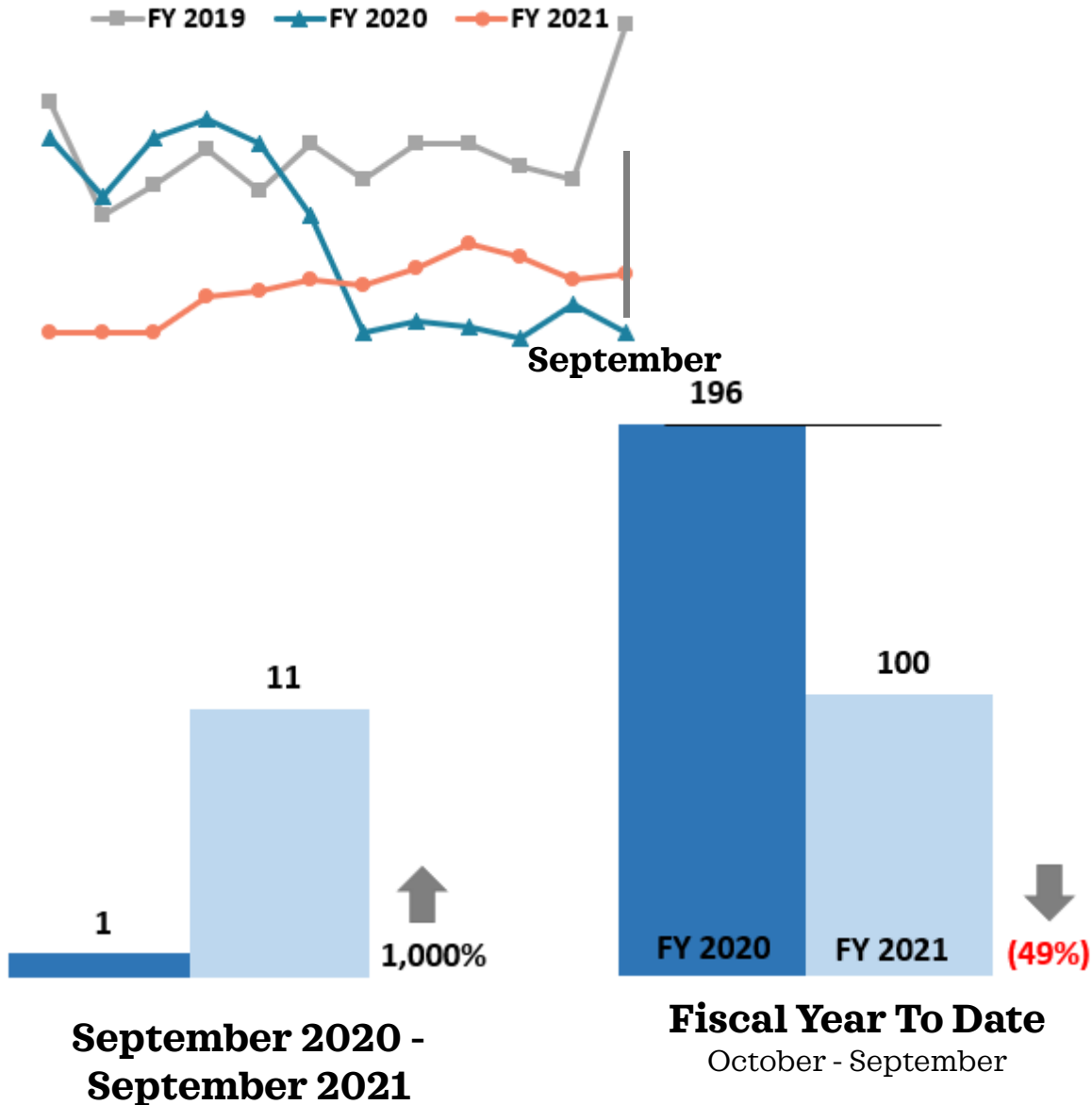


Potential Room Nights

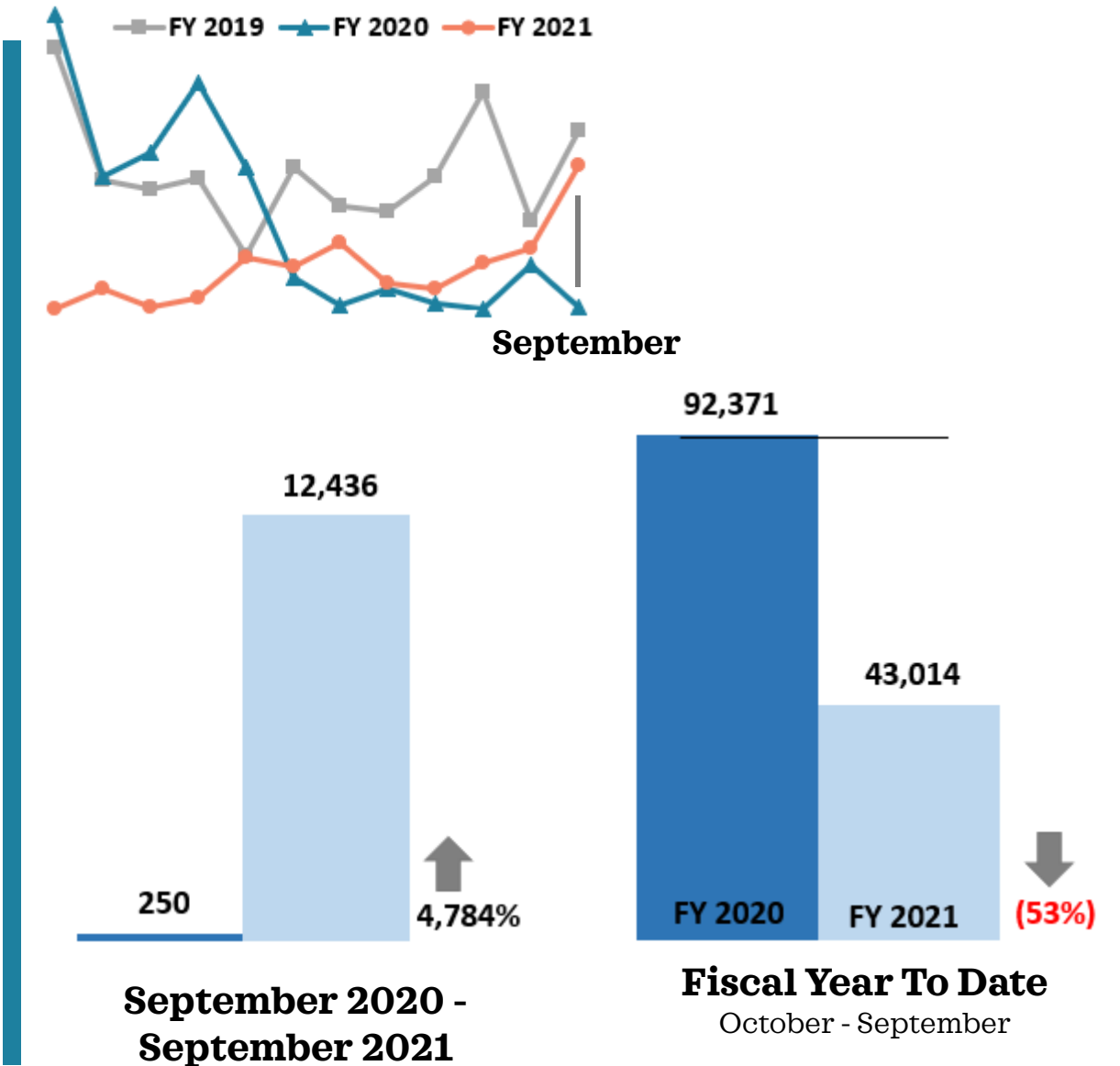


Source: Coastal Mississippi

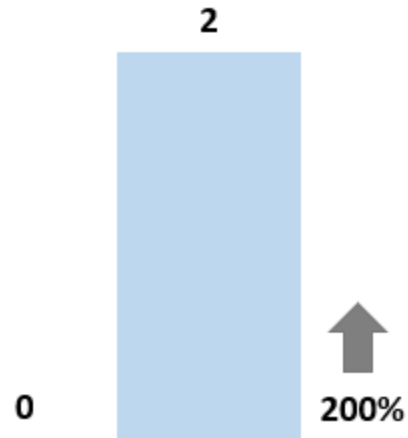
Leads Issued – All Sales



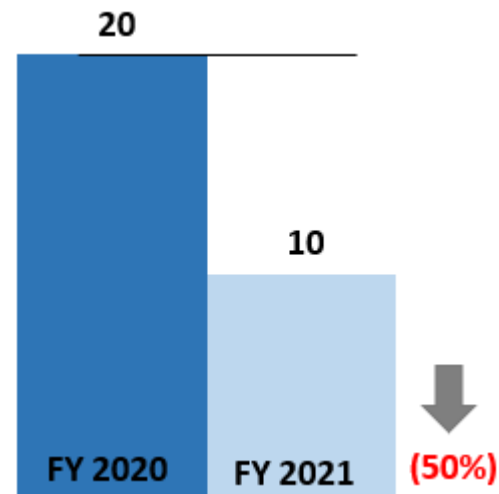
Potential Room Nights



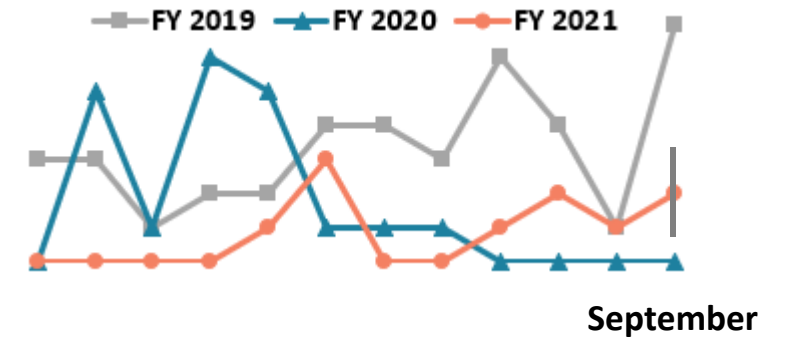
Convention Center Leads



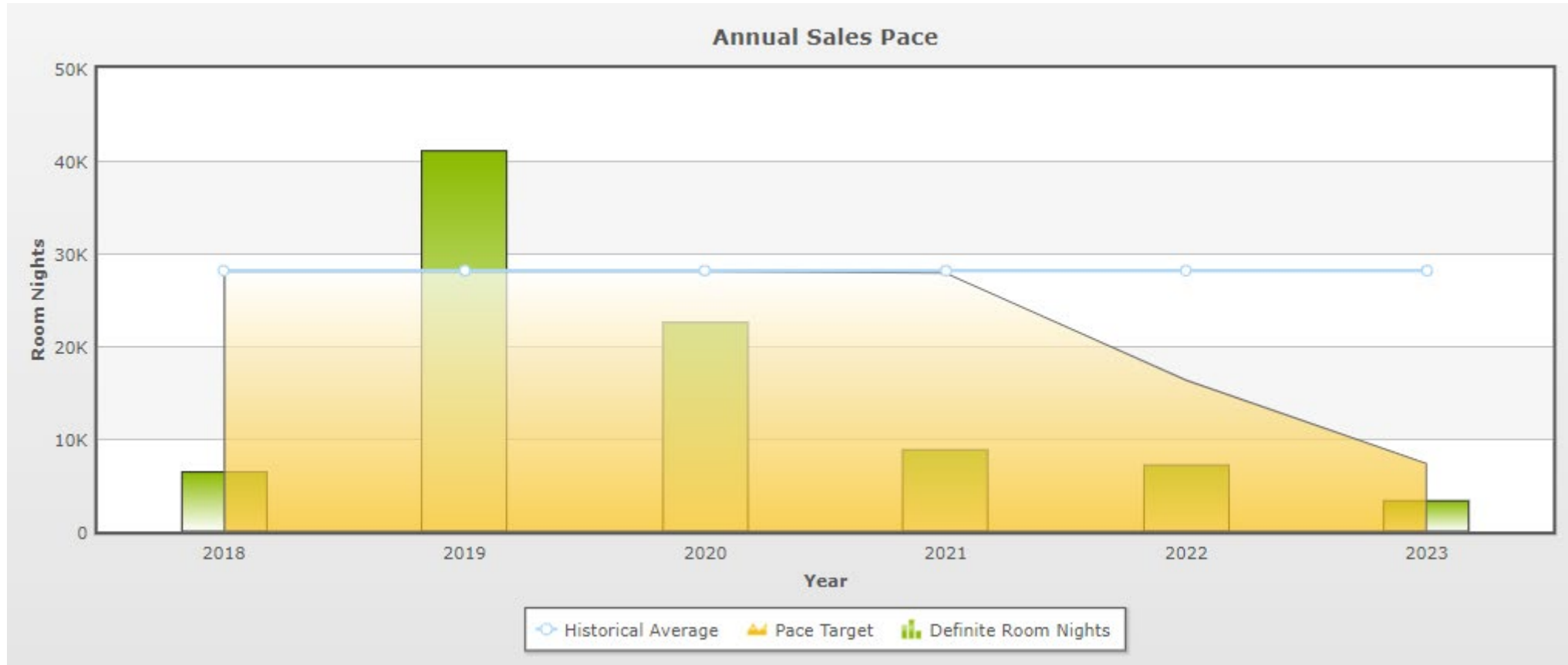
September 2020 over September 2021



Fiscal Year To Date
October - September



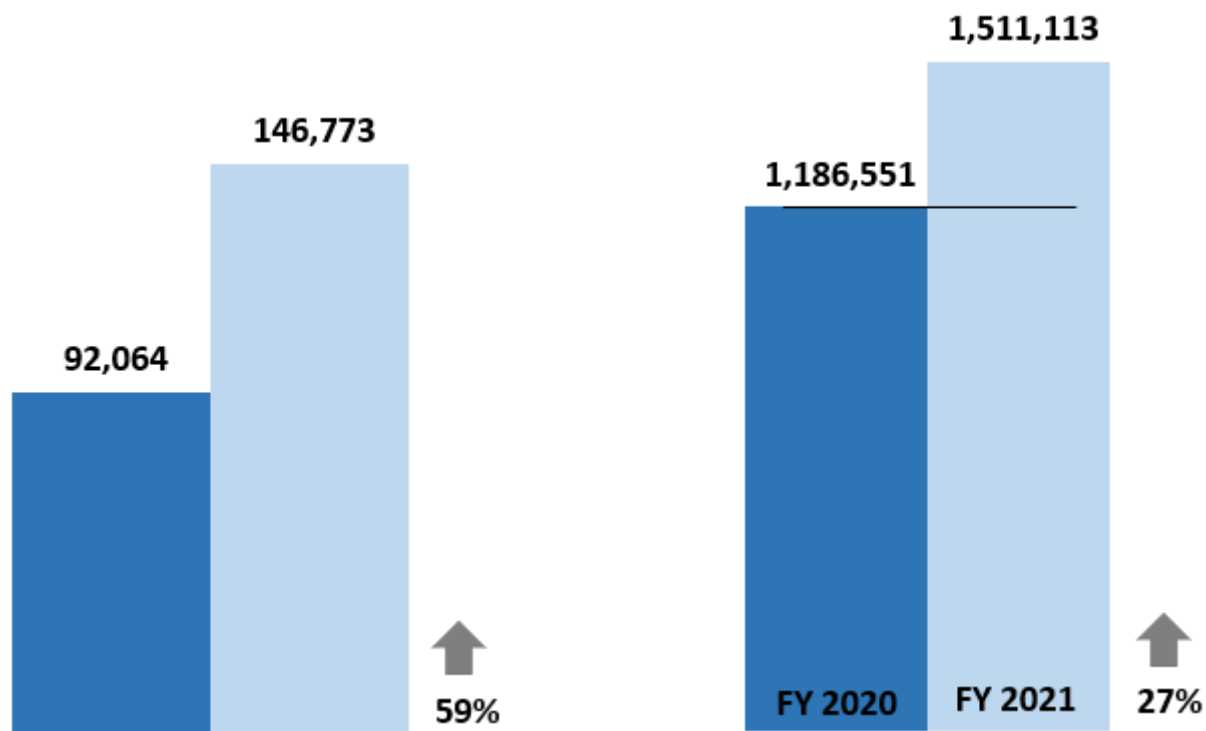
Pace Report



Pace Report - Pipeline



Google Analytics – Users



September 2020 over September 2021

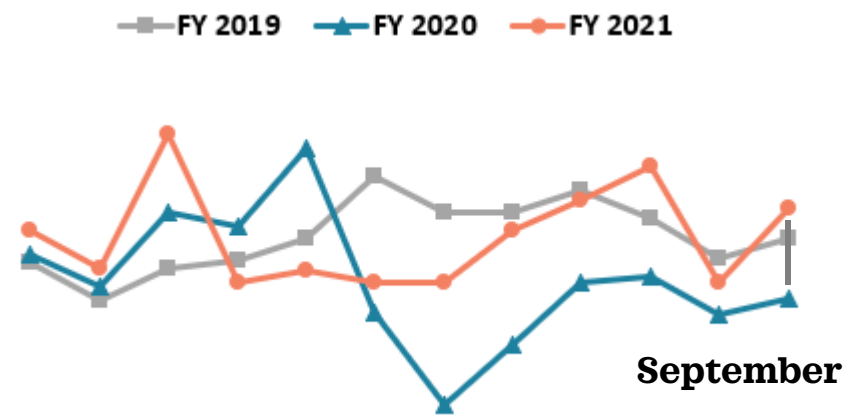
Fiscal Year To Date
October - September

Source: Google Analytics

Traffic Analysis:

Organic sessions were up 10% (+6,100 sessions) over last year. The top landing page was the homepage (+109%; +1,400 sessions) which makes sense as many of the top keywords for the month were general city terms. Other content that performed well included the Gulfport Airport Listing (+5,137%; +2,620 sessions) and Events This Weekend (+114%; +1,300 sessions).

Other YoY organic highlights: Bounce rate improved by 2%, partner referrals from listings up 7% and from event details up 12%, and visitor guide requests up 1%.



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 2021	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Newsletter Signup	241	213	497	234	247	325	368	314	464	530	260	420
Total Active Newsletter Recipients 25,796												
Request the Guide	568	440	542	784	797	1,143	1,080	1,163	1,305	1,349	779	994
Digital Guide Views	118	69	88	131	129	196	182	207	259	205	146	150

Action Taken

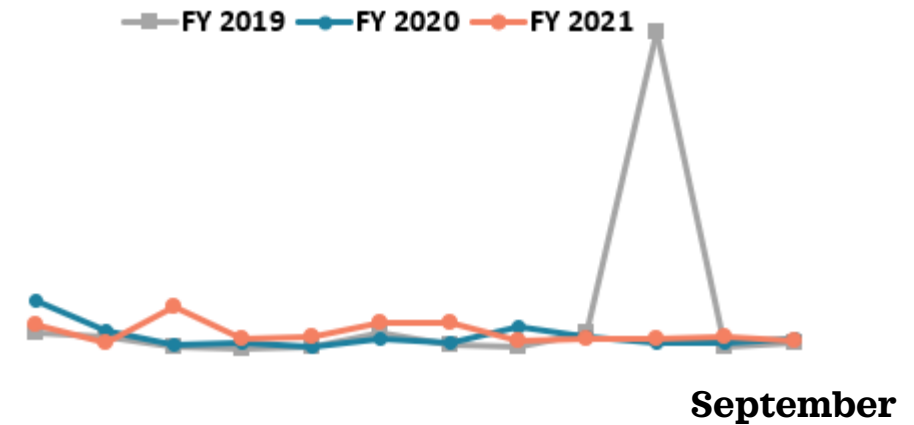
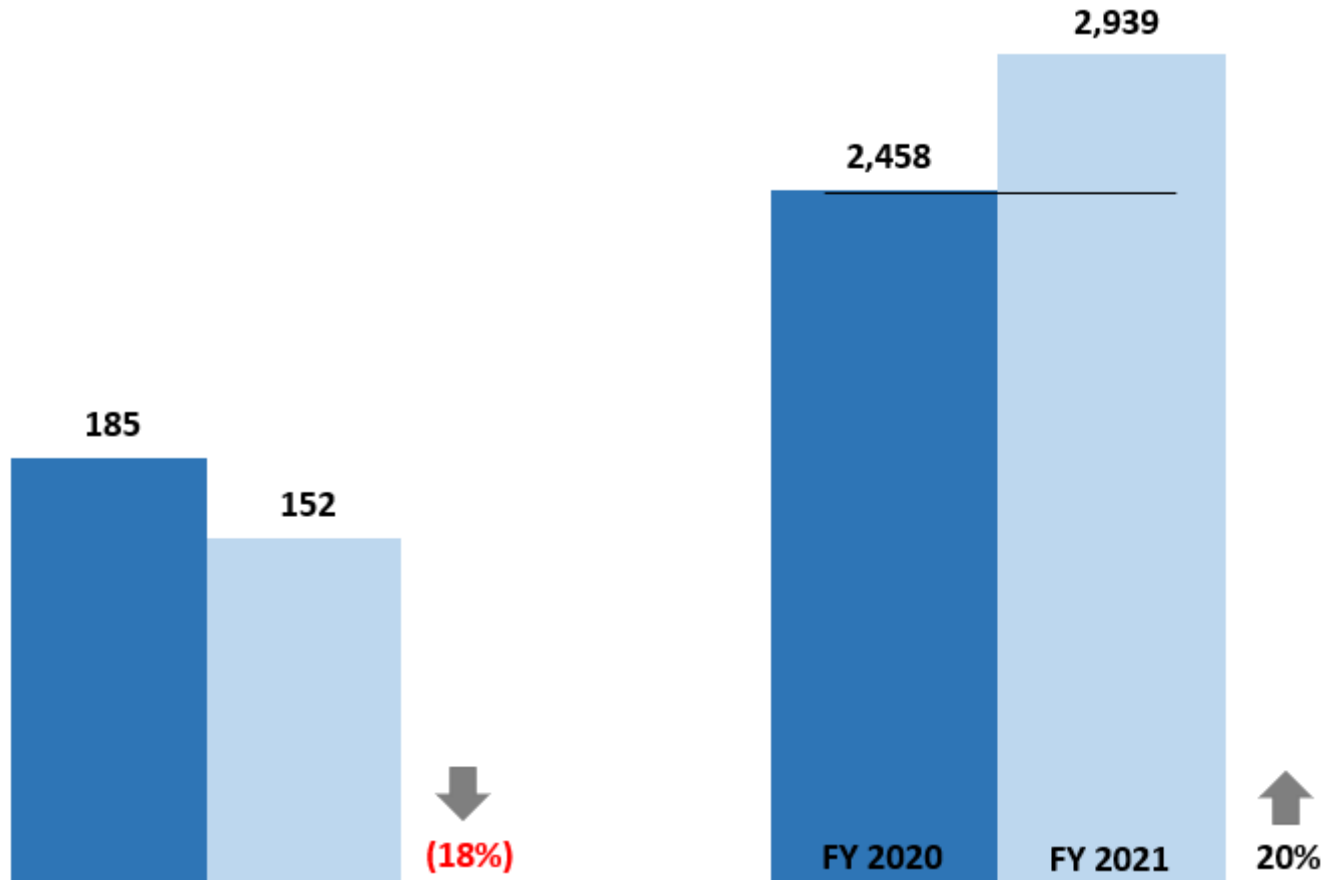
Total number of partner events and listings viewed by visitors on our site.

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

Event Detail	5,339	6,729	9,279	2,176	2,509	5,190	5,372	8,370	11,121	12,260	3,979	5,928
Listing Detail	10,648	7,466	9,064	13,007	13,743	25,274	20,947	26,961	32,961	36,242	18,128	15,431
External Link	14,105	8,955	9,549	7,740	8,390	13,196	13,920	18,676	22,613	22,764	12,004	13,231

3501 - Attraction-pass; 310 - Casinos; 269 - Things to Do; 238 - Restaurants

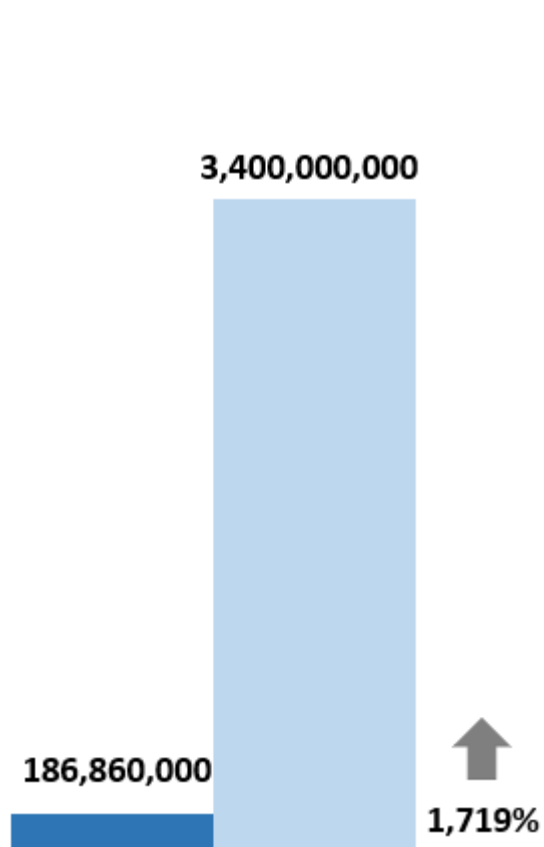
Number of Articles



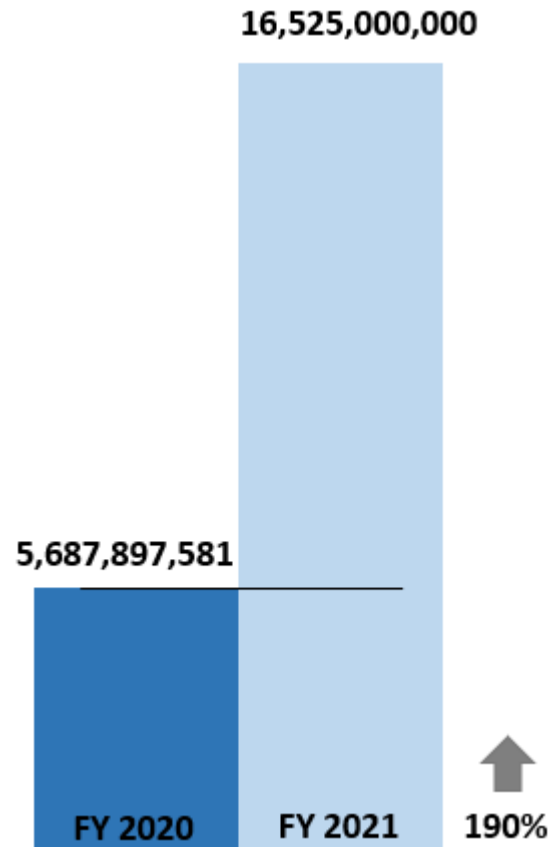
September 2020 over September 2021

Fiscal Year To Date
October - September

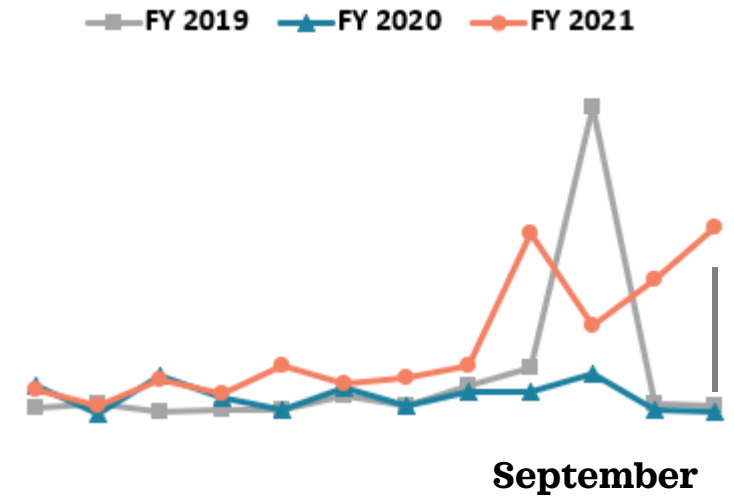
Impressions



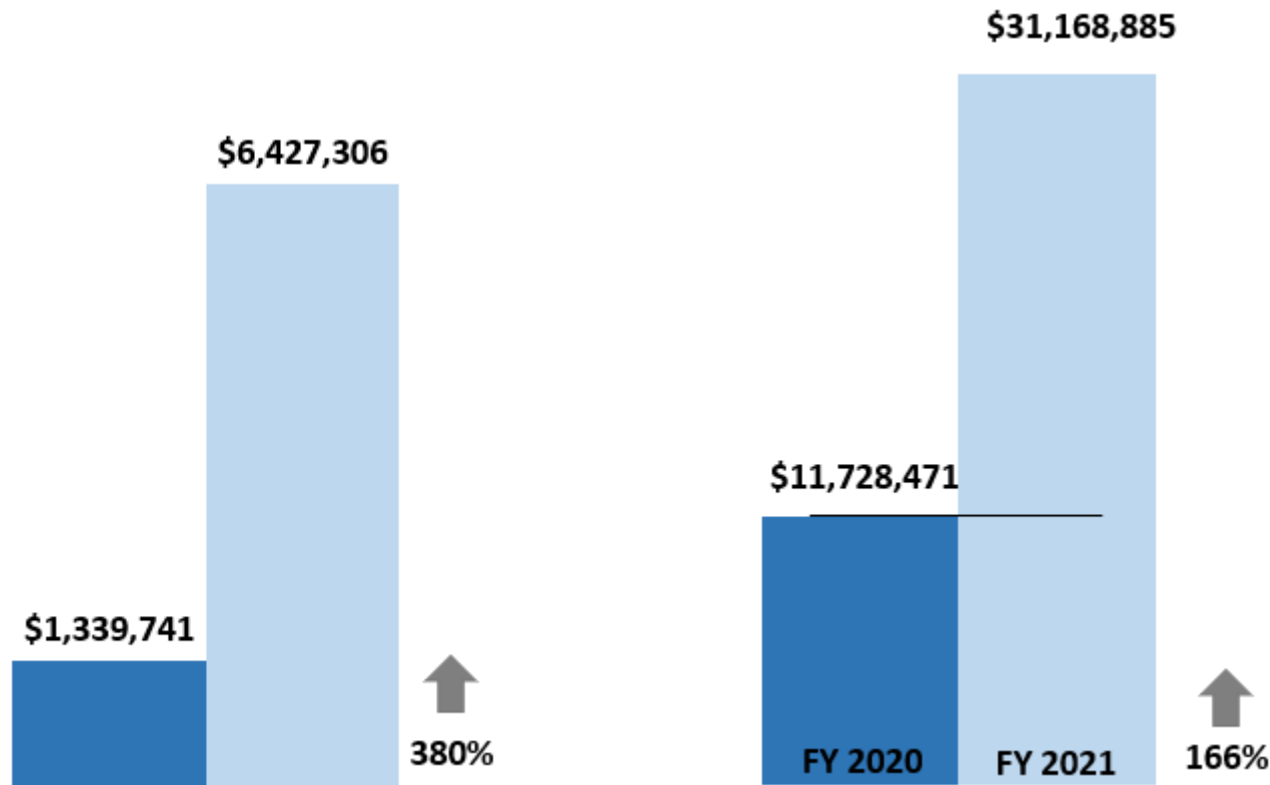
September 2020 over September 2021



Fiscal Year To Date
October - September



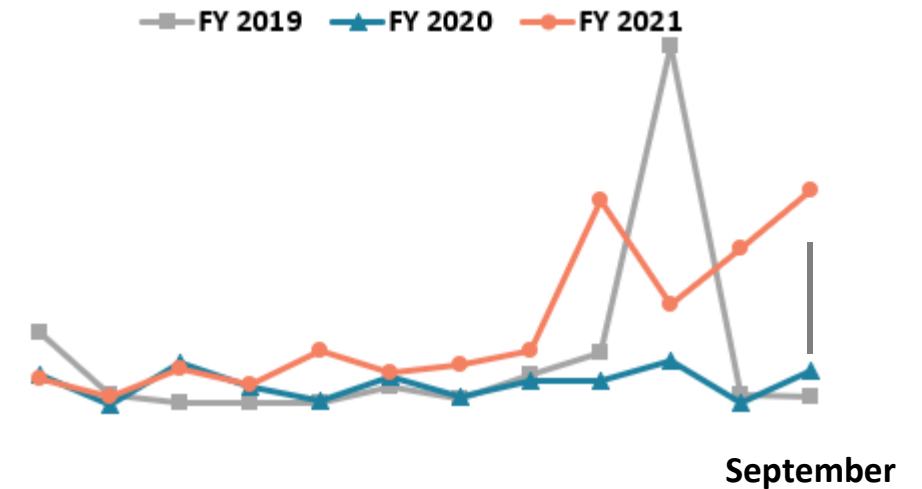
Advertising Value Equivalency



September 2020 over September 2021

Fiscal Year To Date
October - September

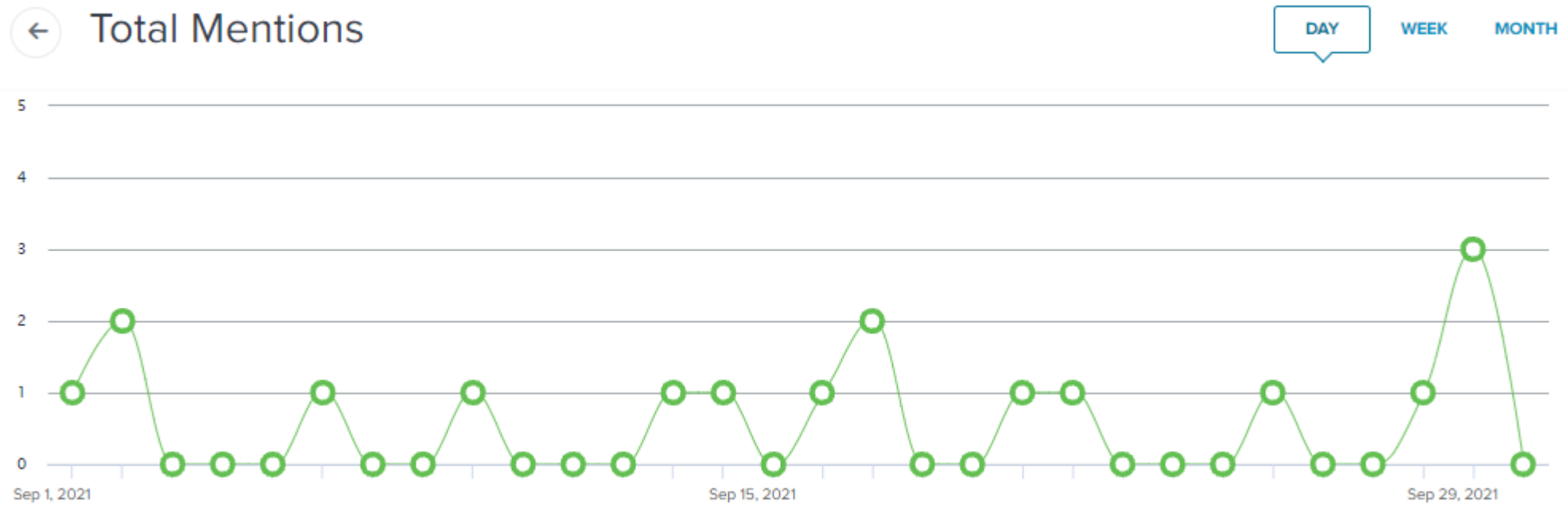
Source: Cision



Earned Media

Content Drivers:

- COVID-19
- Food & Drink
- Outdoor activities
- Fall Getaways
- Affordable Travel



SunHerald

From hotel discounts to donations, tell us how the MS Coast should help Ida evacuees

The Sun Herald has lifted the paywall from coverage of Hurricane Ida as a public service to our readers. To support local journalism and our reporting, please consider [becoming a subscriber](#).

Hurricane Ida devastated many parts of Louisiana, leaving residents without power and struggling to find gas and food options in grocery stores.

Many are evacuating to the Mississippi Gulf Coast to find shelter, fuel, water and more while Entergy works to restore power to the New Orleans area, the Northshore and other parts of the state.

Many evacuees are coming east to South Mississippi as they try to sort out the wreckage that Ida left behind.

Many businesses in South Mississippi are already gathering items or offering special discounts for evacuees. Here's [the list from Coastal Mississippi](#).

Local Media Coverage - Assisted

Southern Bound: Coastal Mississippi



A longtime destination for sunseekers and water sportsmen, Coastal Mississippi's 62 scenic miles of shoreline—including 26 miles of tranquil man-made sand beaches—are marked by a patchwork of charming and resilient beach towns where the salty Gulf waters fuel the tight-knit communities.

Plump oysters; pink, brown, white, and Royal Red shrimp; blue crab; red snapper; drum; and the list goes on—the Gulf of Mexico is home to thousands of species of finfish, shellfish, and bivalves that feed the appetites and livelihoods of coast dwellers. Before there were the flashy casinos and stilted seafood shacks a stone's throw away from the water, present-day Mississippi's coastal position attracted Native Americans—specifically the Acolapissa, Biloxi, and Pascagoula tribes—who relied on the abundance of Gulf seafood as a food source.

Coastal Mississippi Assisted Media Coverage



51 affordable discoveries across America in 2021

More than ever, Americans are craving local, affordable adventures. We've assembled a list of affordable discoveries in every state (plus the US Virgin Islands!) to inspire your next adventure. Be sure to check local safety guidelines before traveling to any of these destinations.

Mississippi – Biloxi

Biloxi is located along what Mississippi calls “the secret coast,” the 61-mile stretch of beach that makes up the state's southern border. Biloxi has a plethora of casinos and cheaper accommodation options, and explorers will find it a great jumping off point to experience the coast. Make sure you check out nearby Ocean Springs and its cute downtown, and go antiquing in Bay St Louis. Science fans and families with kids will love the [INFINITY Science Center](#), which provides a glimpse into how NASA launches rockets from the coast.

10 best beach vacation ideas for families – even if you're traveling in the fall

Gulfport, Mississippi



For a nice balance of relaxing beaches and family-friendly activities, you can't go wrong with [Coastal Mississippi](#) and centrally located Gulfport. Spend your mornings kicking back on [Biloxi Beach](#) or [Long Beach](#), perhaps flying a kite and enjoying a picnic lunch. The afternoon can be all about playing at [Gulf Islands Waterpark](#), going on a [shrimp boat tour](#), exploring the [Mississippi Aquarium](#), or zip lining at an [adventure park](#).

12 Best Fall Fishing Destinations for 2021

Coastal Mississippi

With a name like “Secret Coast,” you'd think there isn't much to do in Coastal Mississippi, but the opposite is true! This lovely stretch of land and beaches straddles the Gulf of Mexico and has a lot to offer to prospective fishing enthusiasts. That's why it's on the list of the best fall fishing destinations.

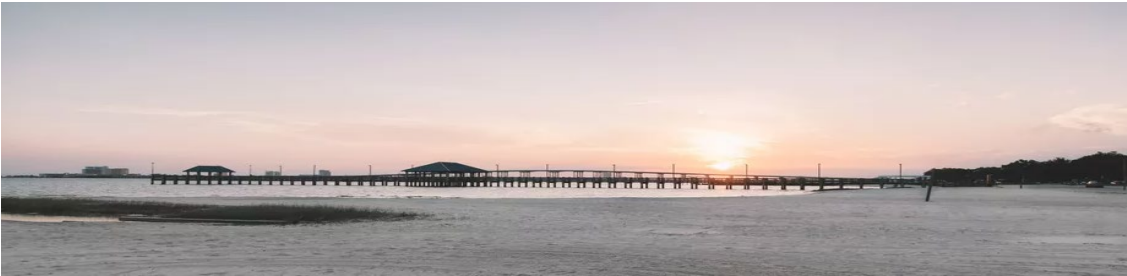
Fall fishing all over the Secret Coast, especially in [Biloxi](#) and [Gulfport](#), has a stellar reputation. Fishing spots are as numerous as they are diverse, and the bite is on year-round. And then there's an array of species that come out to play in fall. Bays, reefs, rivers, and marshes are all but one cast away.

As the leaves start to change color, Bull Redfish are on everyone's minds. Black Drum, Speckled Trout, Gar, Jack Crevalle, and Sheepshead are all there for the taking too, along with Snapper and Tripletail.

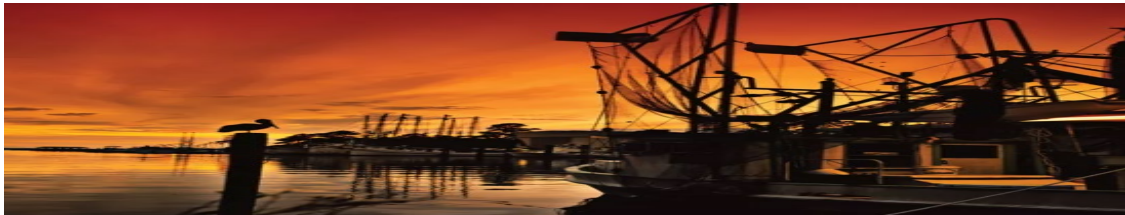
Coastal Mississippi is a picture-perfect destination for fishermen who'd like to take a beat from their busy lives, enjoy superb action, and just relax for a bit. Sun-kissed beaches and deep-blue waters teeming with fish await!

Die geheime Küste: Reise an die Strände von Mississippi

(The secret coast: A trip to the beaches of Mississippi)



Mit Mississippi verbindet man nicht unbedingt zuallererst Strandurlaub. Dass der US-Bundesstaat ein Strandleben hat, ist relativ unbekannt. Die Einheimischen nennen ihre Küste selbst „The Secret Coast“. Die geheime Küste. Der etwa 100 Kilometer lange Abschnitt am Golf von Mexiko ist eine wahre Entdeckung, denn dort findet man vielerorts das, wonach sich viele in den Ferien sehnen: Ruhe.



Time for a fall break? Here are some top places to refresh, indulge and take advantage of what the South has to offer



Gulf Coast Beaches (Coastal Mississippi)

With 62 miles of shoreline that tend to be less crowded than Alabama and Florida, it's easy to find a spot on the Mississippi Coast to set up for a day amid the sand and waves. Bring your own beach gear or rent them from a local vendor. If you're looking for more activity, there are cruises and tours of local islands and habitats. Plus, each unique town along the Coast has restaurants and shops that don't mind a little sand on your shoes. More info: 228-896-6699 or www.gulfcoast.org



FARM FLAVOR

A Beginner's Guide to Mushroom Foraging, According to Forest-Loving Chefs



When he's not in the kitchen at his restaurant, [White Pillars](#), you might find Chef Austin Sumrall climbing trees – or even doing acrobatics, throwing a friend up on his shoulders – in the middle of forested farmland two hours north of his home in Biloxi, Mississippi. He's not in training for the next Mountain Man, however; it's all in the name of gathering mushrooms. Sumrall's been a forager for a long time, venturing through vines and thickets, trudging through trees and often donning snake gaiters to hunt down prized mushrooms like chanterelles, lion's mane and chicken of the woods. (The latter two grow high in trees, hence the acrobatics.)

Mushroom foraging is hard work, and it's rare to find enough of them to be able to add them to the menu for his guests. However, if Sumrall comes across a 20-pound chicken of the woods or gathers a bounty of chanterelles in season (summer), he'll make something special.

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The Hottest Item on the Menu? The Neighborhood Pest

Why you should try the sustainable trend of eating invasive species

Lionfish sushi, snakehead tacos, kudzu quiche, boiled phragmites, nutria eggrolls—welcome to the always adventurous, often altruistic, and occasionally wacky world of invasivorism. The growing food movement pairs culinary curiosity with environmental and animal conservation by promoting the consumption of malicious yet delicious invasive plant and animal species in the very places they've become problematic.

Meat eaters aren't the only ones who can do their part. Contrary to popular belief, not all invasives walk or swim. Take kudzu, sometimes called "the vine that ate the South." First introduced at the 1876 Philadelphia Centennial Exposition as an ornamental plant and then widely promoted as an erosion controller, it now blankets an estimated 7.4 million southern acres.

"Instead of going scorched Earth with chemicals that have indirect impacts on surrounding species, we can be better stewards by yanking it out and eating it," says chef Alex Perry of [Vestige](#) in Ocean Springs, Mississippi, who uses the leaves, flowers, and roots to "produce the greatest thickener a kitchen pantry can have."

Social Media Metrics



Monthly
Change

878

5

-

557

218

18

1,676

September
2021

159,407

15,409

986

17,911

1,876,467

5,881

2,076,061

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Total

(Total Likes)

(Total Followers)

(Total Followers)

(Total Followers)



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Published by HeyOrca · September 29 at 1:15 PM

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21,214
People Reached

1,547
Engagements

Boost Post

325 8 Comments 130 Shares

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Impressions
36,020

Interactions
4,550

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5,898 followers
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98

Impressions

2,245

Reactions

98

Clicks

64

Shares

13

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6:48 PM · Sep 10, 2021 · Twitter for iPhone

Impressions

1,444

Engagements

71

Likes

23

Shares

8

Twitter

SOCIAL MEDIA