



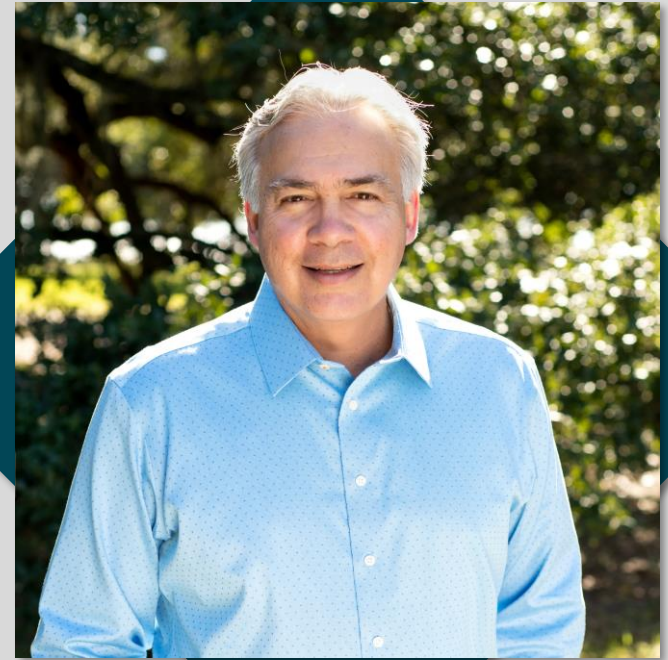
Partners Update

coastal
MISSISSIPPI

The Secret Coast

Milton Segarra CEO

coastal
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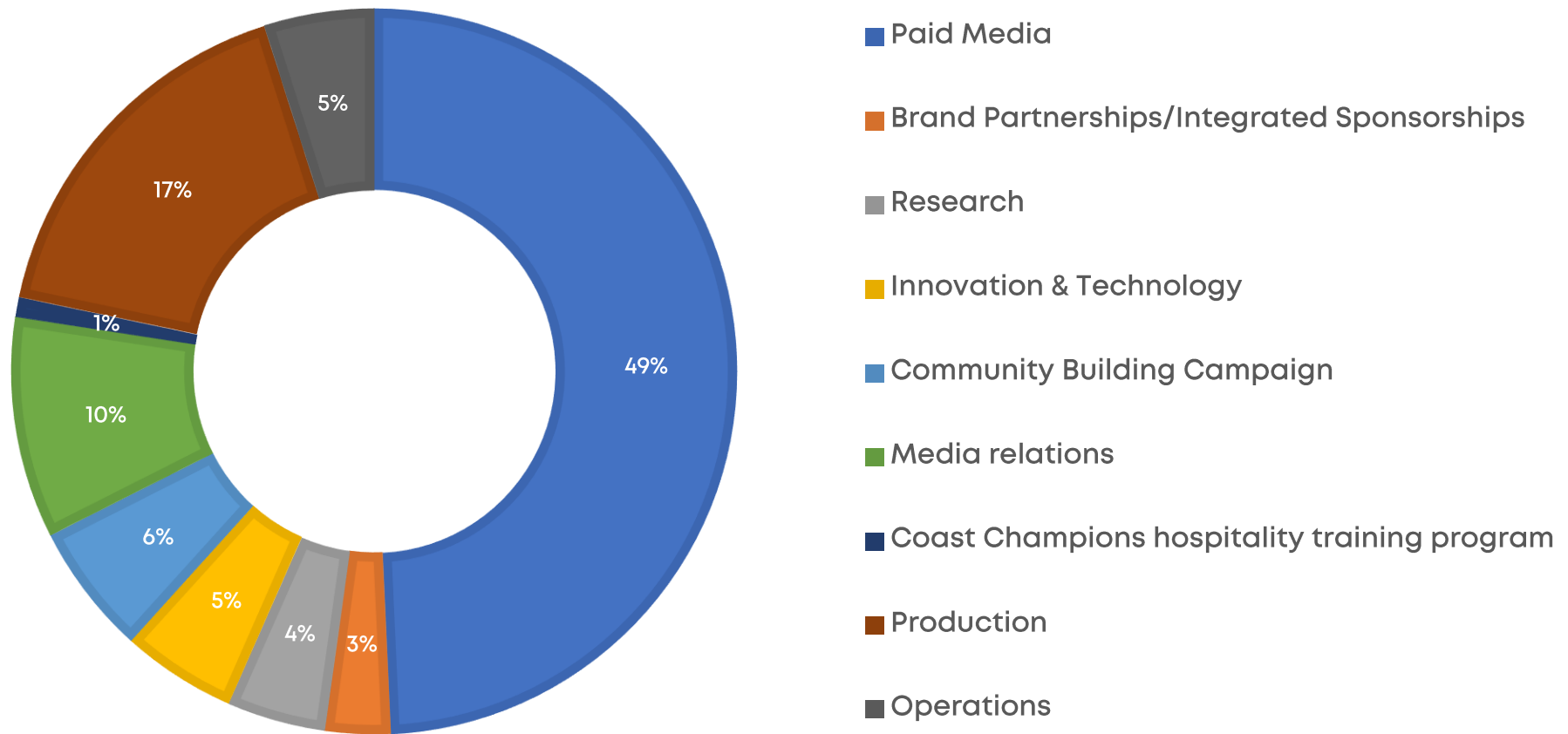
Tourism Recovery Fund

Thanks in part to the leadership and unwavering dedication displayed by our Coastal Delegation in passing the Tourism Recovery Fund, our destination received the tools and resources we needed to drive visitor demand and fuel recovery for our local communities and industry.

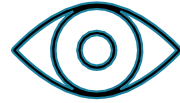
Coastal Mississippi was awarded **\$3.4 million** from the **CARES Act** for recovery initiatives. Through collaboration with talented agencies, staff, board of commissioners, community leaders, industry partners and research, we created the Coastal Mississippi Recovery Plan that would ignite visitation again.

Tourism Recovery Fund

BUDGET ALLOCATION - \$3,420,061



2020 KPI's



Advertising Engagements

Total impressions: 141, 504, 206
Total clicks to website: 474, 325
Total video views: 17, 611, 324



Occupancy Tax Receipts

25% increase YoY
Casinos & Non-Casino rooms

2020 KPI's



Impressions: 9,100,000

Clicks: 4,600

Room Nights: 14,100

Gross Booking Revenue: \$2,000,000



Public Relations

Virtual meetings/interviews secured: 25

Engagement with national contacts: 150

Total earned media articles: 1,044

Total ad value equivalency: \$3,400,000

Total impressions: 1,800,000,000

Outlets included:

Yahoo!

USA Today

MSN

Forbes

Business Insider

Lonely Planet

Skift

Matador Network

Travel USA Visitor Profile

Day Visitors vs. Overnight Visitors

Total Size of Coastal Mississippi Day Domestic Travel Market

Total Person-Trips
14.2 Million
+5.1% v. 2017



Day
57% 8.1 Million

Overnight
43% 6.1 Million

Total Size of Coastal Mississippi 2019 Domestic Travel Market

Total Person-Trips
14.2 Million
+5.1% v 2017



Day
57% | 8.1 Million

Overnight
43% | 6.1 Million

Size of Coastal Mississippi Day Travel Market - Adults vs. Children

Total Day Person-Trips
8.1 Million

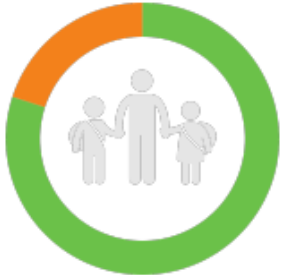


Adults
78% | 6.3 Million

Children
22% | 1.8 Million

Size of Coastal Mississippi Overnight Travel Market - Adults vs. Children

Total Overnight Person-Trips
6.1 Million



Adults
80% | 4.9 Million

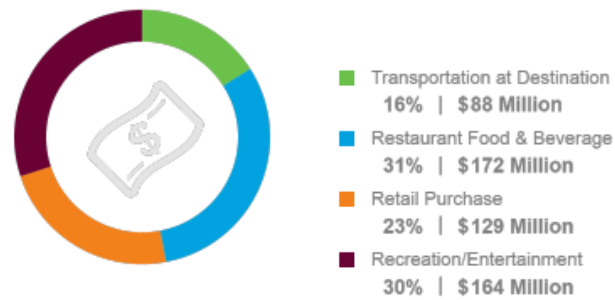
Children
20% | 1.2 Million

Travel USA Visitor Profile

Day Visitors vs. Overnight Visitors

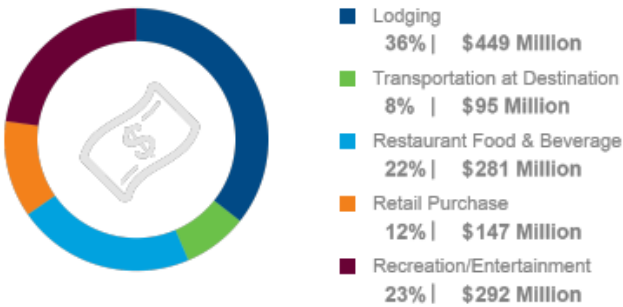
Domestic Day Expenditures - by Sector

Total Spending
\$553 Million
+9.9% v. 2017



Domestic Overnight Expenditures - by Sector

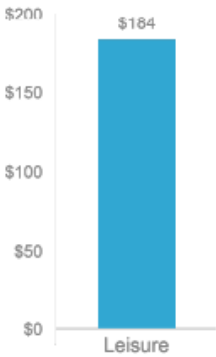
Total Spending
\$ 1.263 Billion
+8.2% v. 2017



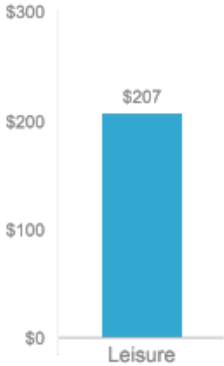
Average Per Person Expenditures
on Domestic Day Trips
- by Trip Purpose



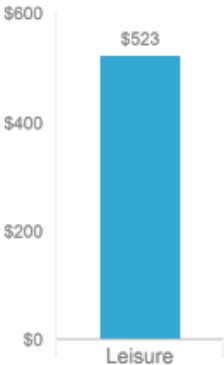
Average Per Party Expenditures
on Domestic Day Trips
- by Trip Purpose



Average Per Person Expenditures
on Domestic Overnight Trips
- by Trip Purpose

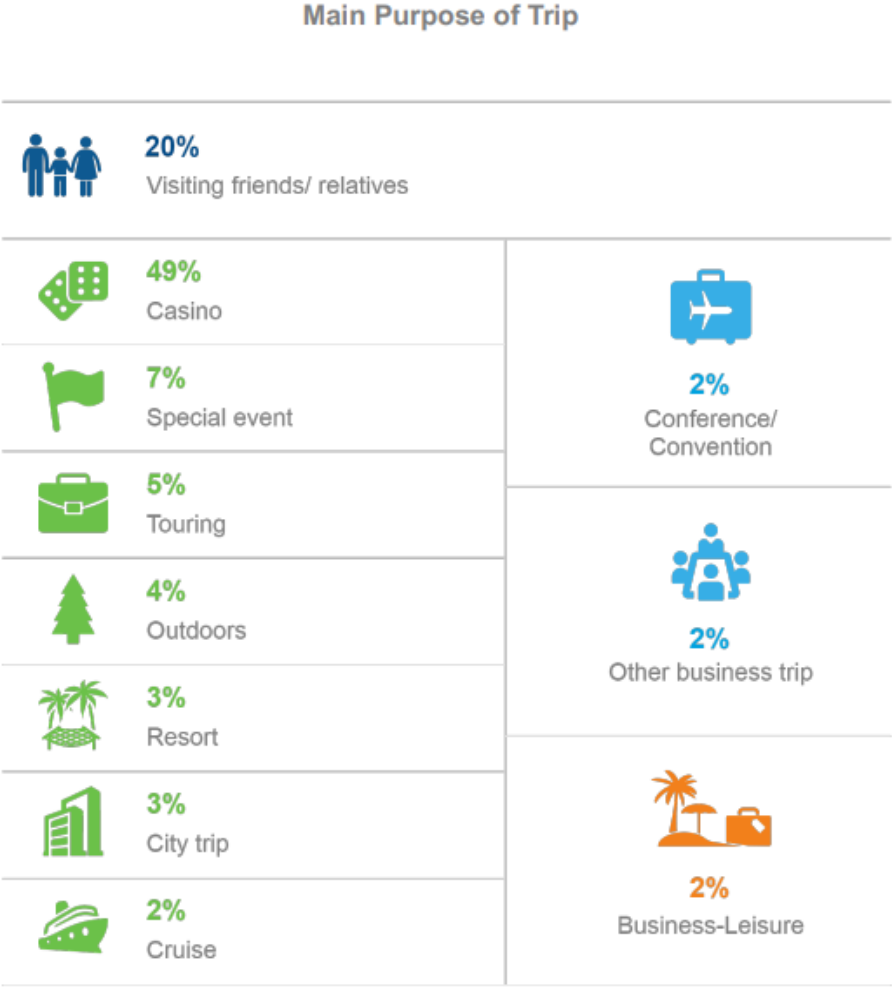


Average Per Party Expenditures
on Domestic Overnight Trips
- by Trip Purpose



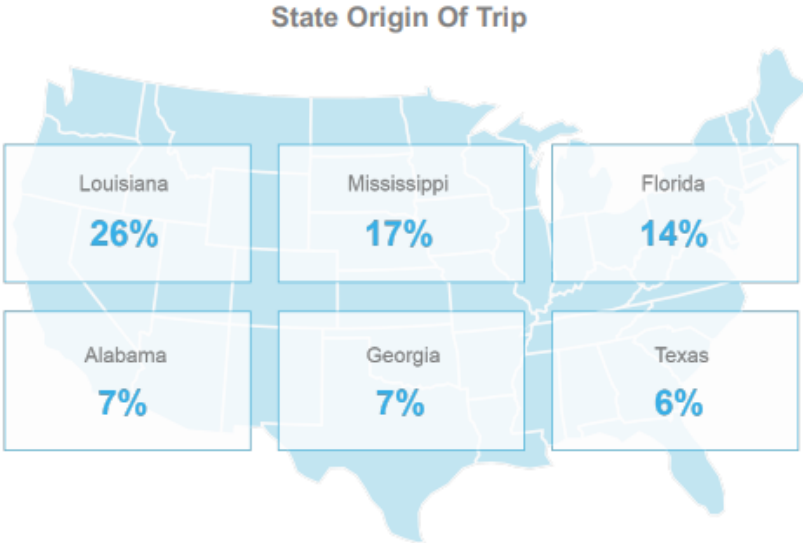
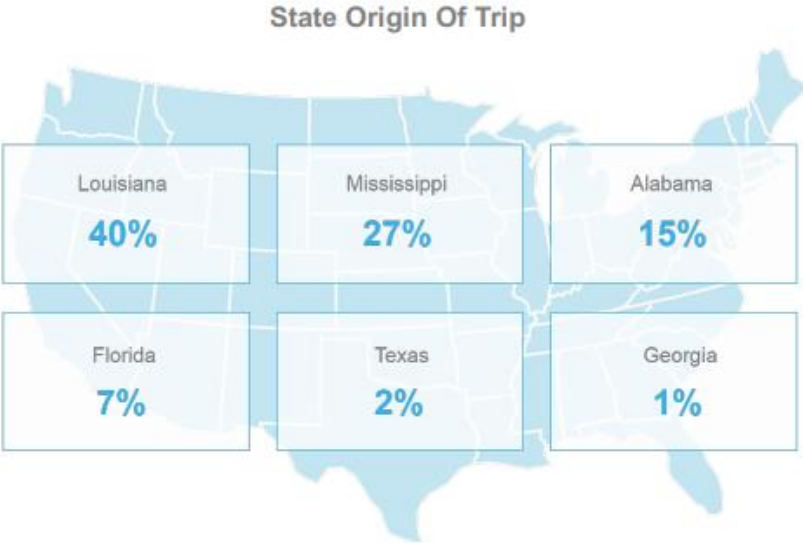
Travel USA Visitor Profile

Day Visitors vs. Overnight Visitors



Travel USA Visitor Profile

Day Visitors vs. Overnight Visitors



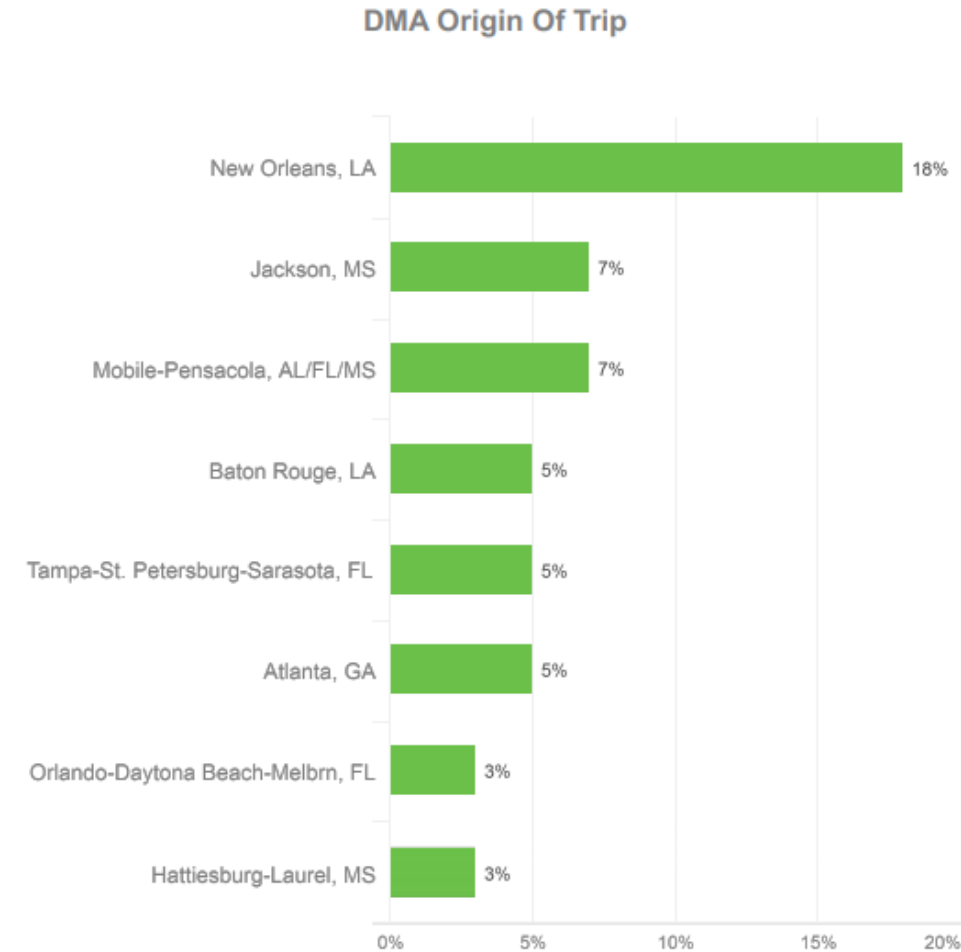
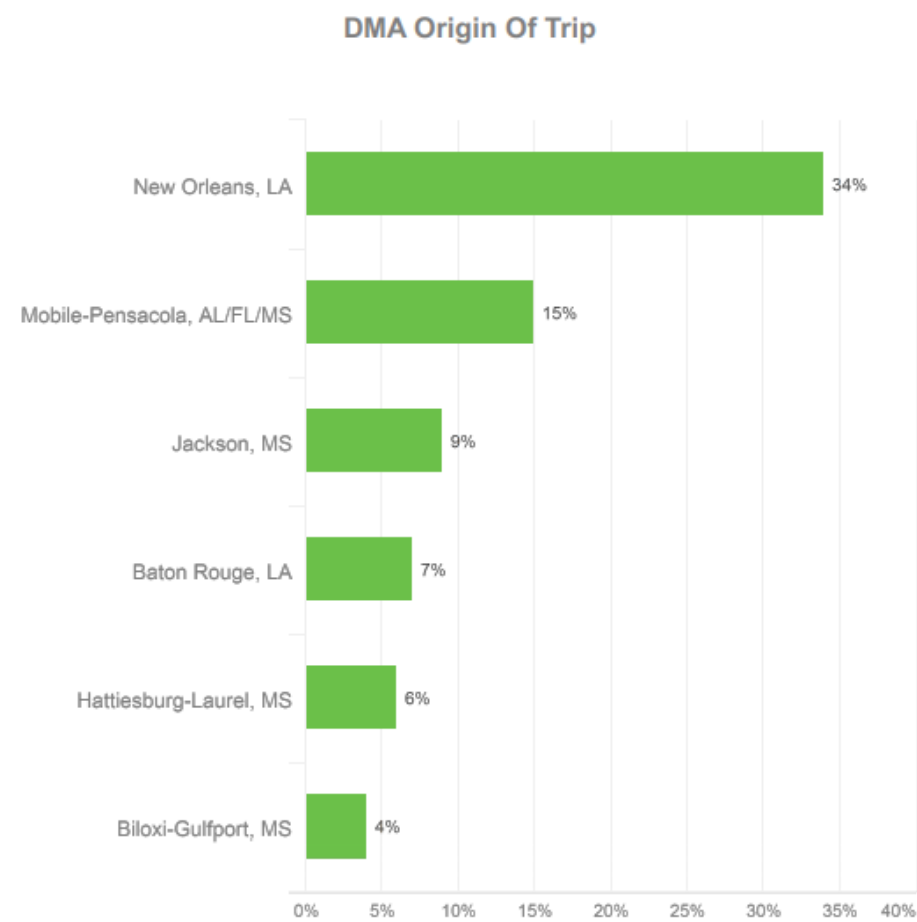
Season of Trip
Total Day Person-Trips
Data is for 2019 only



Season of Trip
Total Overnight Person-Trips

Travel USA Visitor Profile

Day Visitors vs. Overnight Visitors



Travel USA Visitor Profile

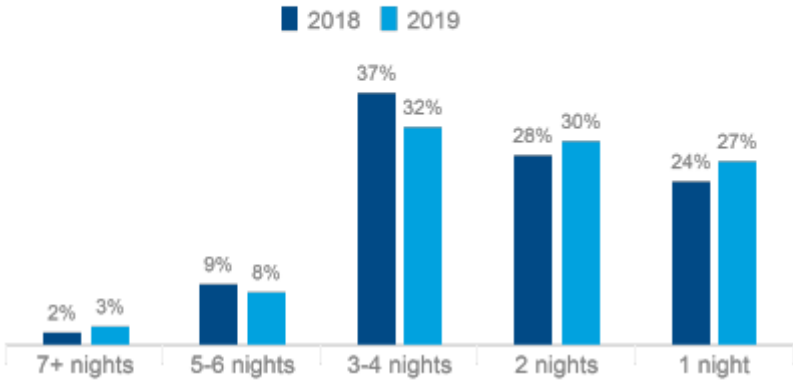
Overnight Visitors



Nights Spent in Coastal Mississippi

Average number of nights
2.6

Number of Nights Spent in Coastal Mississippi - Trended



Average in 2019
2.6
Nights

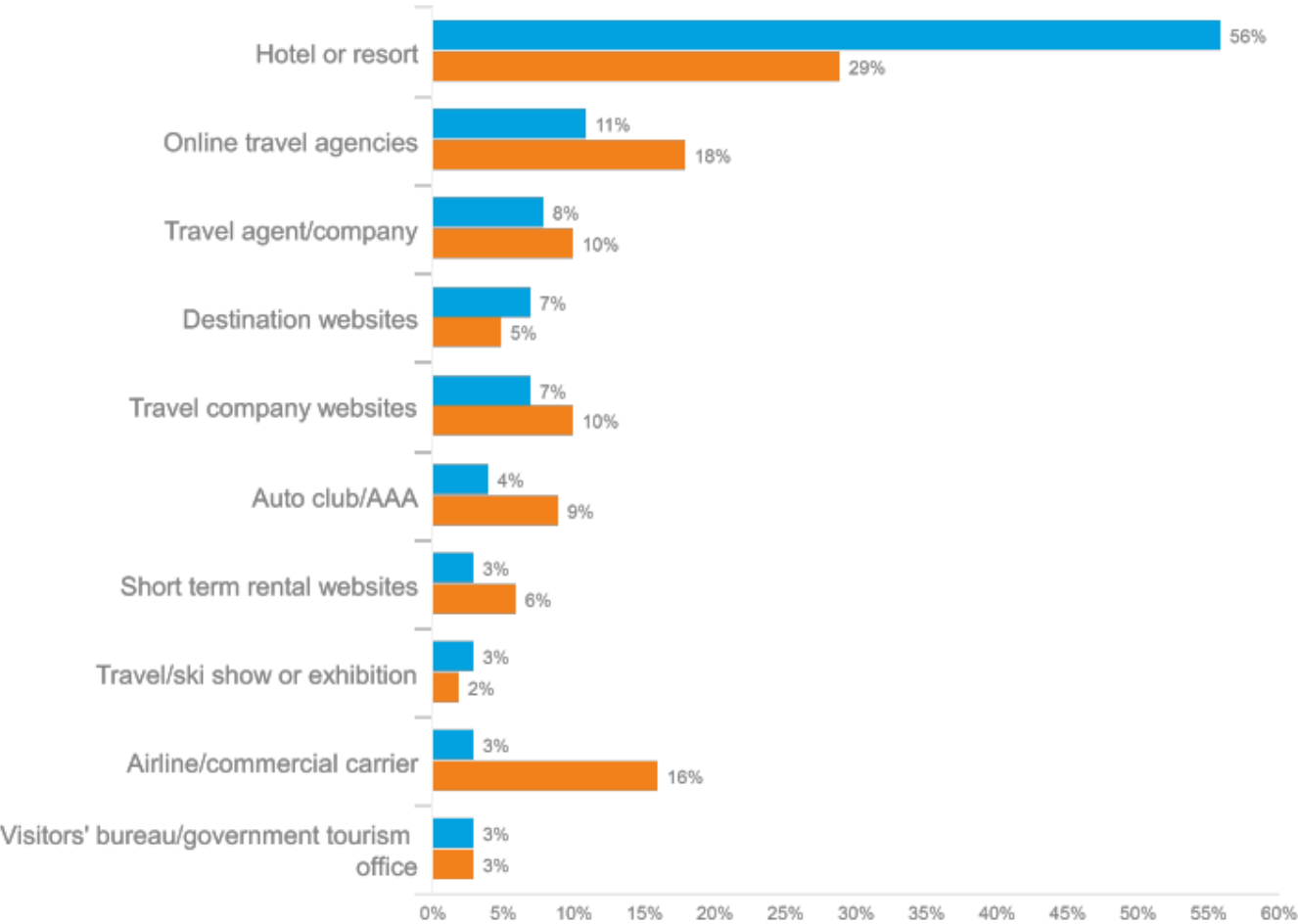
Average last year
2.7
Nights

Travel USA Visitor Profile

Overnight Visitors








Method of Booking

■ Coastal Mississippi ■ U.S. Norm



Accommodations

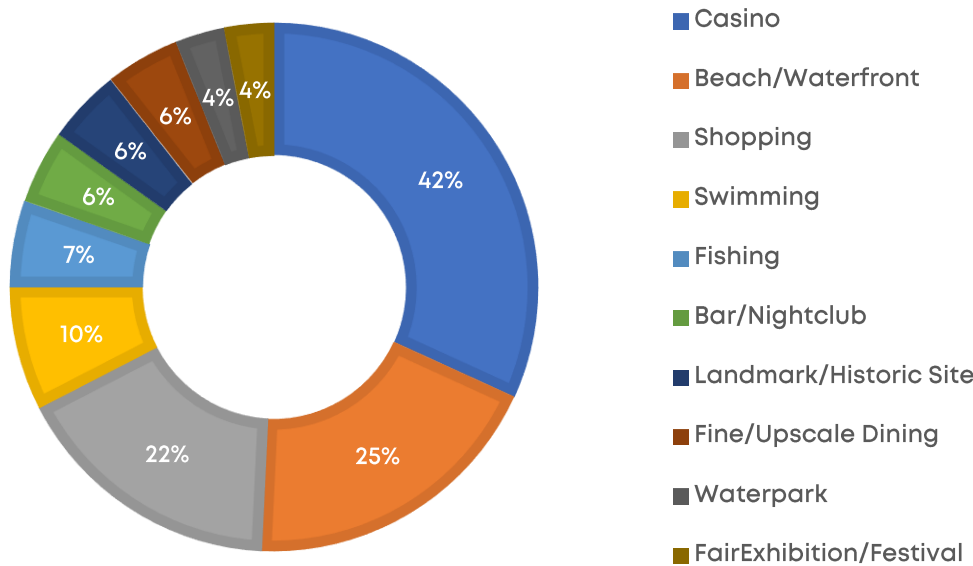
Coastal Mississippi U.S. Norm

	Resort hotel	58%	23%
	Motel	14%	16%
	Other hotel	13%	22%
	Home of friends or relatives	9%	22%
	Bed & breakfast	4%	5%
	Rented home / condo / apartment	4%	5%
	Campground / trailer park / RV park	3%	4%

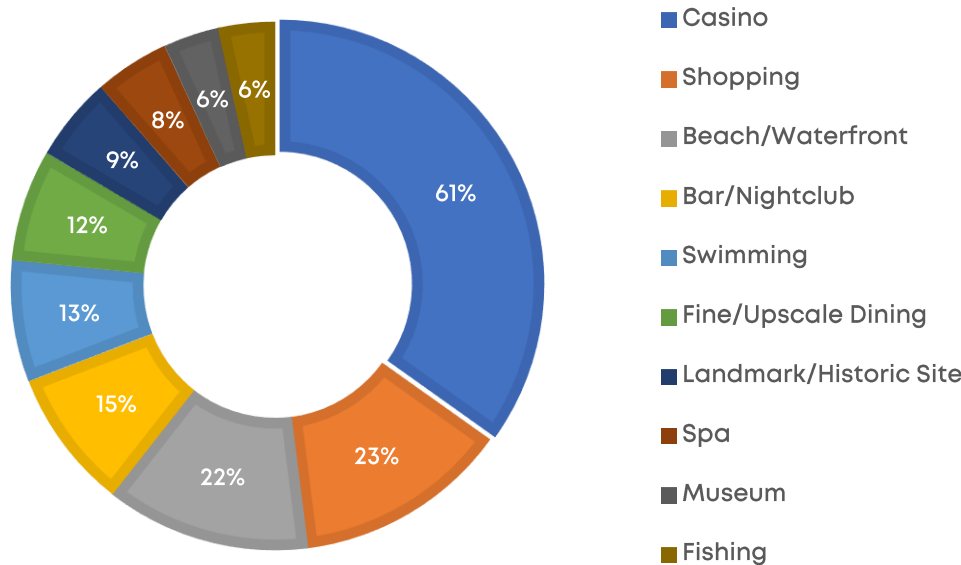
Travel USA Visitor Profile

Activities & Experiences

DAY VISITORS





















OVERNIGHT VISITORS



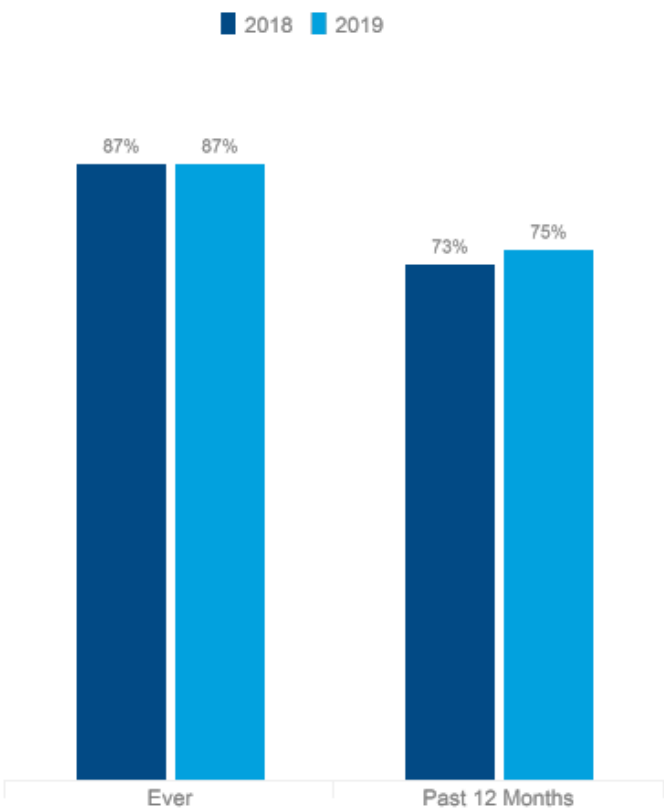
Travel USA Visitor Profile

Visitor Satisfaction

% Very Satisfied with Trip

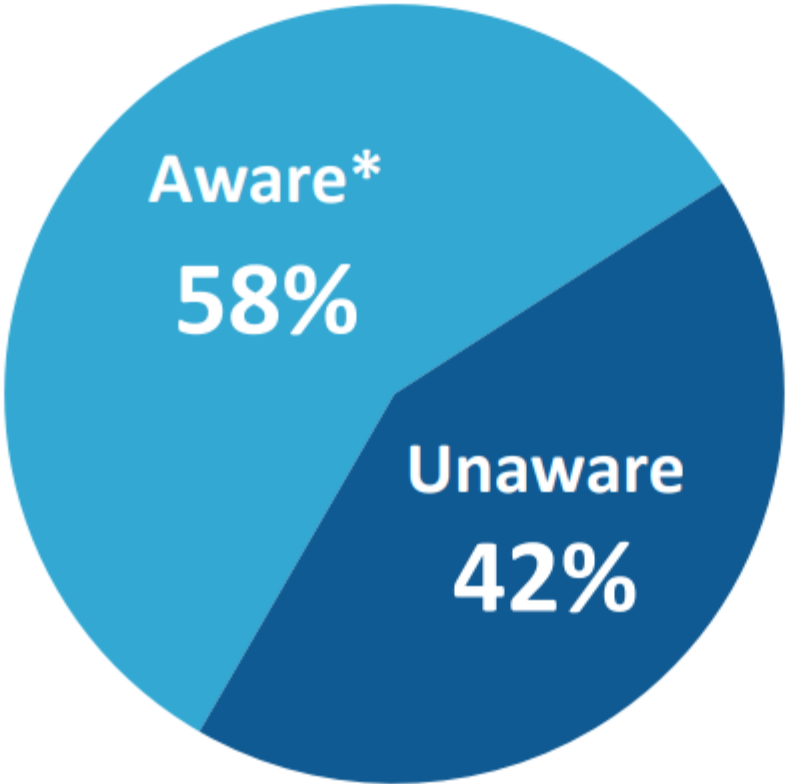
	Overall trip experience		75%
	Friendliness of people		73%
	Safety and Security		72%
	Quality of accommodations		69%
	Quality of food		68%
	Value for money		65%
	Cleanliness		65%
	Sightseeing and attractions		54%
	Music/nightlife/entertainment		49%

Past Visitation to Coastal Mississippi



Brand Awareness Study

Base: Residents of Coastal Mississippi's Regional Advertising Markets



*Saw at least one ad

Brand Awareness Study

**THERE WERE NO ATTRIBUTES
NEGATIVELY IMPACTED BY THE
ADVERTISING**

Brand Awareness Study

**THERE WERE NO SIGNIFICANT
PERCEIVED PRODUCT
WEAKNESSES VS. IMAGE**

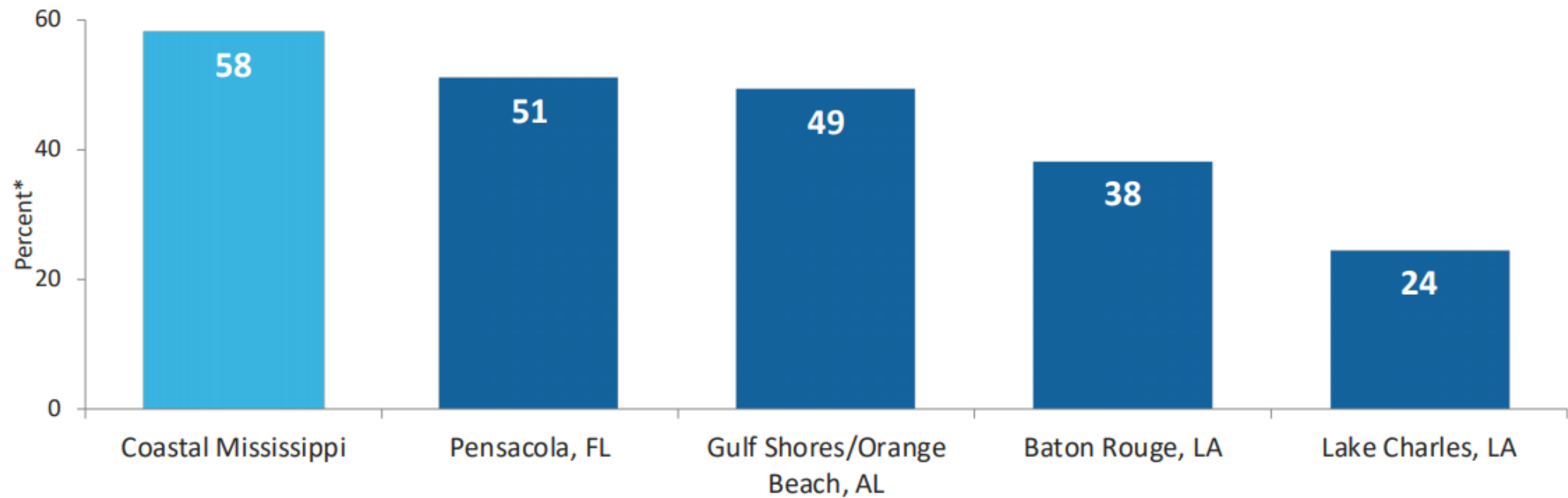
Brand Awareness Study

**THERE WERE NO SIGNIFICANT PERCEIVED
IMAGE WEAKNESSES VS. THE COMPETITION**

Brand Awareness Study

Intent to Visit Destination in the Next 18 Months

Base: Residents of Coastal Mississippi's Regional Advertising Markets



*Percent of respondents who indicated they will 'definitely will' or 'probably will' visit the destination in the next 18 months on a day or overnight leisure trip

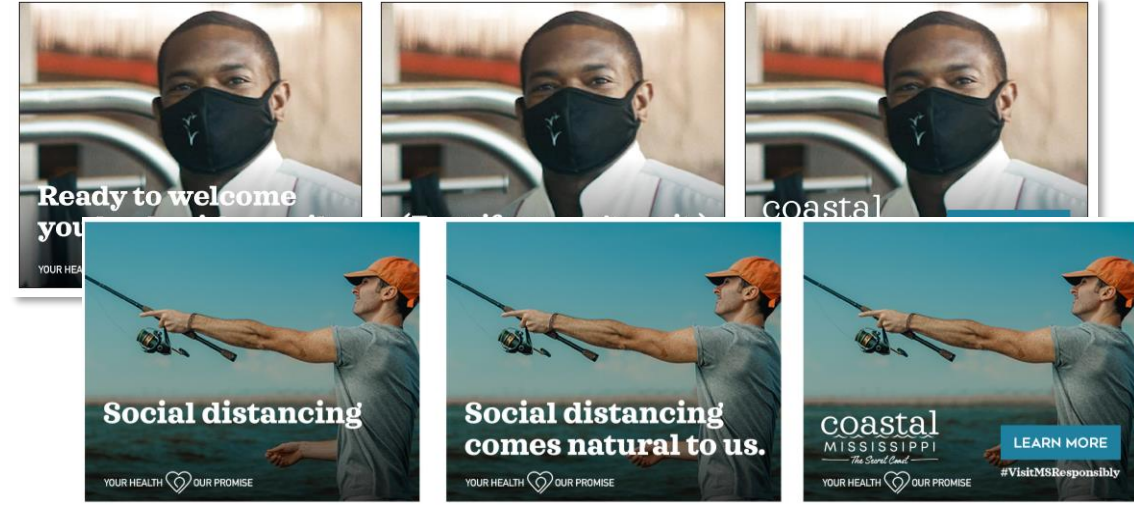
Marketing & Sales

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Paid Media

- Base **Leisure** Campaign + the launch of two new vertical markets
 - **Gaming**
 - **Outdoors**
- Utilized traditional and digital media to amplify safe travel messaging to potential visitors



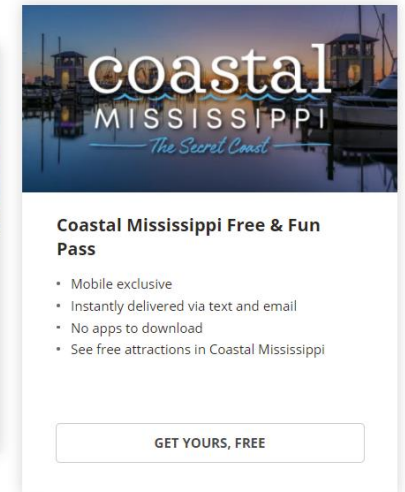


Coastal Mississippi's 62 miles of shoreline feature a natural barrier of islands that make up Mississippi's portion of Gulf Islands National Seashore, creating a distinctive choice for fishing. Whether the trip is solely dedicated to the sport or if angling is coupled with exploring attractions, non-stop gaming among its 12 casino properties, unique coastal towns and an

Coming Soon

Projects still in progress – launch date 2021:

- Mobile-exclusive **Coastal Mississippi Attractions Pass**
- Xplorit-**360 virtual tours** of meetings spaces
- Online **digital toolkit** for Meeting Planners





2021 Approach

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Coastal Mississippi: An Ideal Destination

As would-be travelers are making their plans for travel in 2021, Coastal Mississippi still tops the list of ideal destinations.



37%

Small Towns



37%

Cities & Metros



27%

Beach Destinations



14%

Mountains



15%

National Parks



15%

State & Regional Parks



9%

Theme Parks

Current Traveler Planning

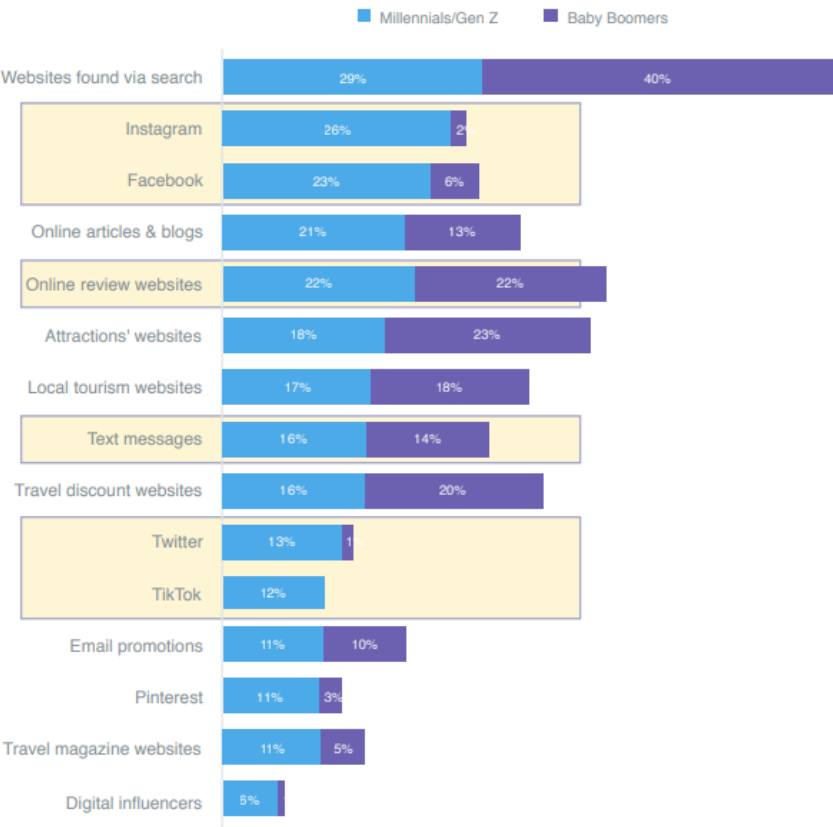
They're going to new sources to expand their travel planning toolkit, **leaning on social media and peer networks for information, ideas and most importantly, validation**

“

If we're ever going to get back to normal or establish how the new normal looks like, it's going to be by seeing how people live.

Our online lives are substituting for being in-person. So online sharing becomes more important rather than less in the current environment.

— Gary Leff, View from the Wing



Means of Travel Research for Next Leisure Trip

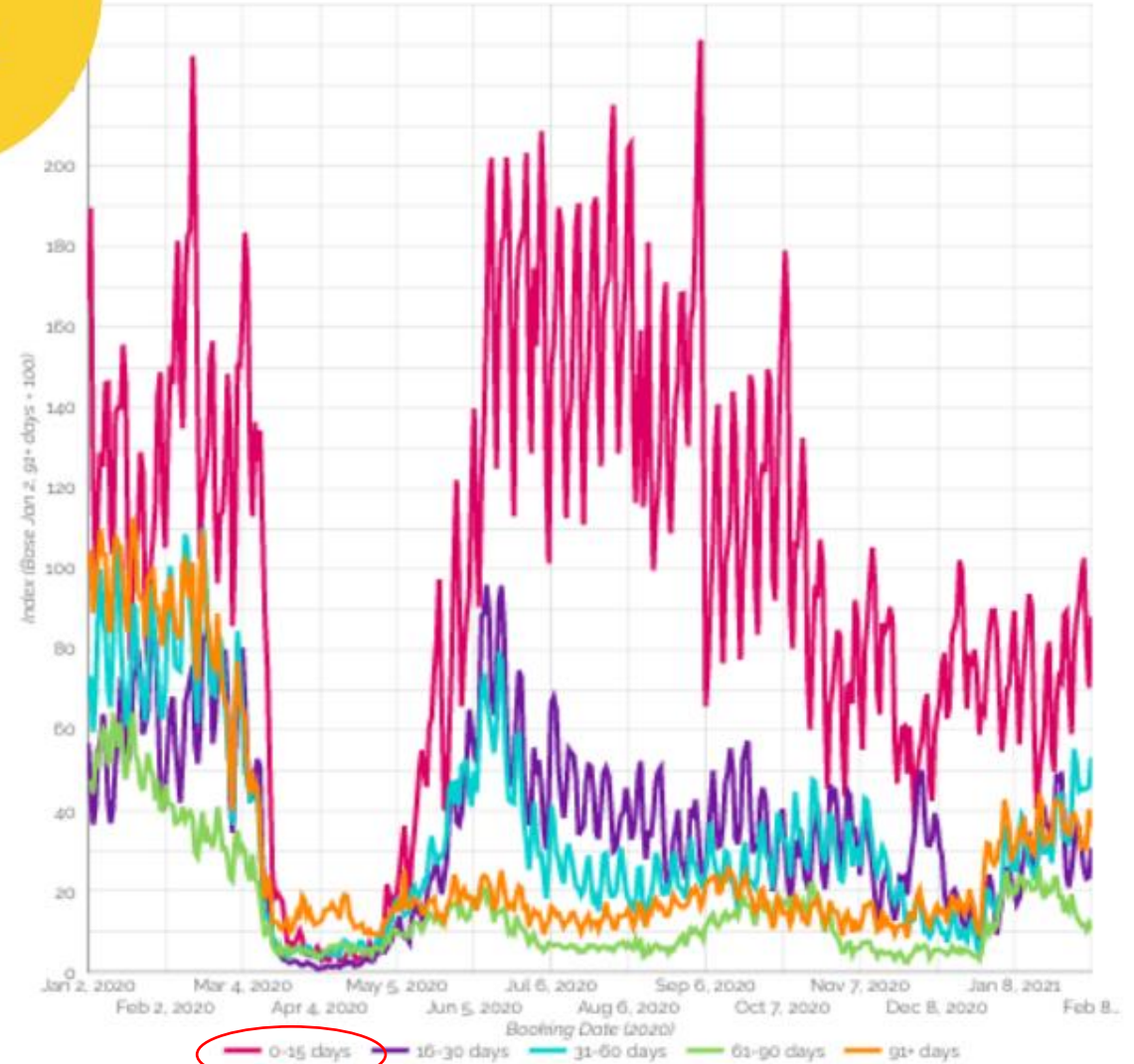
Current Traveler Planning

36%

of travelers
booking one-
night stays

Many are opting for last minute plans that allow the flexibility to book short getaways at a moment's notice, ideal for weekend road trips

Trip Purpose: Leisure – Family



Coastal Mississippi's Approach to 2021

We have a strong foundation to build on thanks to the success of our marketing efforts over the last year.

**High Ad
Recall
& Awareness**

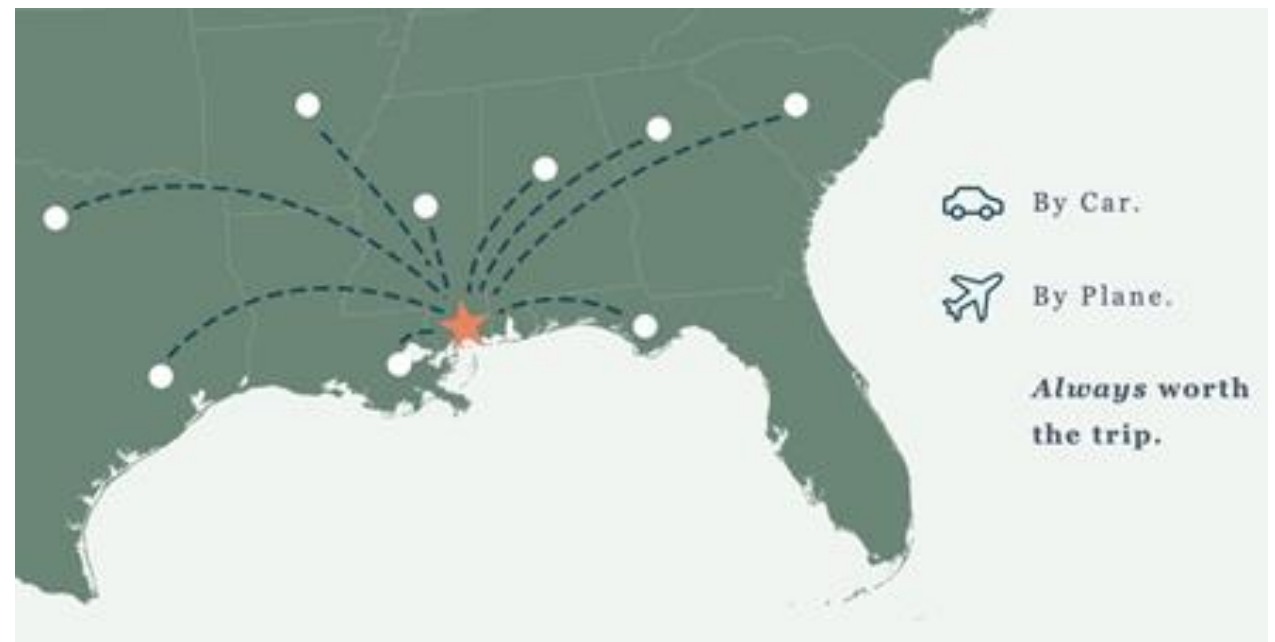
**Positive Brand
Perception**

**Strong
Intent
To Visit**

**Strong
Repeat
Visitation**

Coastal Mississippi's Approach to 2021

- 1) Remain focused on **primary drive markets** through **paid media** while continuing to reach our **segment audiences**
- 2) Our paid media strategy leverages **digital** to reach travelers at each stage of the journey
- 3) Gradual introduction of **new, non-COVID assets** as communications focus on **driving visitation beginning in late Q1/early Q2 of this year**



There are three types of travelers emerging as we start the year

On-the-Move

Already traveling or have an upcoming trip planned



34% of all travelers

Almost Ready

Warming up to and anticipating traveling in the near future



28% of all travelers

Travel Averse

Waiting until the vaccine is available to travel again



38% of all travelers

Coastal Mississippi's Approach to 2021

Media Flying 2021

Campaign	Tactics/ Platforms	Jan	Feb	March	April	May	June	July	Aug	Sept
Leisure										
	OTT/Video									
	Native									
	Display									
	Paid Search									
MS Travel Guide	Print/ Digital									
Meetings/Groups	Print/Digital									
Paid Social										
	Facebook									
	Instagram									
	Twitter (Trade)									
	Pinterest									
	LinkedIn									

Meetings, Conventions & Sports

- Research was conducted to measure awareness and image of the Coastal Mississippi area
- Meetings, Conventions & Sports Sub-Committee
- Sports Committee
- Development of sales tools
 - Website
 - Sales Training + Tools
 - Distribution Plan



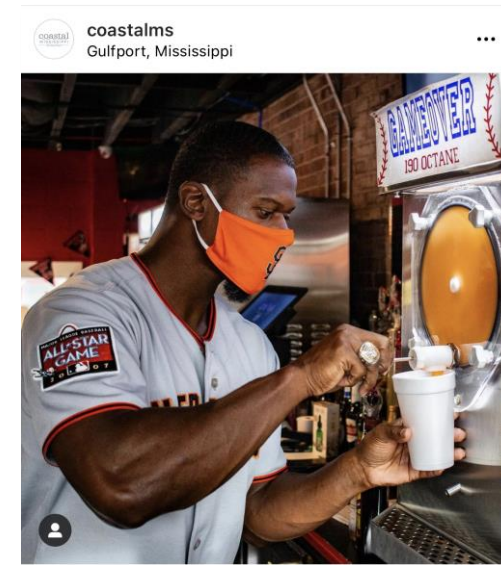
Communications & Engagement

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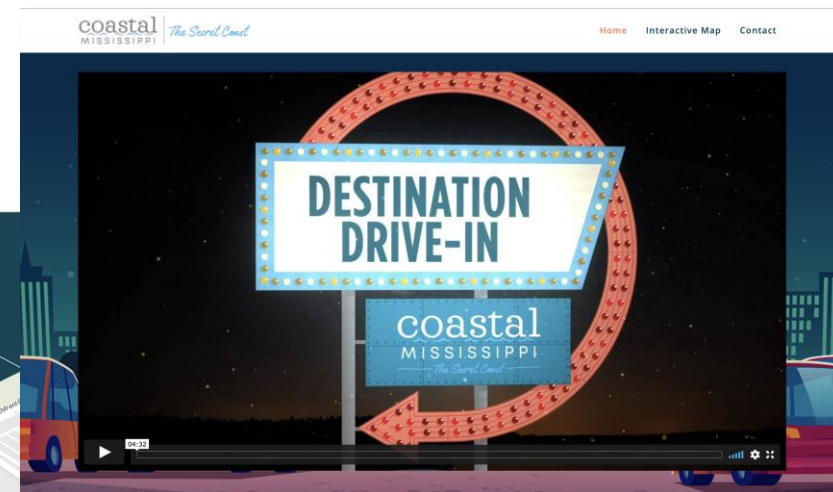
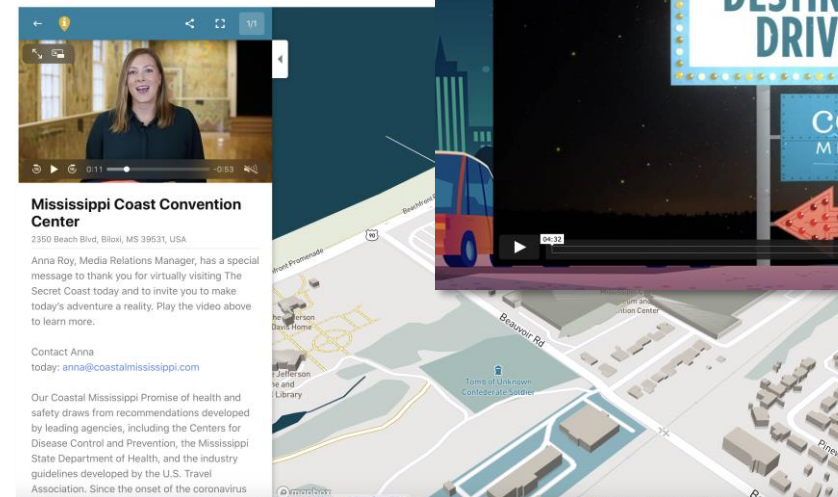
Social Media Strategy

- Effectively communicate our recovery
- Elevate our partners
- Emphasize the Coastal Mississippi Promise of Health
 - Meet audiences where they are
- **Go Remote** Social Media Recovery Campaign
 - Capture the attention of those seeking a safe and healthy travel experience



Hosted Media + Activations

- Hosted regional travel writers & bloggers
- **Activations**
 - Destination Drive-In
 - Coffee and Cooking with Coastal Mississippi



Additional Campaigns

- Allegiant flights between Gulfport and Orlando
- Safe and healthy meetings in Coastal Mississippi



Coast Champions

- **Free** online hospitality training program
- Comprehensive video lessons developed in-house
- Recommendations for providing safe and healthy environments for guests





Moving Forward

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Moving Forward: Engagement

Coastal Mississippi's role extends beyond simply promoting travel and tourism. We must continue to be the **proponent and protector of our local community** to create a positive impact for our locals and visitors.

**Consumer
Sentiment**

**Audience
Development**

**Tactical
Creative**

**Trends &
Opportunities**

Moving Forward: Engagement

- Audience **inspiration**, education and engagement
- **Spotlighting** our communities and partners
- **Safety** Guidelines
- Coastal **Testimonials**



Moving Forward: Communications

- Build on **momentum and relationships** established in 2020
- Generating awareness of Coastal Mississippi as a destination for **leisure, meeting + events**
- Strategic and high quality **earned media** placements
- Continued **communication with partners**



Top ways to vacation responsibly in 2021

Posted: December 16, 2020 | Word Count: 766



After months of cautionary travel and shelving vacation plans, people, especially those with families at home, are researching how they can indulge their wanderlust safely again in 2021. The goal is to enjoy a vacation in a responsible manner, creating memories while keeping yourself and others safe.

A screenshot of a Facebook post. At the top, there's a search bar and a settings icon. The post title is 'Every State's Best Winter Travel Destination' by Scott Hartbeck, dated 11/28/2020. Below the title are social media sharing icons for LinkedIn, Facebook, Twitter, WhatsApp, Email, and Messenger. The main image is a tall, white lighthouse with a blue top, illuminated at night against a dark sky with some clouds. Below the image, the text reads '25/51 SLIDES © Sean Pavone/iStock Editorial/Getty Images Plus' followed by the title 'Mississippi: Biloxi'. The body of the post says: 'Head to Biloxi to beat the winter blues by basking in some bright days and balmy Gulf breezes. While their signature Mardi Gras may look a little different this year, Carnival season along Coastal Mississippi will still be joyous and sun-kissed.'

Moving Forward: Communications



Consumer + Leisure

A “secret” full of
untapped experiences



Meetings + Groups

Highlight venues,
opportunities and
experiences



Trade + Industry

Shape Coastal Mississippi
as industry leader in
resiliency, profitable
flexibility

Leisure Business Development

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Expedia Recovery Campaign

- With the COVID-19 impact to the hotel industry, Coastal Mississippi has suffered losses from room revenue. Our successful track record with [Expedia Group](#) proved another campaign would be a necessary component of utilizing tourism recovery funding. We received added value items such as a spotlight listicle and cobranded social media postings.
- We utilized tested and reliable targeting tactics such as:
 - Those who had searched Coastal MS in the last 30 days but had not booked
 - Competitive conquering to pull in travelers shopping for similar destinations
 - Shoppers searching for southeastern beach markets
 - Targeting shoppers who had booked New Orleans but travel had not commenced and suggesting they add on Coastal Mississippi to their trip

Expedia Recovery Campaign



Performance Summary For Mississippi Gulf Coast Convention & Visitors Bureau

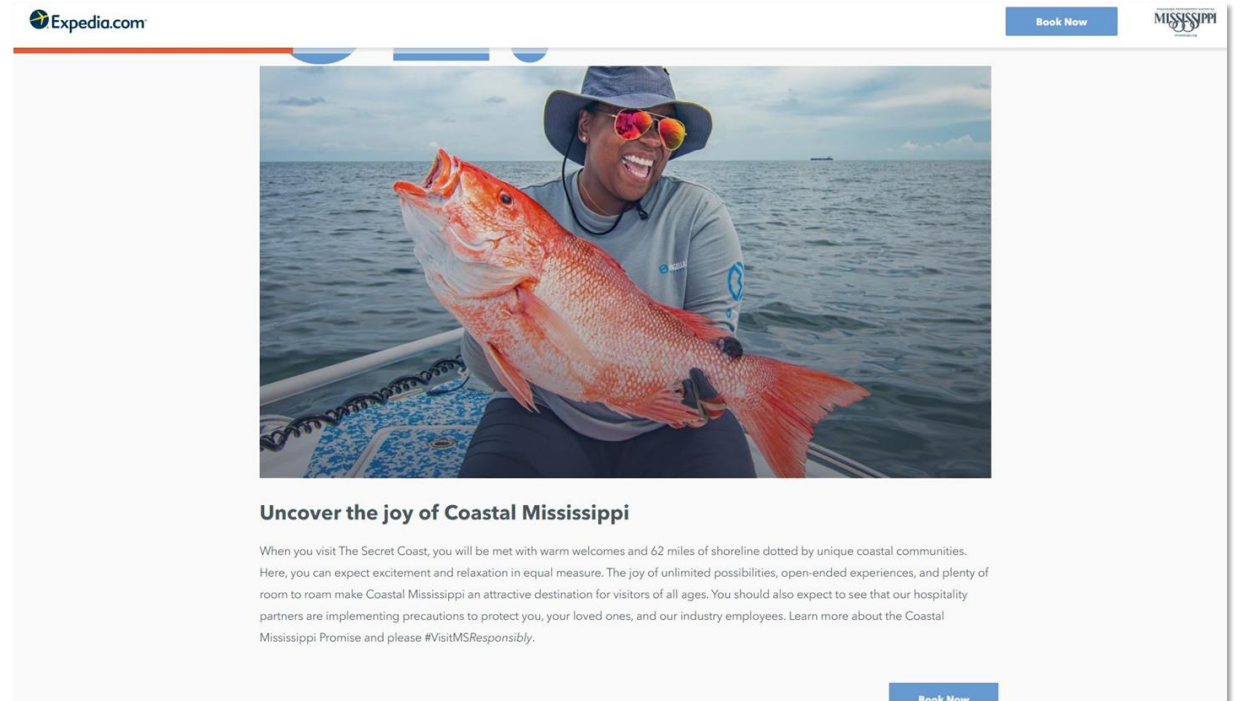


POS Summary

POS Name	Attr. Ad Spend \$	Impressions	Clicks	CTR	View thru \$	Click thru \$	Gross Bkg \$	ROAS
Expedia US	\$81,250	2,592,978	1,632	0.06%	\$531,559	\$4,803	\$536K	6.6
Expedia Brands Portfolio US	\$35,973	3,797,356	1,107	0.03%	\$1,280,425	\$2,519	\$1,283K	35.7
Travelocity US	\$27,929	2,502,467	1,398	0.06%	\$129,408	\$2,396	\$132K	4.7
VRBO United States	\$4,000	181,817	420	0.23%	\$5,588	\$0	\$6K	1.4
Grand Total	\$149,152	9,074,618	4,557	0.05%	\$1,946,980	\$9,718	\$1,957K	13.1

Expedia Co-Op with Visit Mississippi

- As [Expedia](#) is a proven and successful partner for booking travel to Coastal Mississippi, we participated in a co-op program through [Visit Mississippi](#), the state tourism office. Data shows that one-third of visitors to Mississippi stay in our region. For a small contribution, we were able to receive advertising value of over **\$200,000**. We participated in a listicle spotlight showcasing the destination and messaging directed to the health and safety protocols in place.



The advertisement is a screenshot of an Expedia.com page. At the top left is the Expedia.com logo. At the top right is a blue 'Book Now' button and the Visit Mississippi logo. The main image shows a smiling man in a grey t-shirt and a wide-brimmed hat holding a large red snapper on a boat. Below the image is the heading 'Uncover the joy of Coastal Mississippi'. The text below reads: 'When you visit The Secret Coast, you will be met with warm welcomes and 62 miles of shoreline dotted by unique coastal communities. Here, you can expect excitement and relaxation in equal measure. The joy of unlimited possibilities, open-ended experiences, and plenty of room to roam make Coastal Mississippi an attractive destination for visitors of all ages. You should also expect to see that our hospitality partners are implementing precautions to protect you, your loved ones, and our industry employees. Learn more about the Coastal Mississippi Promise and please #VisitMSResponsibly.' At the bottom right is another blue 'Book Now' button.

Expedia.com

Book Now

MISSISSIPPI

Uncover the joy of Coastal Mississippi

When you visit The Secret Coast, you will be met with warm welcomes and 62 miles of shoreline dotted by unique coastal communities. Here, you can expect excitement and relaxation in equal measure. The joy of unlimited possibilities, open-ended experiences, and plenty of room to roam make Coastal Mississippi an attractive destination for visitors of all ages. You should also expect to see that our hospitality partners are implementing precautions to protect you, your loved ones, and our industry employees. Learn more about the Coastal Mississippi Promise and please #VisitMSResponsibly.

Book Now

Student Youth & Travel Association (SYTA)

- With COVID's impact on our motorcoach travel and senior group travel market, we decided to pursue student and educational travel as an untapped market. With plenty of product for this market to consider, we felt the time was right to introduce ourselves.
- The **SYTA** organization is made up of teachers and student travel planners across the U.S. organizing trips for educational and learning opportunities.
- We have formed a partnership that allows access to their distribution network, sponsorship of newsletters and featured content on their website.
- We also will be featured in their March edition of "Teach & Travel" magazine. The official magazine of SYTA.



Travel Trade Twitter Campaign

- It is important during this time to engage with the travel agent and wholesale tour operator industry. This group is using their time during the pandemic to educate themselves on destinations that are open and selling product.
- Through collaboration with Sparkloft, we **initiated a Twitter account** to inform the travel industry on who we are and what we have to offer. We are also providing a toolkit they can share with their clients which includes video, still images, itinerary ideas and other useful tools for selling the destination.



Looking Ahead

- **Coast Champions** is now a fixture of the leisure sales department. With almost **400** individuals across Coastal MS enrolled, we are looking forward to growing the program and educating all our frontline workers on how to be a Coast Champion.
- We will be attending **leisure trade shows** this year, whether virtually or in-person to develop itineraries, packaging product and inspire the trade industry to sell our destination to their clients and customers.
- We will host a **major motorcoach show in July** that brings together three different regional associations and will give us a chance to showcase the destination.

Looking Ahead

- Enhancing [partnerships with neighboring tourism offices](#) to increase visitation
- Building new strategic partnerships with product distributors like [Apple Leisure Group](#) and [Travelzoo](#)
- Offering [Co-Op Opportunities to our partners](#) such as tour catalog publications and travel inspired brochures
- Offering [tradeshow buy-ins](#) when possible, to keep partners involved at a lower cost

Thank You

www.coastalmississippi.com/partners