2022 TOURISM SUMMIT

October 19, 2021
VISITOR PROFILE STUDY
VISITOR PROFILE STUDY – DEMOGRAPHICS

Gender
- Female: 63%
- Male: 37%

Age
- 18-24: 1%
- 25-34: 3%
- 35-44: 9%
- 45-54: 14%
- 55-64: 32%
- 65-74: 32%
- Over 75: 9%

Ethnicity
- Caucasian: 96%
- Asian: 2%
- African American: 1%

Full-time workers
- One: 62%
- Two: 33%
- Three or more: 5%

Marital Status
- Single: 11%
- Married: 73%
- Divorced: 10%
- Widow/Widower: 6%

Household income
- $35,000 or less: 6%
- $35,000 - $49,999: 13%
- $50,000 - $74,999: 18%
- $75,000 - $99,999: 14%
- $100,000 - $149,999: 36%
- Over $150,000: 14%
VISITOR PROFILE STUDY

- Overall Visitation By Day of Week

- Visitation by Overnight vs. Day Visitors
VISITOR PROFILE STUDY

Month(s) visited Natchez

- Jan: 7%
- Feb: 15%
- Mar: 16%
- Apr: 20%
- May: 10%
- Jun: 10%
- Jul: 20%
- Aug: 10%
- Sept: 27%
- Oct: 24%
- Nov: 27%
- Dec: 21%
VISITOR PROFILE STUDY

Attribute Ratings
1 to 5 scale with 1 being "poor" 5 being "excellent"

- Historic attractions: 4.79
- Scenic beauty: 4.74
- Ability to get around/signage: 4.67
- Overnight accommodations: 4.56
- Restaurant experience: 4.50
- Activities for the whole family: 4.10
- Shopping experience: 4.06
- Entertainment offerings: 3.91
VISITOR PROFILE STUDY

Likely to recommend Natchez

Attribute ratings
1 to 5 scale with 1 being "poor" 5 being "excellent"

- Historic attractions
  - Day visitor: 4.80
  - Overnight visitor: 4.72

- Scenic beauty
  - Day visitor: 4.77
  - Overnight visitor: 4.61

- Ability to get around/signage
  - Day visitor: 4.66
  - Overnight visitor: 4.71

- Overnight accommodations
  - Day visitor: 4.56
  - Overnight visitor: 4.57

- Restaurant experience
  - Day visitor: 4.25
  - Overnight visitor: 4.21

- Activities for the whole family
  - Day visitor: 4.00
  - Overnight visitor: 4.05

- Shopping experience
  - Day visitor: 4.00
  - Overnight visitor: 4.07

- Entertainment offerings
  - Day visitor: 3.55
  - Overnight visitor: 4.00
VISITOR PROFILE STUDY

Vacationing interests:

- Scenic Beauty: 94%
- Dining/Food: 88%
- History: 82%
- Shopping: 57%
- Arts/Cultural: 50%
- Music/Entertainment: 44%
- Outdoor Recreation: 41%
- Family Attractions: 26%
- Kid Friendly: 14%
- Gaming: 11%
- Other: 6%
VISITOR PROFILE STUDY

- 60% Planned Travel within one month

- Day Visitors Plan Their Trips Closer Than Overnight Visitors
VISITOR PROFILE STUDY

- Friends & Relatives were more prevalent for Day Visitors.
- Social Media Represented Only 12% Combined.
- Visitnatchez.org was leading source for information when planning trips.