



VICKSBURG

The Key to the South

PARTNER UPDATE

2022 / Q4

SALES & GROUP TOURS REPORT

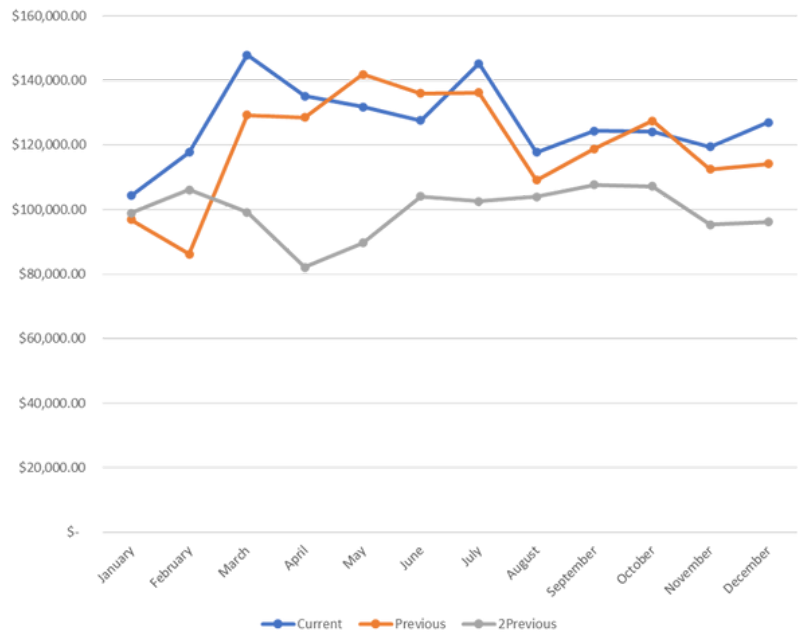
- Planning for Mississippi Society of Association Executives Annual Conference in November
- Planning for Travel South International Showcase in Louisville in November and follow up for receptive tour operators
- Planning sales blitz in Jackson and Madison areas in the Spring of 2023 with meeting venue partners

MISCELLANEOUS PROJECTS

- Assisted with alternate plans for riverboat dockings during low water levels.
- Support for Mississippi Plein Air Painters
- Riverfront Park Committee Meetings & Town Hall
- Passenger Rail Meeting in Monroe
- Soul Bowl Game Promotion
- Submitted ARPA Tourism Recovery Fund Credentials including grant agreement, marketing plan, and official documents.
- Kansas City Southern Holiday Express Event Coordination
- Tourism Development Grant Review and Award Letter

REVENUE REPORTS 2022 / Q4

VCVB Hospitality Collections



Hospitality tax collections year to date (January - December) were up 5.52% as compared to last year.

HOTEL DATA

- Hotel revenues to date is over \$41 million, 6.9% over January - December 2021.
- Hotel occupancy in 2022 to date is 2.3% lower than January - December 2021.

FAM Tours

- Completed site visit with tour operator Angelo Annacarto with Gulf South Travel
- Completed Arts & Entertainment FAM with five writers
- Completed Outdoors FAM with three writers

ATTRACTION Q4 REPORT

Vicksburg NMP

- Vicksburg National Military Park reported 79,053 park goers in Q4, a decrease from 104,136 during the same period in 2021.
- Vicksburg National Military Park reported 497,472 park goers in 2022, an increase from 408,200 in 2021.

Museums

- Museums cumulatively counted 22,840 patrons in Q4, a decrease from 31,814 during the same period in 2021.
- Museums cumulatively counted 121,384 patrons in 2022, an increase from 79,109 during 2021.

Tours

- Vicksburg welcomed 39 non-riverboat bus tours in Q4 with 1,239 passengers, a decrease from 63 non-riverboat bus tours with 1,908 passengers during the same period in 2021.
- Vicksburg welcomed 130 riverboat bus tours in Q4 with 3,582 passengers, a decrease from 146 riverboat bus tours with 3,079 passengers during the same period in 2021. During November, boats had to navigate record low Mississippi River levels and start docking at LeTourneau Landing.
- VCVB tour coordinators booked 178 car tours in Q4 with 418 passengers, an increase from 160 car tours with 395 passengers during the same period in 2021.

MARKETING OVERVIEW

- Completed African American Heritage Tour Guide
- 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
 - AAA Explorer
 - Delta Magazine
 - Group Travel Leader
 - Mississippi Magazine
 - Oxford American Magazine
 - Preservation Magazine
 - I-20 Billboards- Ceres and Bolton
 - 61 North Billboard
 - I-20 Mound/Tallulah Billboard
 - Compass Media Enewsletter

VISITOR CENTER Q4 REPORT

Q4 Visitor Centers

