



VICKSBURG

The Key to the South

# PARTNER UPDATE

2022 / Q3

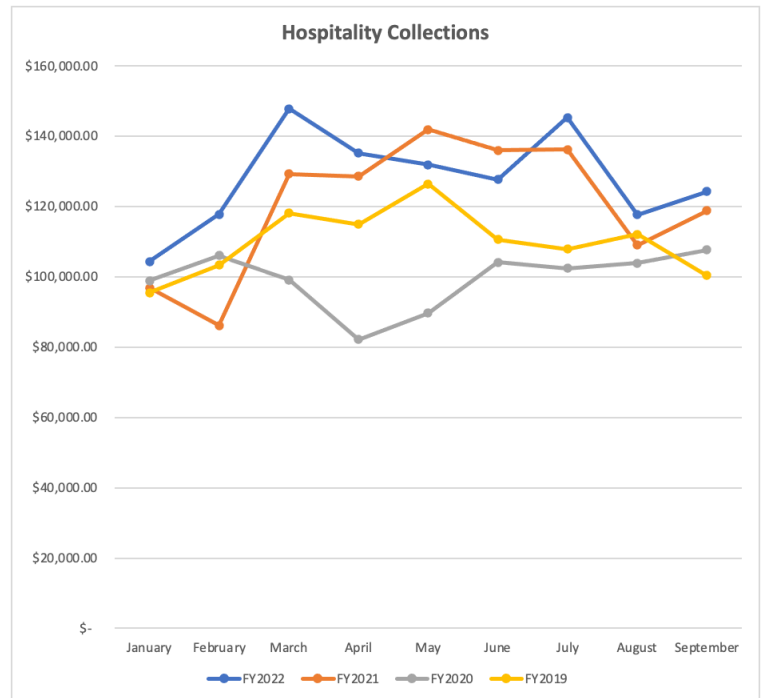
## SALES & GROUP TOURS REPORT

- Attended Spotlight on the Southeast
- Attended Ritz on the River with the following planners:
  - Jackie Brownlow, Mississippi Organization of Associate Degree Nurses
  - Melinda Ryan, Eastern Star
  - Ricki Garrett, Mississippi Society of Association Executives
  - Danielle Morgan and Jennie Guido, Mississippi Tourism Association
  - Shante Villeneuve and Pam Lee, Mississippi Department of Education
  - Emily Wooten, Mississippi Economic Council
- Planning for Sponsored MSAE Lunch and Learn in September
- Attended MSAE Membership Day, Strategic Plan Workshop, and MSAE Lunch & Learn
- Conducted Vicksburg guide training with Viking Cruise Lines at Catfish Row Museum
- Vicksburg booth at Mississippi Book Festival
- Conducted in-person sales calls with the VCC in Jackson metro.
- Attended Southern Public Relations Federation Annual Conference.

## MISCELLANEOUS PROJECTS

- Adopting ARPA Procurement Policies
- Bicentennial Announcement for Logo Contest
- Attended Mississippi River Parkway Commission Annual Meeting
- Facilitated Partner Meetings

## REVENUE REPORTS 2022 / Q3



Hospitality tax collections year to date (January – September) were up 5.98% as compared to last year.

## HOTEL DATA

- Hotel revenues in 2022 to date are over \$32 million, 11.3% over January – September 2021.
- Hotel occupancy in 2022 to date is 1.2% lower than in January – September 2021.

## FAM Tours

- Planning with Laurie Rowe Communications for the Arts & Entertainment and Outdoor themed FAM Tours in Fall 2022.

# ATTRACTION Q3 REPORT

## Vicksburg NMP

- Vicksburg National Military Park reported 78,650 park goers in Q3, a decrease from 128,653 during the same period in 2021.

## Museums

- Museums cumulatively counted 28,447 patrons in Q3, an increase from 19,319 during the same period in 2021.

## Tours

- Vicksburg welcomed 34 non-riverboat bus tours in Q3 with 902 passengers, a decrease from 79 non-riverboat bus tours with 2,536 passengers during the same period in 2021.
- Vicksburg welcomed 61 riverboat bus tours in Q3 with 1,721 passengers, an increase from 20 riverboat bus tours with 724 passengers during the same period in 2021.
- VCVB tour coordinators booked 145 car tours in Q3 with 375 passengers, a decrease from 192 car tours with 392 passengers during the same period in 2021.

# MARKETING OVERVIEW

- Implemented digital, print, broadcast, and outdoor tactics.
  - Search Engine Marketing
  - Mobile Display
  - Targeted Display
  - YouTube True View
  - Paid Social – Facebook & Instagram
  - Over the Top / Connected TV
  - Spotify Streaming Radio
  - Mississippi Tour Guide
  - Country Roads Magazine
  - Delta Magazine
  - Group Travel Leader
  - Local Palate Magazine
  - Mississippi Magazine
  - Oxford American Magazine
  - Preservation Magazine
  - USA Today Southeast
  - I-20 Billboards- Ceres and Bolton
  - 61 North Billboard
  - I-20 Mound/Tallulah Billboard
  - Style Blueprint Sponsored Newsletter
- Compass Media Enewsletter
- Completed second round of Vicksburg Passport printing
- Completed It's A Southern Thing Foodie Quiz with Advance Travel & Tourism with over 2,000 registered for Visit Vicksburg newsletter.

# VISITOR CENTER Q3 REPORT

