

SHIELDSBOROUGH  
... now Bay St. Louis,  
... 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



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coastal  
MISSISSIPPI  
*The Secret Coast*

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# THE BOARD



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*President*  
Jackson County



**Jimmie Ladner**  
*Vice President*  
Hancock County



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**Janet McMurphy**  
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**Jerry St. Pe**  
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**Paige Roberts**  
Jackson County



**Nikki Moon**  
Hancock County

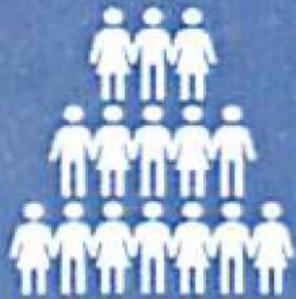


**Rusty David**  
Harrison County



**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

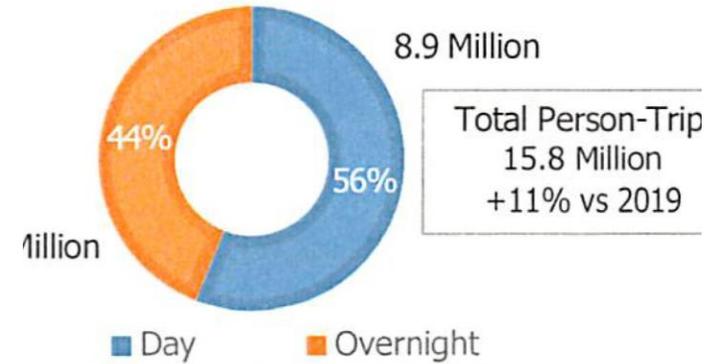
## Key Performance Indicators

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
			700

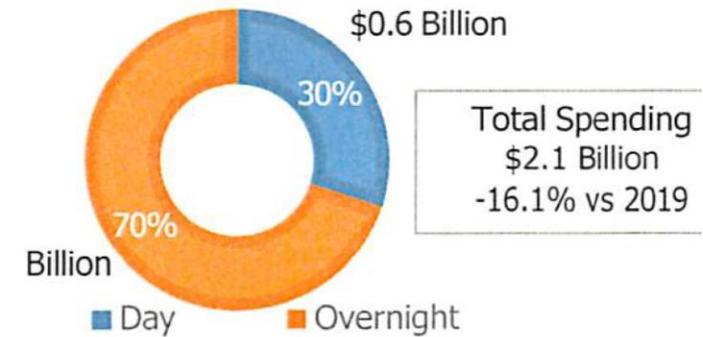


## TRAVEL MARKET SIZE

### TOTAL SIZE OF COASTAL MISSISSIPPI 2021 DOMESTIC TRAVEL MARKET

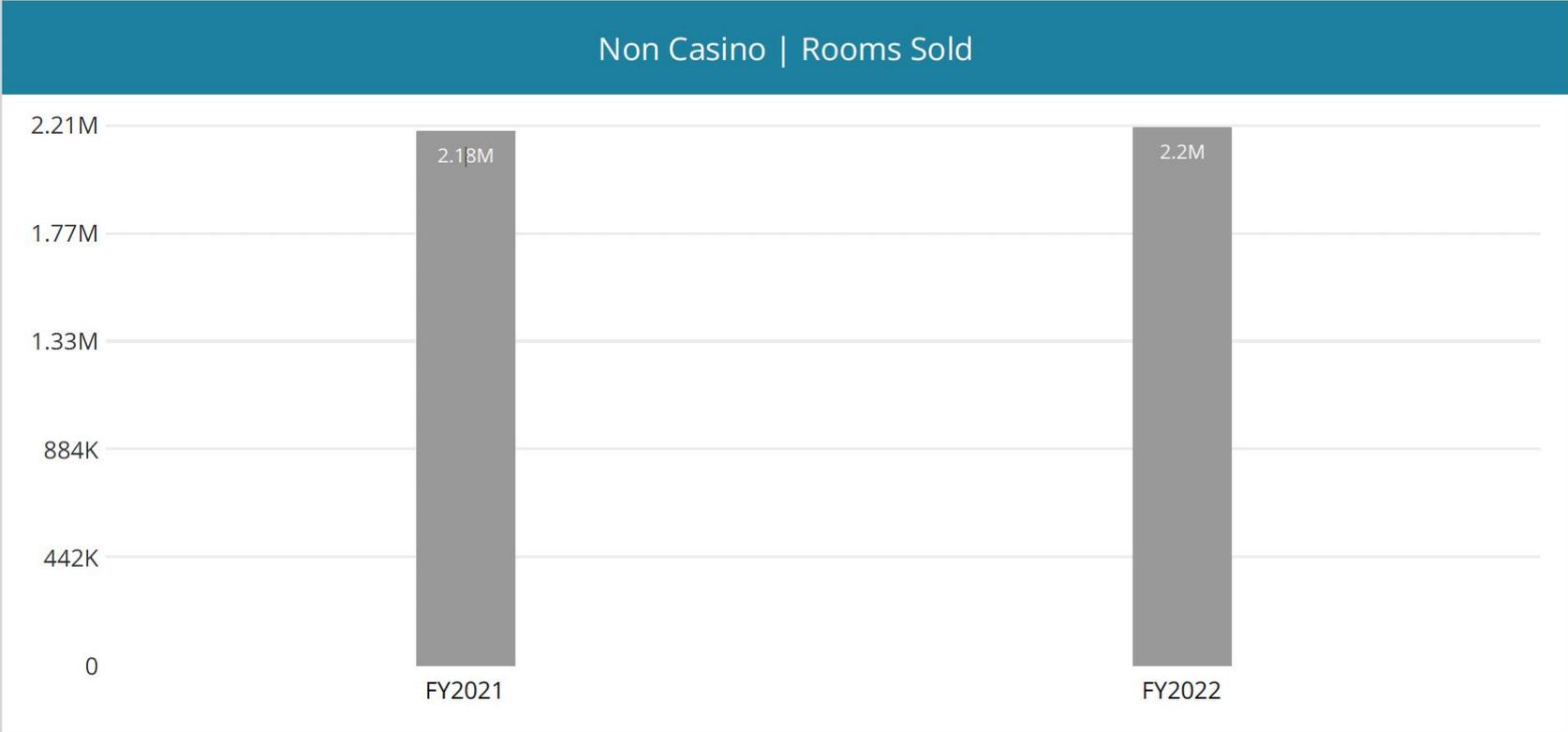


### TOTAL EXPENDITURES FOR COASTAL MISSISSIPPI 2021 DOMESTIC TRAVEL MARKET



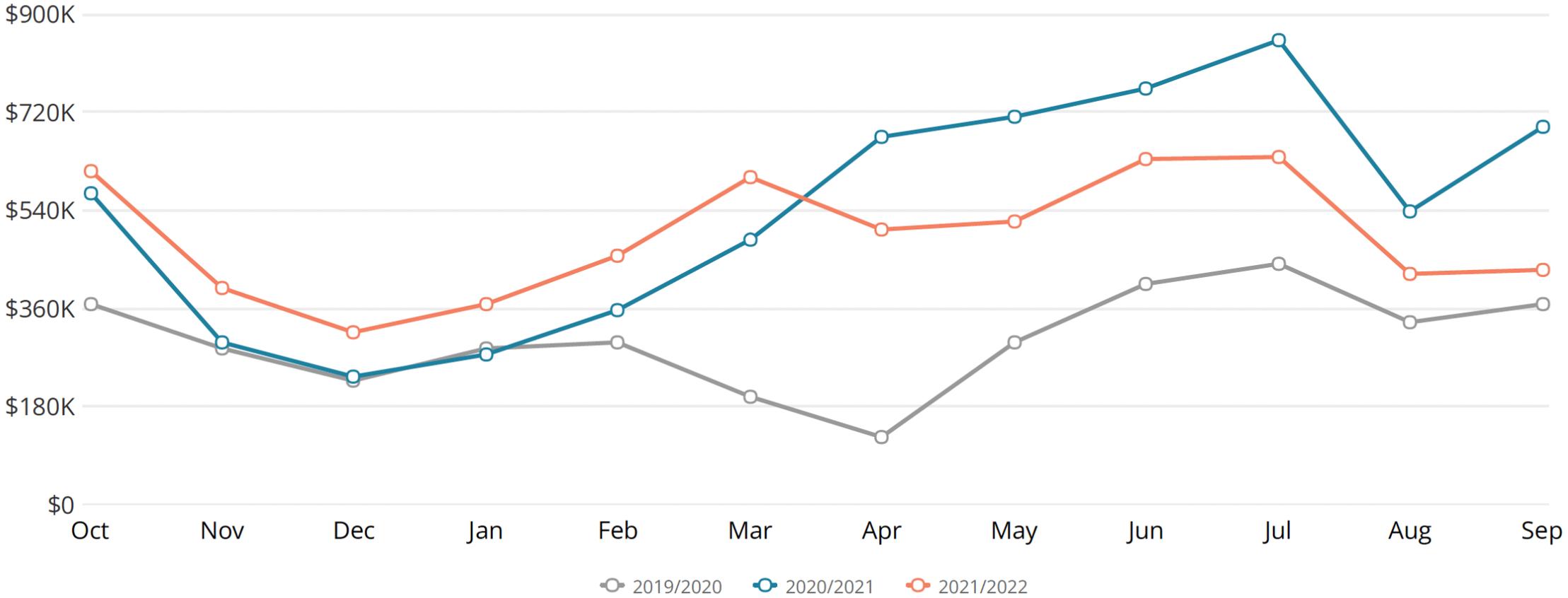
Coastal Mississippi  
Fiscal YTD 2022

Rooms Sold (STR & MS Gaming Commission)



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

Occupancy Tax Collections (Yearly)

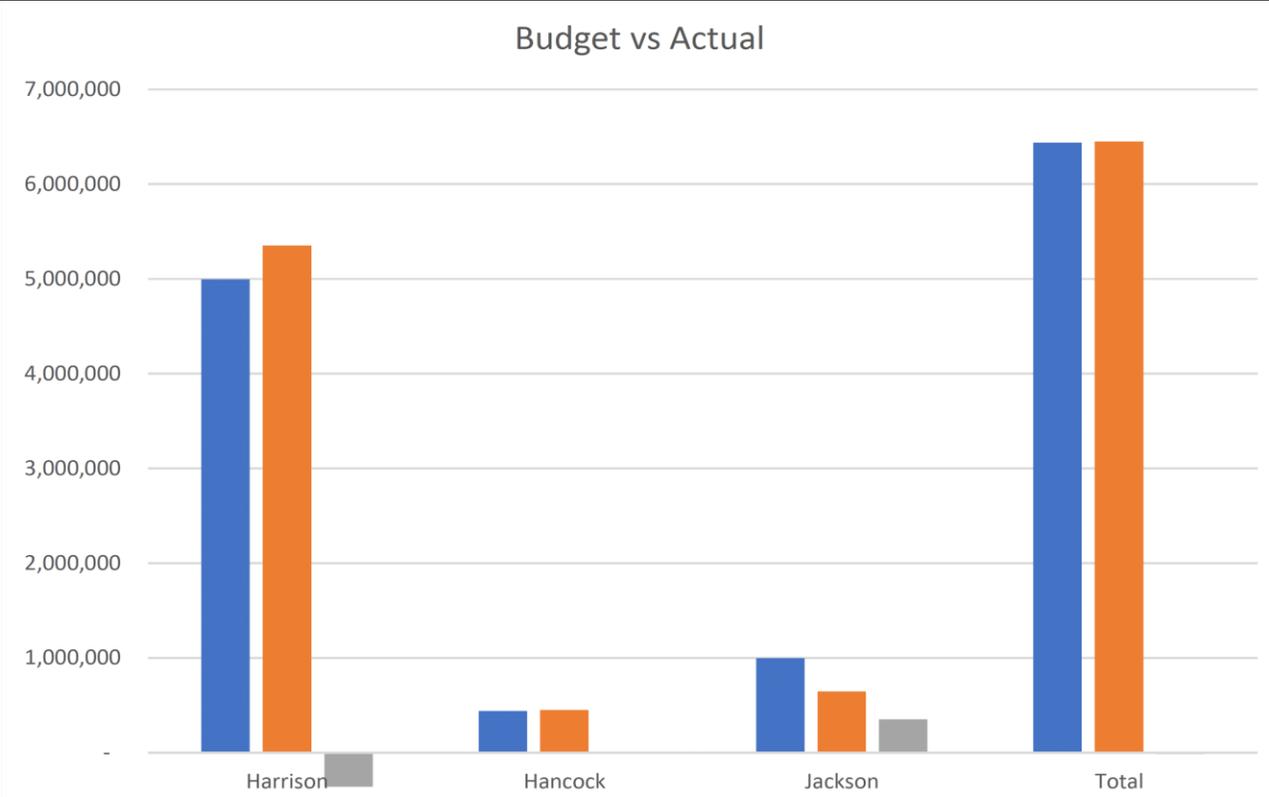




# Lodging Tax Summary

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%
<b>Total</b>	<b>6,436,142</b>	<b>6,450,000</b>	<b>(13,858)</b>	<b>-0.21%</b>





# 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

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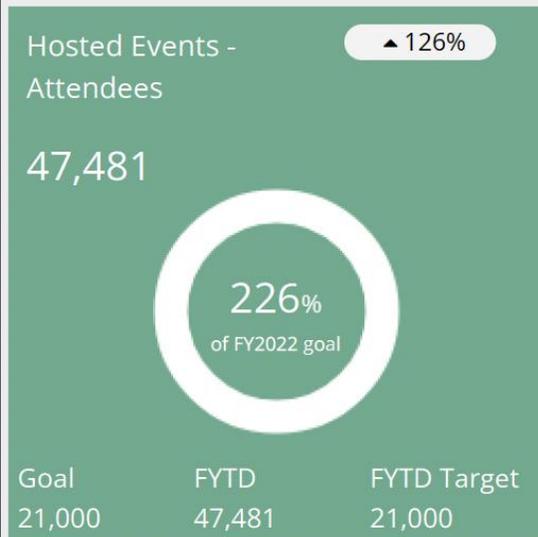
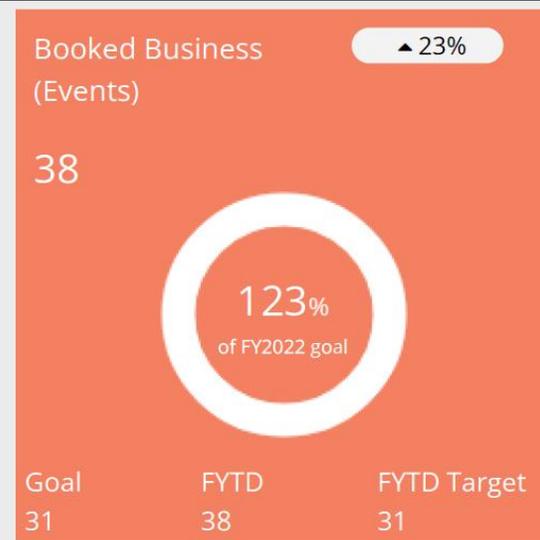
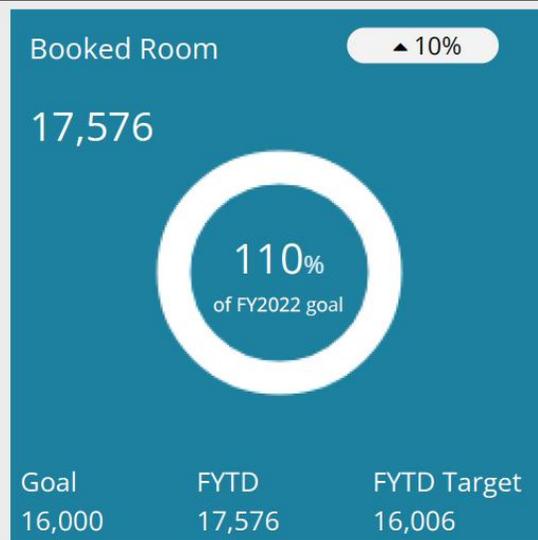
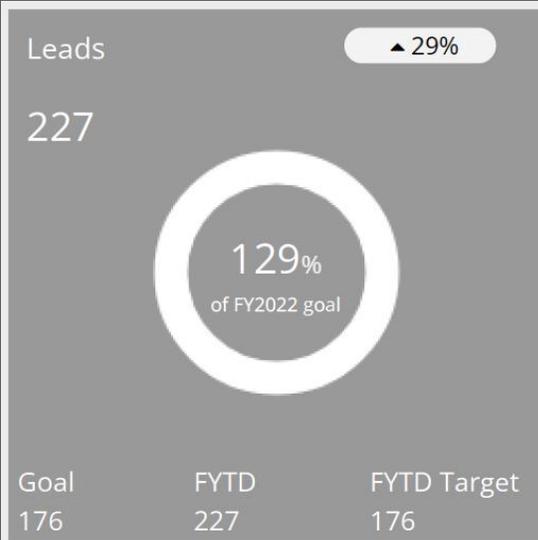
- MDEQ      Wayfinding Gateway      Complete April 30, 2024
- EDA Cares      Tourism Marketing      Complete April 9, 2023
- TRF2      Tourism Marketing      Complete Dec. 31, 2025



# 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  |      | <b>Experience your Greatest</b> 459M<br>May 9 • Yahoo!    |
| 2  |      | <b>The 25 Best Beach Vacati</b> 459M<br>May 4 • Yahoo!    |
| 3  |      | <b>Winter Adventures and Hc</b> 458M<br>Dec 6 • Yahoo!    |
| 4  |     | <b>7 Beautiful Gulf Coast Bea</b> 455M<br>Jan 27 • Yahoo! |
| 5  |    | <b>Here's a list of 2022 Mardi</b> 454M<br>Jan 5 • Yahoo! |
| 6  |    | <b>The Best New Airbnb Hos</b> 454M<br>Dec 16 • Yahoo!    |
| 7  |    | <b>Things to Do in Ocean Sp</b> 452M<br>Mar 8 • Yahoo!    |
| 8  |    | <b>The Most Pet-Friendly Hot</b> 449M<br>Nov 1 • Yahoo!   |
| 9  |   | <b>The Greatest Summer Vac</b> 444M<br>Jul 26 • Yahoo!    |
| 10 |  | <b>Coastal Mississippi Spotli</b> 428M<br>Apr 13 • Yahoo! |

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

## Ad Equivalency

Search: Mississippi Gulf Coast CVB

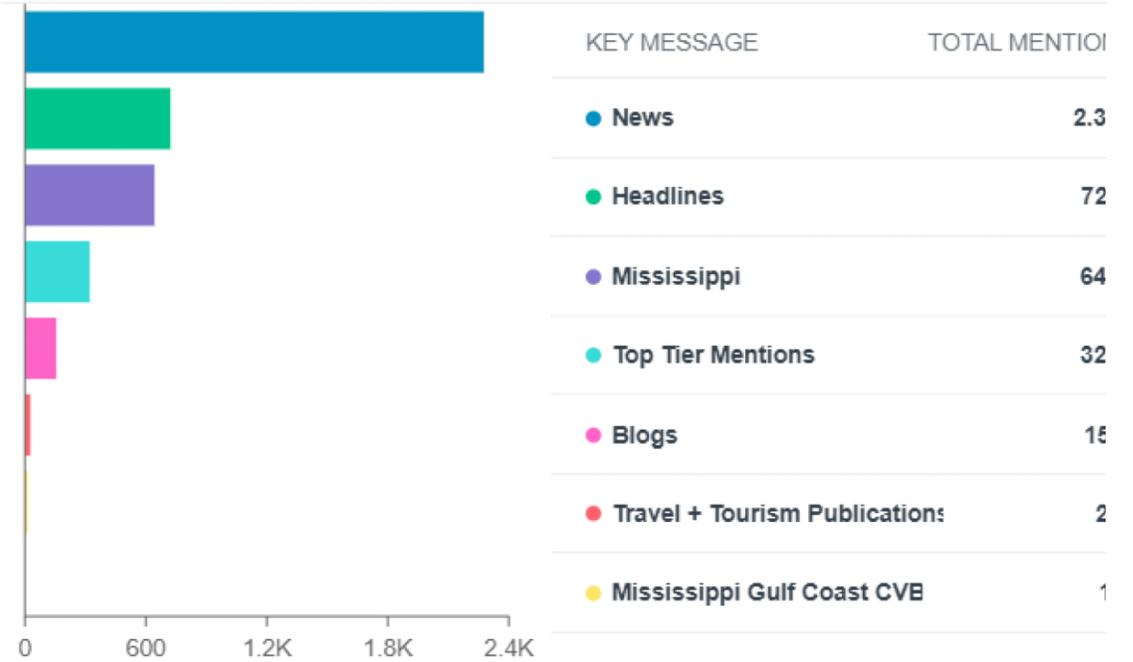


MEDIA TYPE	AD EQUIVALENCY
<b>Total</b>	<b>\$46.18M</b>
● <b>Online News</b>	<b>\$46.08M</b>
● <b>Blogs</b>	<b>\$99.63K</b>



## Media Analysis

Search: Mississippi Gulf Coast CVB



# FY22S Summary Marketing



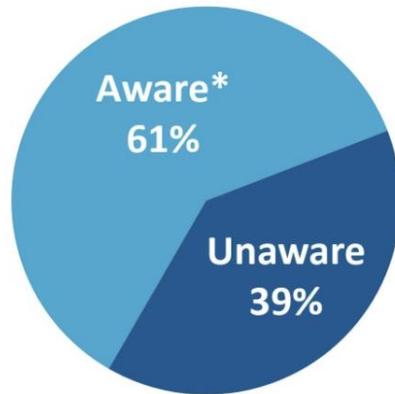
A financial table with numerical data and a pen. The table has four columns of numbers. A black pen is visible in the bottom left corner.

125,058	154,500	95,054	124,500
125,487	56,845	97,511	125,000
124,000	110,000	99,011	154,000
105,450	150,000	99,216	95,000
86,502	35,000	101,090	154,200
	83,000	101,684	110,000
	45,000	101,962	89,000
		102,747	50,000
		2,006	68,000
			123,000

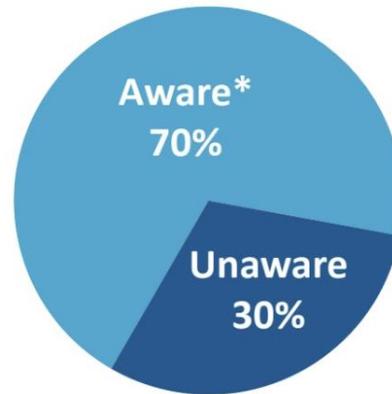
## Awareness of the Ad Campaign

Base: Residents of Coastal Mississippi's Advertising Markets

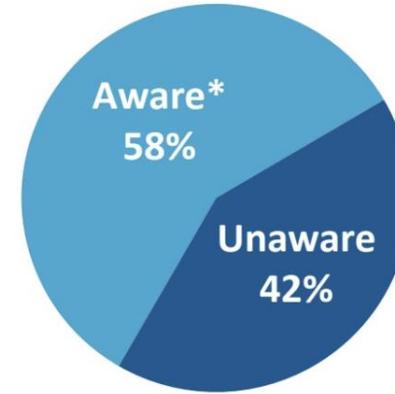
**Total**



**Drive Markets**



**Fly Markets**

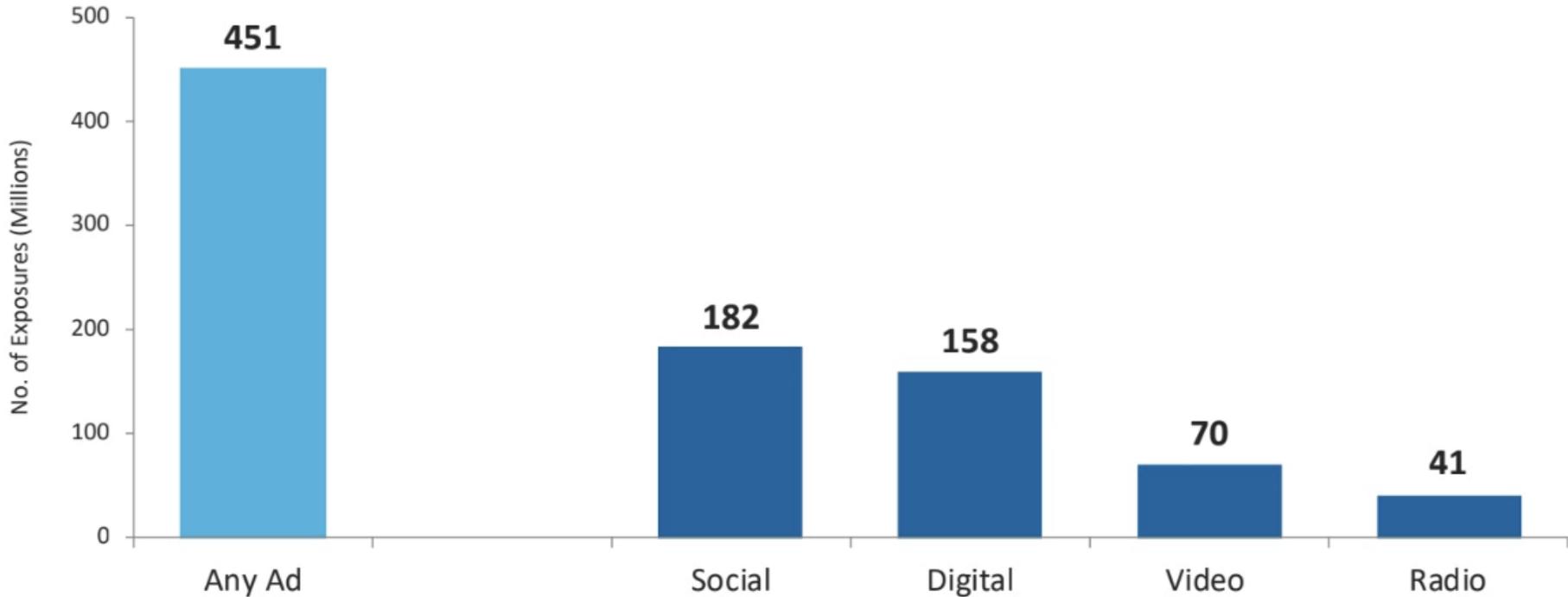


\*Saw at least one ad

# Total Exposures Recalled by Medium

Base: Total

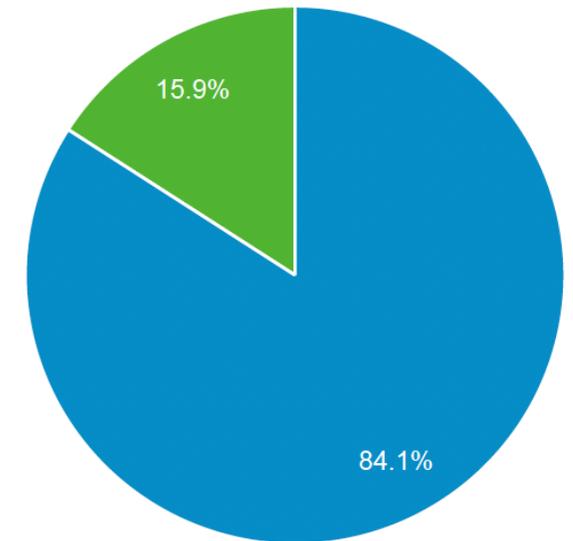
**Total Exposures = 451 Million**



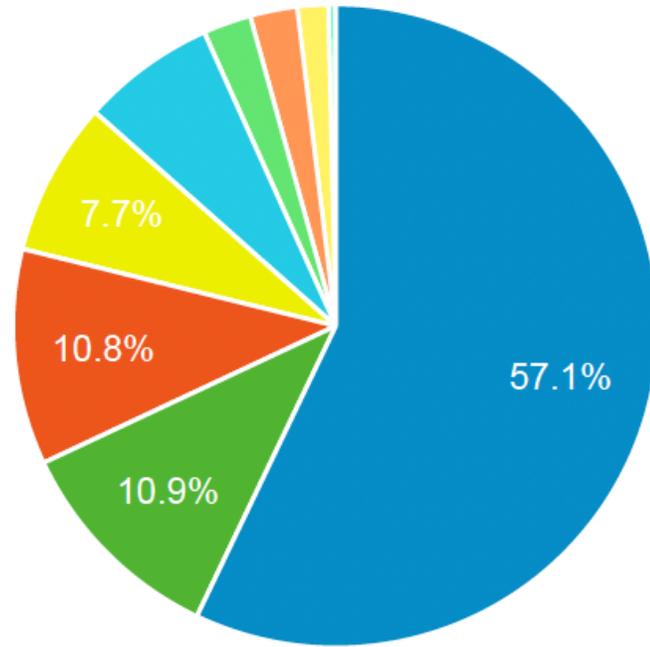


- FY22 Google Analytics

■ New Visitor   ■ Returning Visitor



## Top Channels



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

coastal

MISSISSIPPI

*The Secret Coast*