



SHIELDSBOROUGH
— — —
ugh, now Bay St. Louis,
ed in 1699 as a French
The area was claimed
1763 and then by the
80. Named for Thomas
o was an early settler,
ough was incorporated
ary 21, 1818, by the
Legislature. The town
d Bay St. Louis in 1875.
DEPARTMENT OF ARCHIVES AND HISTORY, 2016

Coastal Mississippi Tourism

coastal
MISSISSIPPI
The Secret Coast

THE BOARD



Greg Cronin
President
Jackson County



Jimmie Ladner
Vice President
Hancock County



Richard Marsh
Treasurer
Harrison County



Jackie Avery, Jr.
Secretary
Harrison County



Ann Stewart
Harrison County



Bill Holmes
Harrison County



Blaine LaFontaine
Hancock County



Danny Hansen
Harrison County



Janet McMurphy
Harrison County



Jerry St. Pe
Jackson County



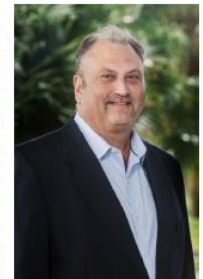
Paige Roberts
Jackson County



Nikki Moon
Hancock County



Rusty David
Harrison County



Thomas Sherman
Harrison County

COASTAL MISSISSIPPI TOURISM IMPACT



Annual Visitors
14.6 Million



Visitor Expenditure
\$2 Billion



Occupancy
69.18%



Avg. Daily Rate
\$100.3

The Bottom Line in 2021



Every \$1 invested in the 2021 Coastal Mississippi advertising campaign generated \$58 in direct visitor spending and \$6 in taxes in the state.

Please note that given the amount of CARES Act and other COVID-19 recovery funding spent on tourism advertising across the U.S. in 2021, there are too many variances in the market to compare this result with past years' results directly.

For Every \$1 Invested



Coastal MS Team Returns \$58

Mississippi's Visitors Spend



Coastal MS
31.2%
\$2.1 Billion

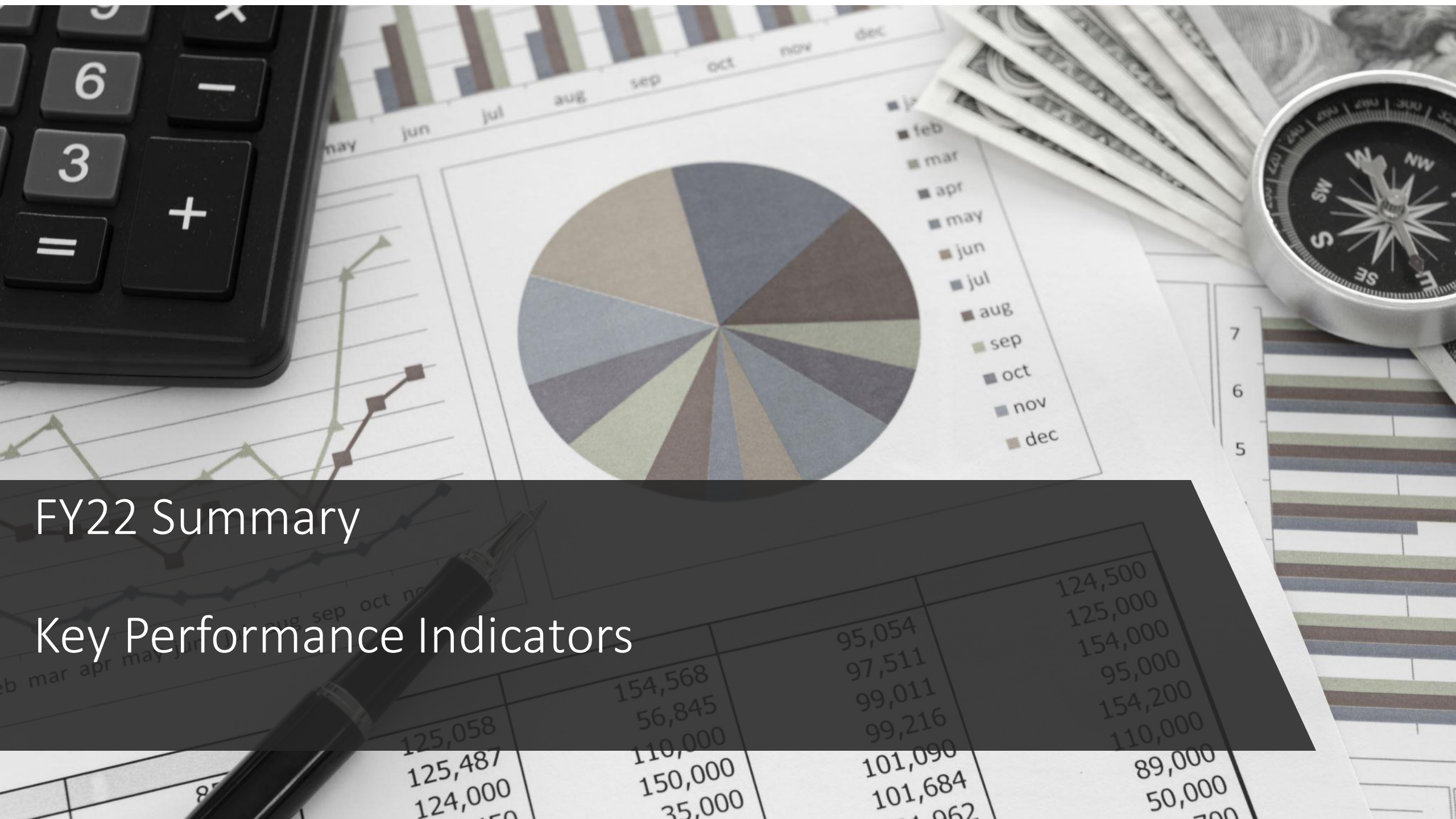
The rest of MS
68.8%

Mississippi's Tourism Taxes



The rest of MS
64%

Coastal MS
36%
\$208.6 Million



FY22 Summary

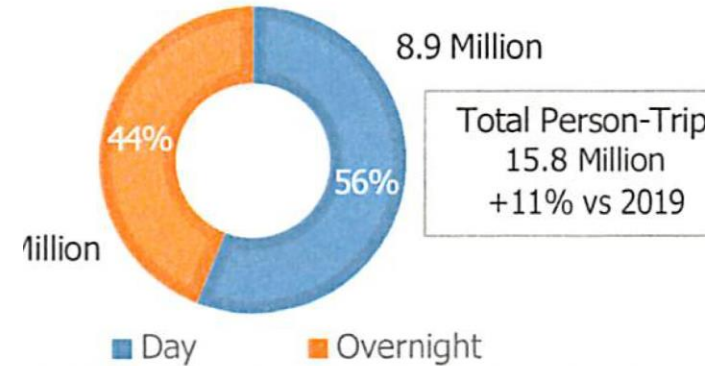
Key Performance Indicators

125,058	154,568	95,054	124,500
125,487	56,845	97,511	125,000
124,000	110,000	99,011	154,000
	150,000	99,216	95,000
	35,000	101,090	154,200
		101,684	110,000
			89,000
			50,000

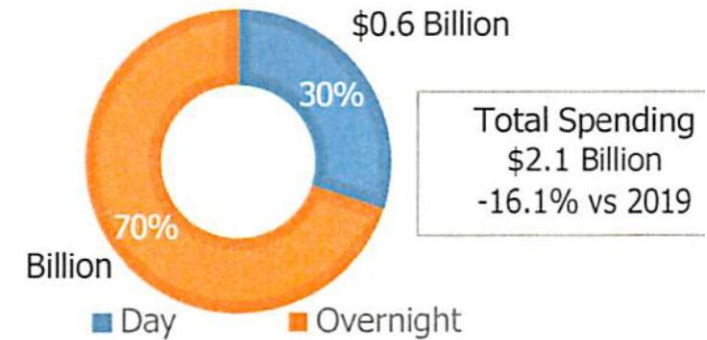


TRAVEL MARKET SIZE

TOTAL SIZE OF COASTAL MISSISSIPPI 2021 DOMESTIC TRAVEL MARKET

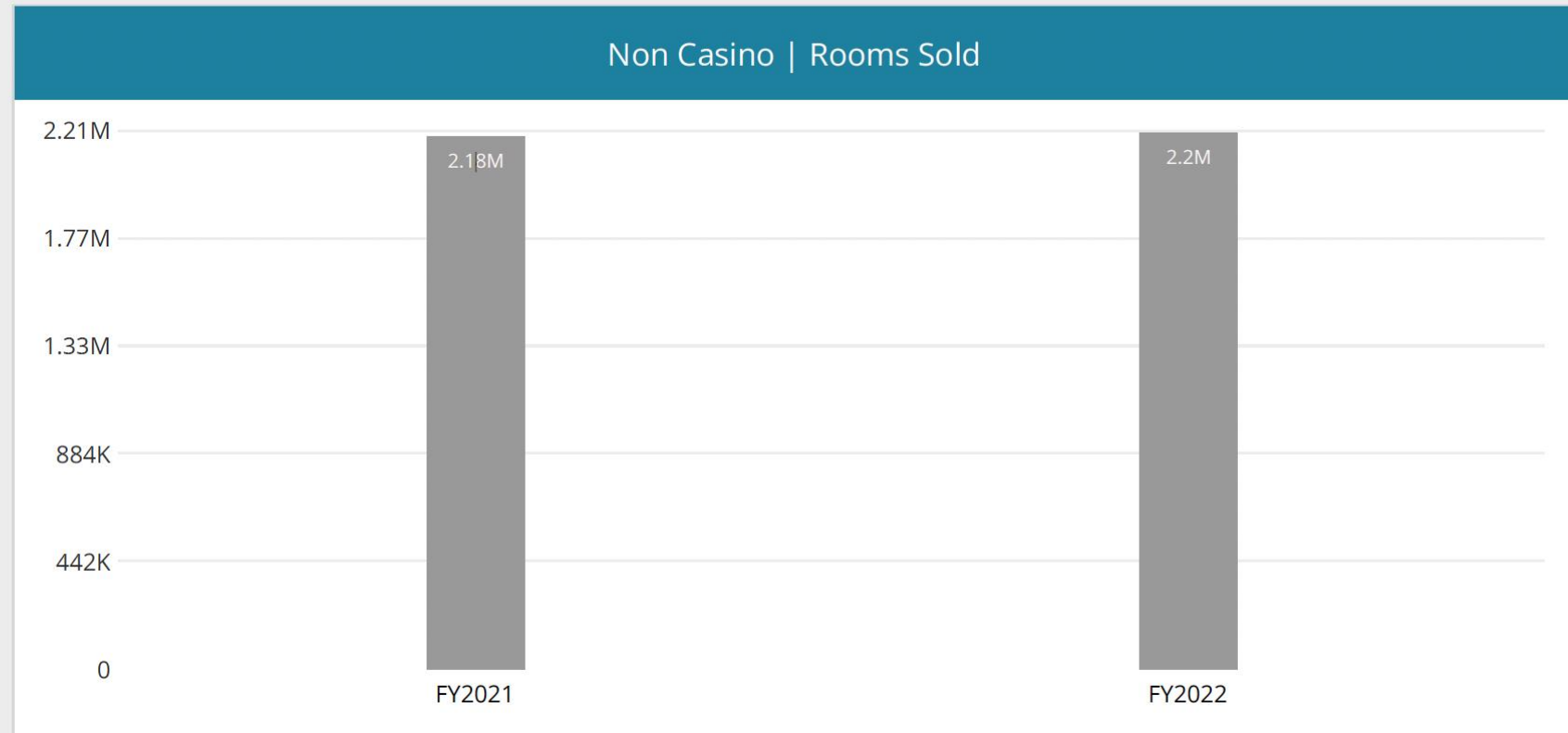


TOTAL EXPENDITURES FOR COASTAL MISSISSIPPI 2021 DOMESTIC TRAVEL MARKET



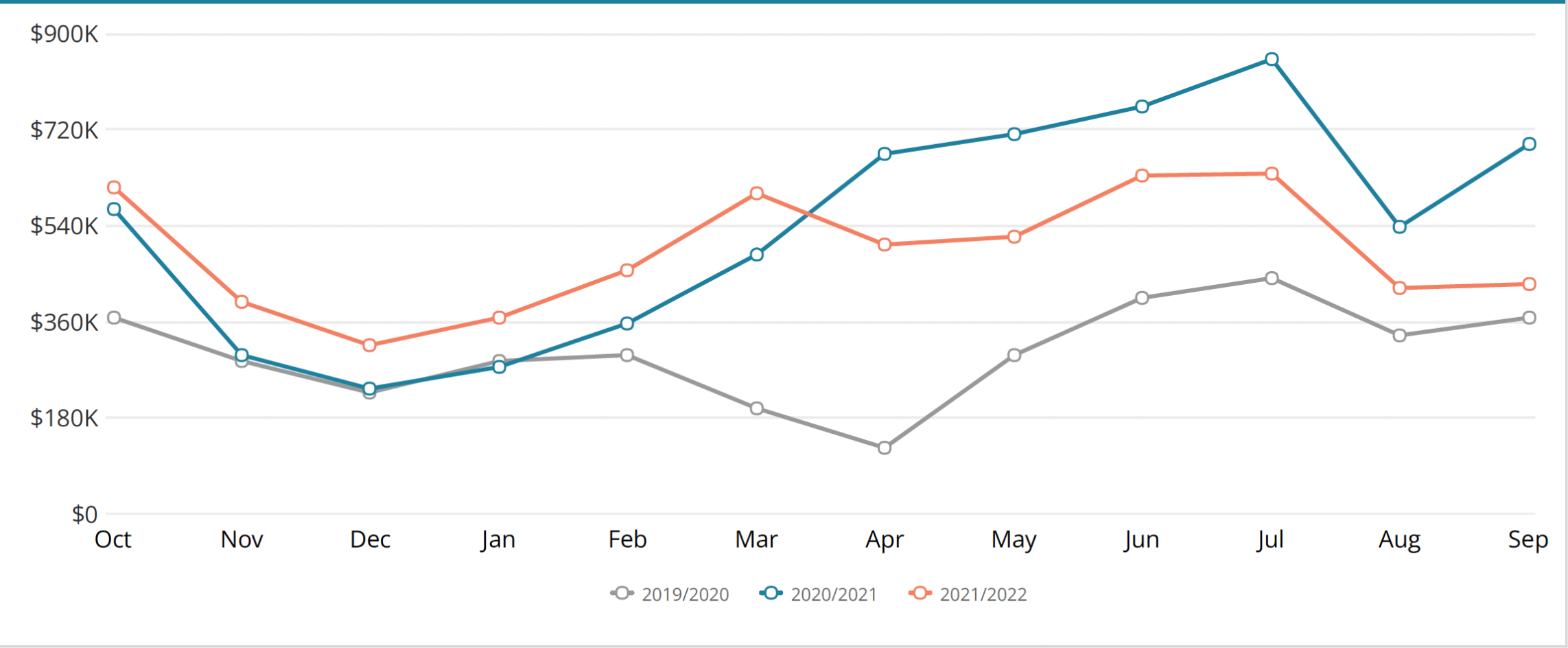
Coastal Mississippi
Fiscal YTD 2022

Rooms Sold (STR & MS Gaming Commission)



Prior to Jackson County DOR Revenue Dist. \$613,000

Occupancy Tax Collections (Yearly)

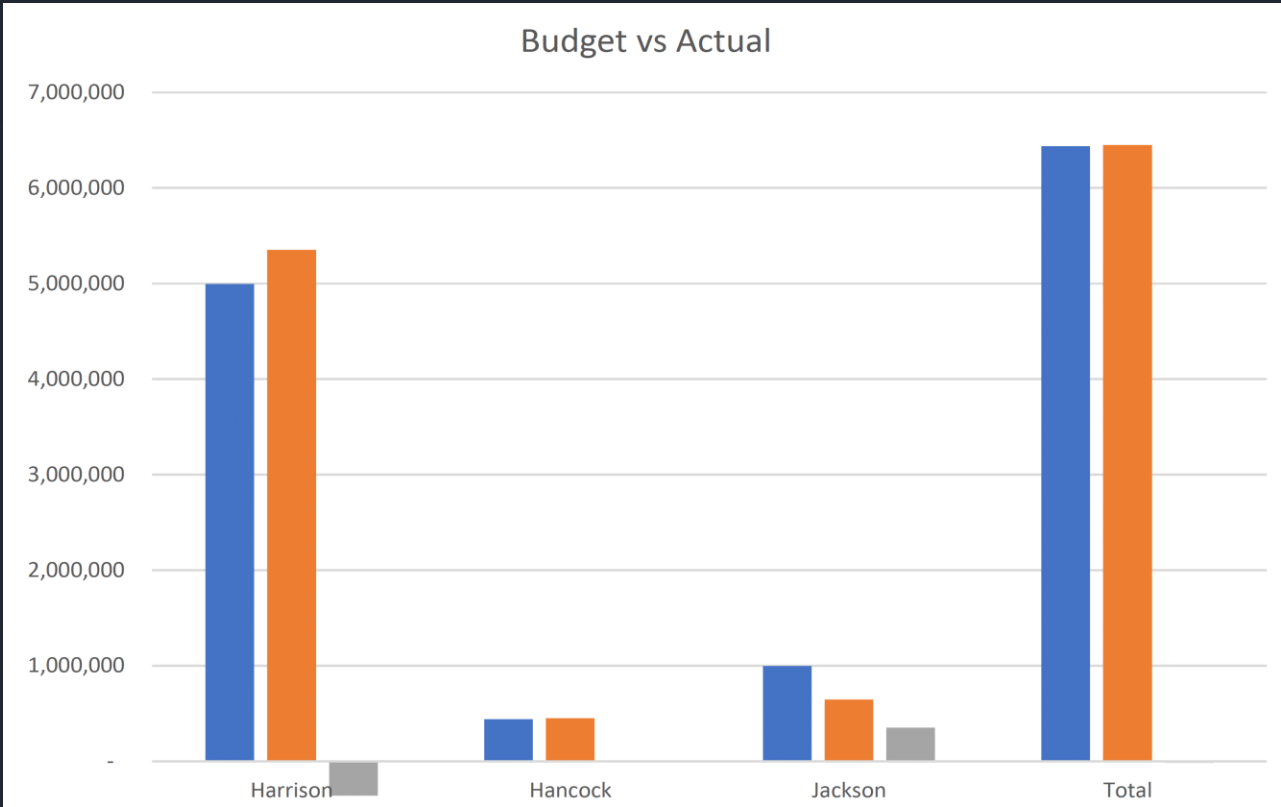




Lodging Tax Summary

Including Jackson
County Revenue after
DOR Discovery

	FY22 Actual	FY23 Budget	Difference	% Variance
Harrison	4,995,861	5,353,500	(357,639)	-6.68%
Hancock	441,703	451,500	(9,797)	-2.17%
Jackson	998,578	645,000	353,578	54.82%
Total	6,436,142	6,450,000	(13,858)	-0.21%





Short Term Rental

- Bay St. Louis
- \$3200 avg monthly rental
- 46% Occupancy on 429 Properties
- \$7,564,800 in Revenue
- Waveland
- \$3,500 avg Monthly rental
- 52% Occupancy on 96 Properties
- \$2,096,640 in Revenue

Marketing Advertising

- FY 23 66.9%
- FY 22 66.1%

Salaries/Payroll Expense

- FY23 25.30%
- FY22 24.86%

Ops/Contract Services/Capital

- FY 23 7.8%
- FY22 8.0%

FY22 & FY23 Budget Allocation Summary

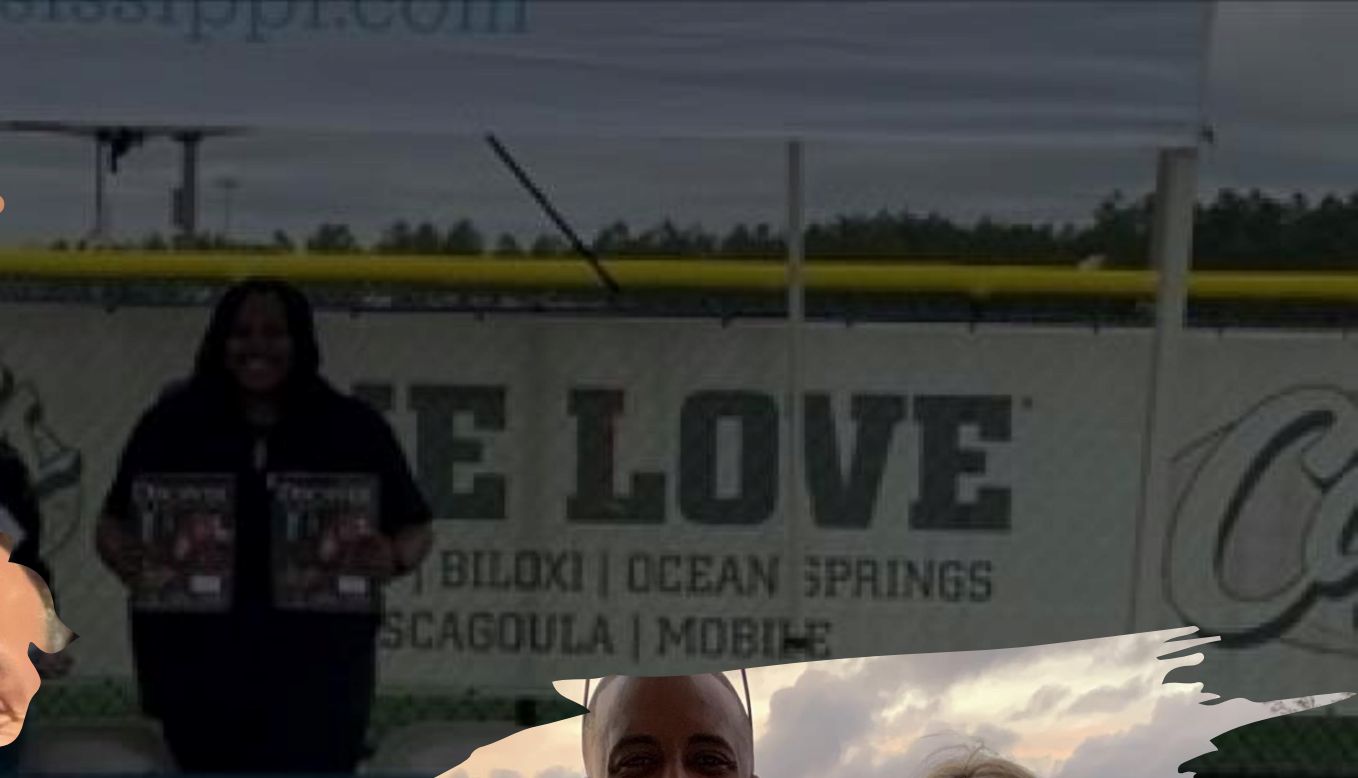
Grant Summary

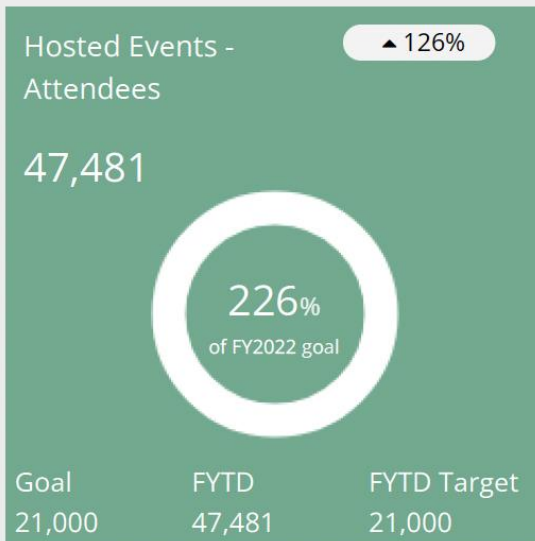
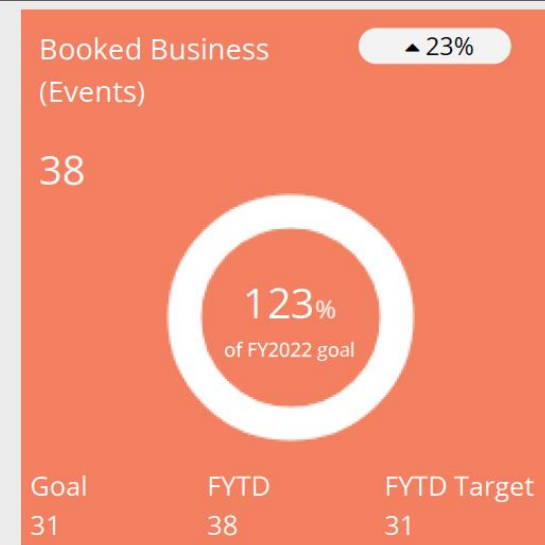
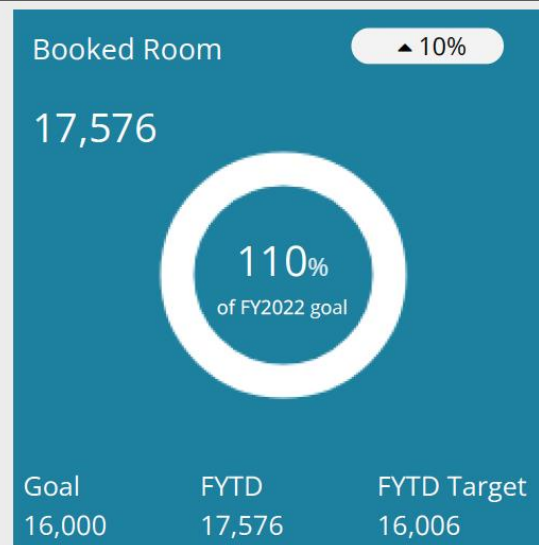
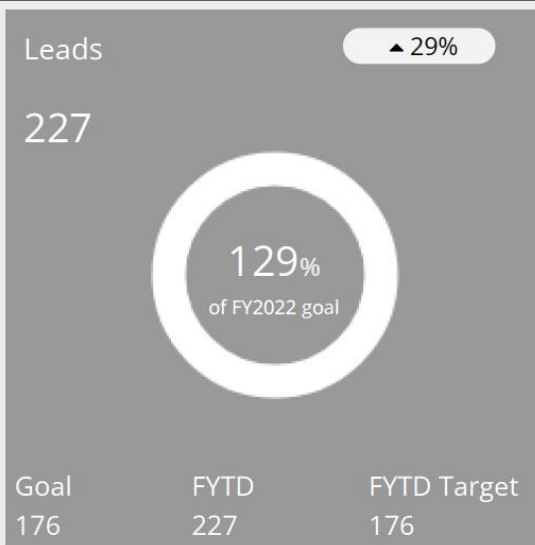
- MDEQ Wayfinding Gateway Complete April 30, 2024
- EDA Cares Tourism Marketing Complete April 9, 2023
- TRF2 Tourism Marketing Complete Dec. 31, 2025



FY22 Summary

Convention,
Group, and
Sports Sales





FY22 Group Summary

28 Groups Booked

Total Room Nights
20,249

Total Delegates 20,657

Economic Impact
\$3,600,749.06



FY22 Summary

Communications, Public Relations & Media Relations



Bay St. Louis has ALL the art for ALL the people. Community spirit is strong in this vibrant coastal town that offers surprises around every corner 🌺🌺

#secretcoast #mscoastlife



You're sure to feel right at home in "The Hospitality City."

Meet Waveland: <https://bit.ly/34FavB0>

#VisitMSResponsibly



Social Media Posts

ake a pub crawl, scavenger hunt, parades, and a cardboard boat race ready is? By doing it with all you piratey friends, of course. Come out , May 20-21.

<https://bit.ly/3MdWFCa>

we of the Seahorse... See more



Mississippi is in Pascagoula, Mississippi.

22 · 🌐

beauty of the Pascagoula River with music and art at [Free Flowin' Fest](#)
e info: <https://bit.ly/3xVW1fE>

' Fest

#SecretCoast #Pascagoula



Please enjoy! Feel free to share 😊

[Mississippi Blues Trail 100 Men D.B.A. Hall Ground Zero Blues Club Biloxi Coastal M](#)



ROVOLOGY.COM

My Journey of Discovery Along the Mississippi Blues Trail - 2023

A few years ago, it was suggested I might be interested in delving into the Blues an

Churned up water in the gulf makes you nervous, but churned up water in a gigantic wave pool makes you want to jump in! Tomorrow's a big day on the Mississippi Gulf Coast as Waveland's Buccaneer State Park opens for the first time since Hurricane Katrina. This 460,000 gallon wave pool features 8 different kinds of waves to keep you stirred up and riding high in watery fun!

Watch the wave pool in action: <http://www.mdwfp.com/parks.../ms-state-parks/buccaneer>.
Photo cre... See more





Highest Readership

Search: Mississippi Gulf Coast CVB



1



Experience your Greatest 459M

May 9 • Yahoo!

2



The 25 Best Beach Vacati 459M

May 4 • Yahoo!

3



Winter Adventures and Ho 458M

Dec 6 • Yahoo!

4



7 Beautiful Gulf Coast Bea 455M

Jan 27 • Yahoo!

5



Here's a list of 2022 Mardi 454M

Jan 5 • Yahoo!

6



The Best New Airbnb Hos 454M

Dec 16 • Yahoo!

7



Things to Do in Ocean Sp 452M

Mar 8 • Yahoo!

8



The Most Pet-Friendly Ho 449M

Nov 1 • Yahoo!

9



The Greatest Summer Vac 444M

Jul 26 • Yahoo!

10



Coastal Mississippi Spotli 428M

Apr 13 • Yahoo!

Coastal Mississippi generated 2801 media stories, mentions, influencer, and blog posts in FY22

Ad Equivalency

Search: Mississippi Gulf Coast CVB

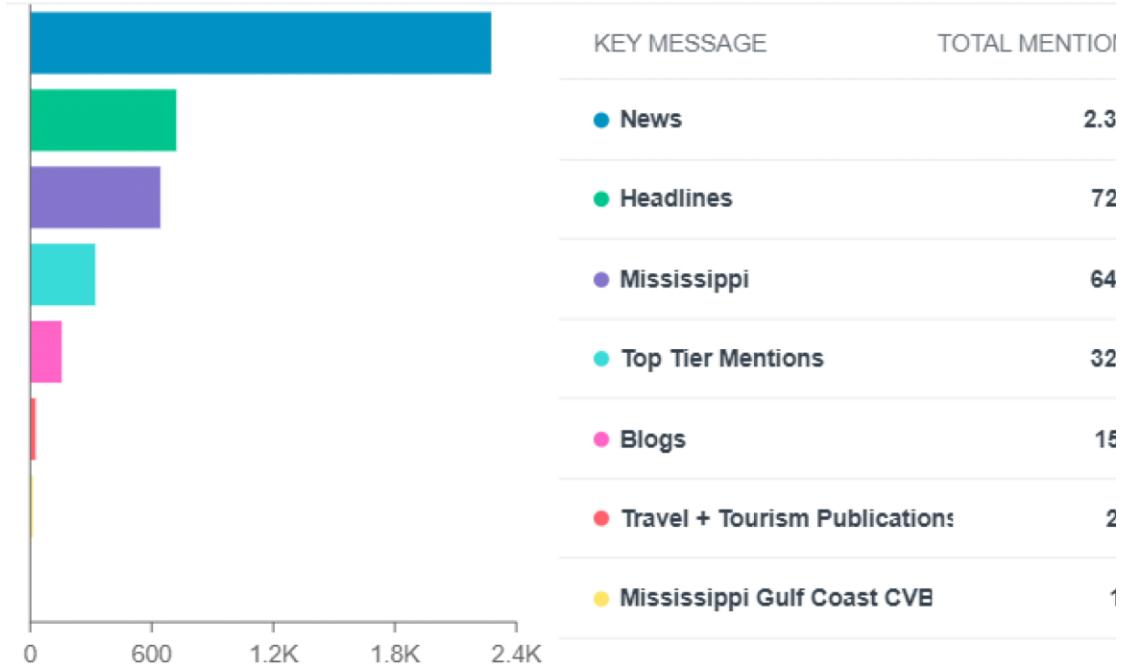


MEDIA TYPE	AD EQUIVALENCY
Total	\$46.18M
● Online News	\$46.08M
● Blogs	\$99.63K



Media Analysis

Search: Mississippi Gulf Coast CVB



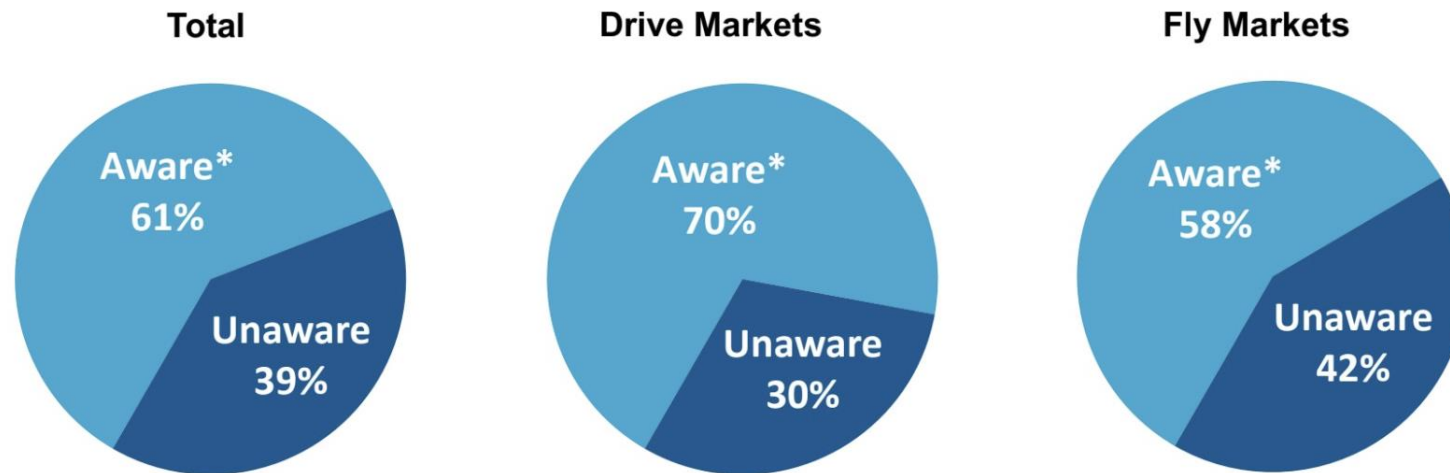
FY22S Summary

Marketing



Awareness of the Ad Campaign

Base: Residents of Coastal Mississippi's Advertising Markets

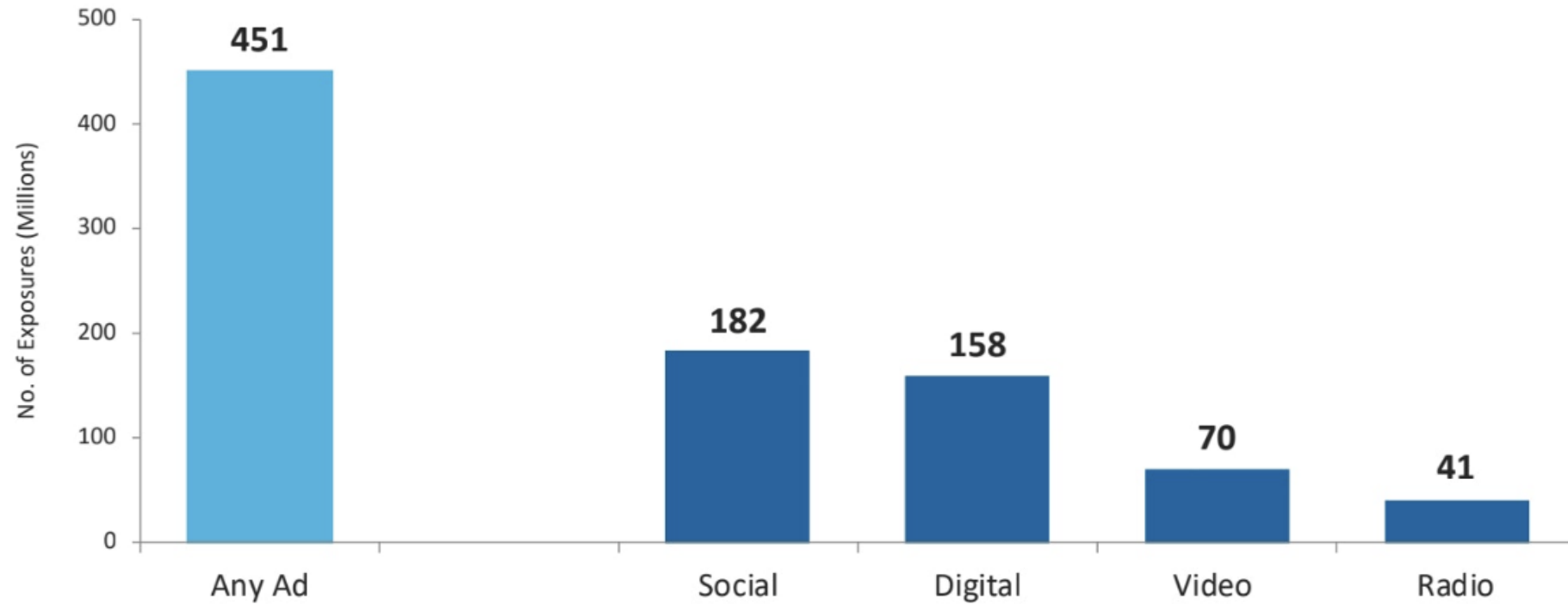


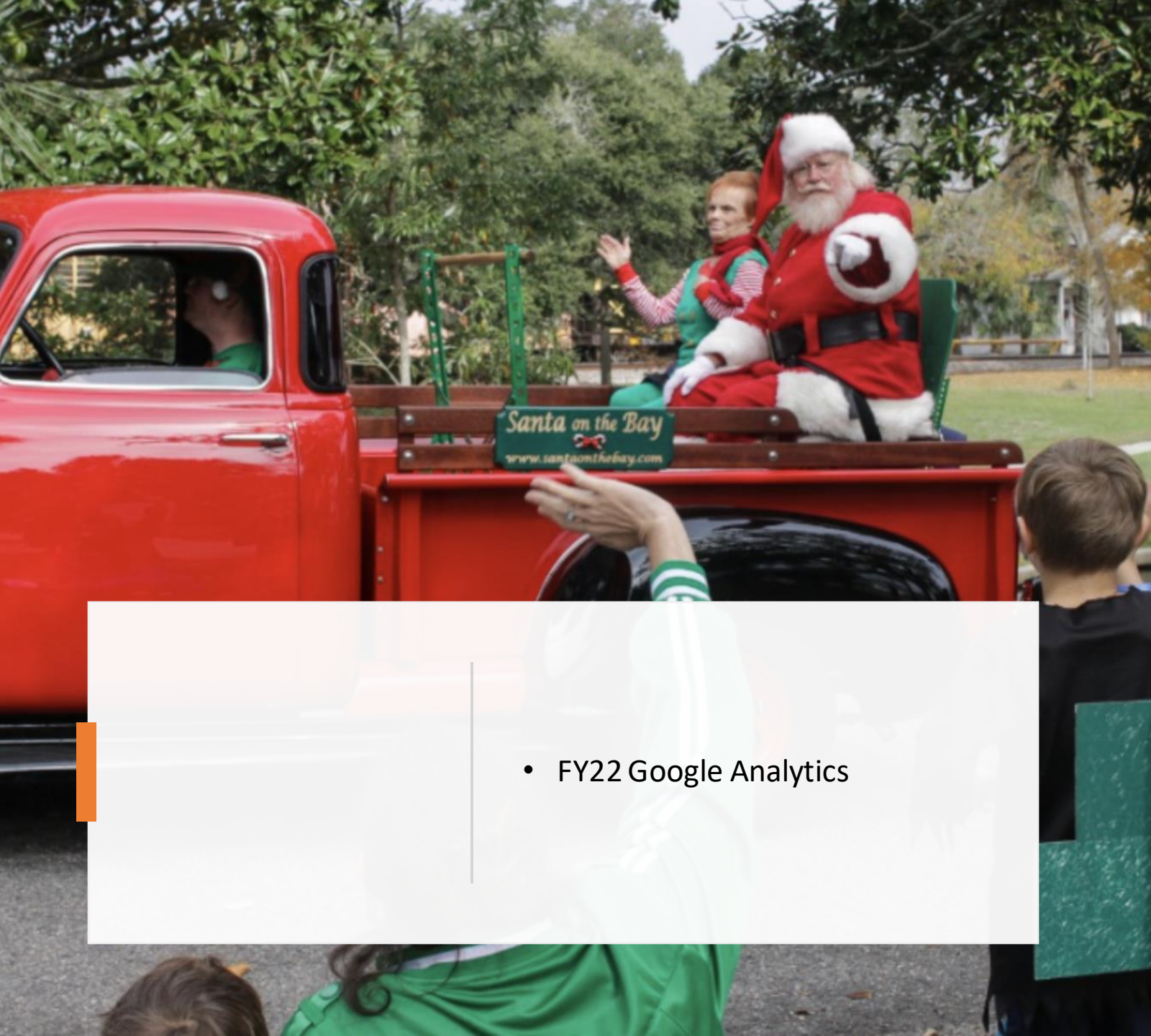
*Saw at least one ad

Total Exposures Recalled by Medium

Base: Total

Total Exposures = 451 Million

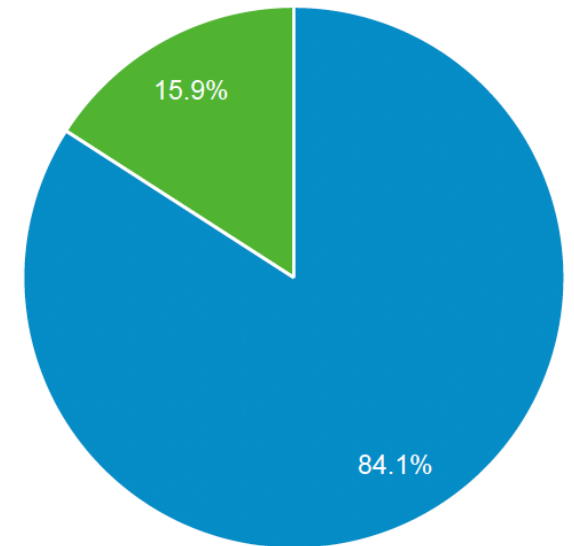




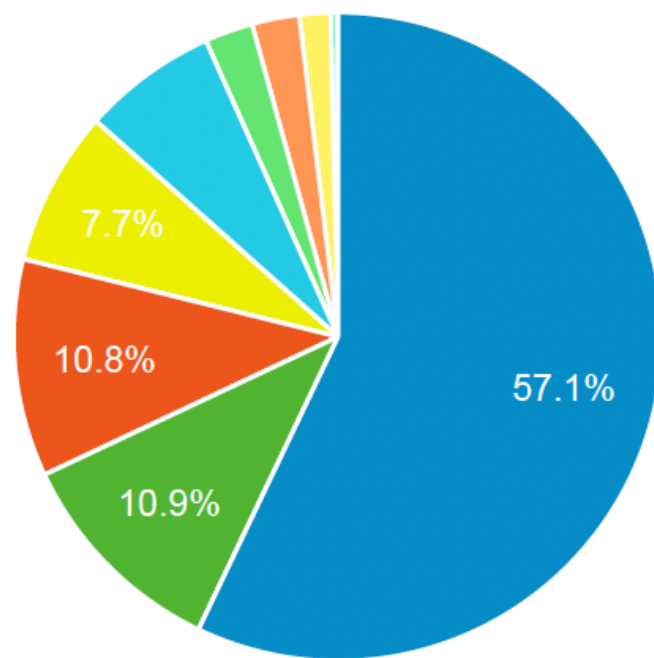
- FY22 Google Analytics



■ New Visitor ■ Returning Visitor



Top Channels



- Organic Search
- Direct
- Display
- Paid Search
- Social
- Referral
- (Other)
- Paid Social
- Email

coastal

MISSISSIPPI

— *The Secret Coast* —