



# 2022 TOURISM SUMMIT

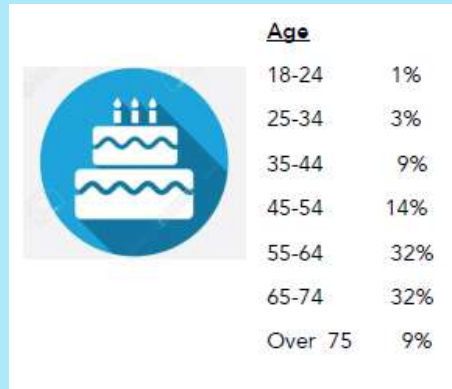
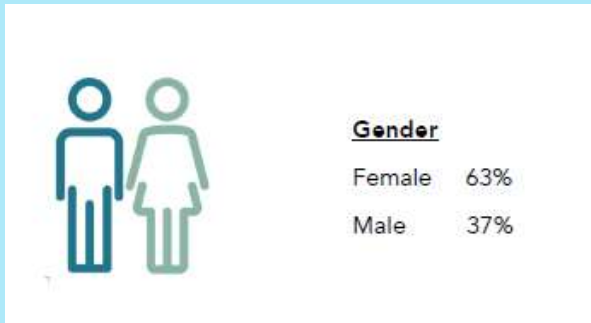
October 19, 2021

# VISITOR PROFILE STUDY



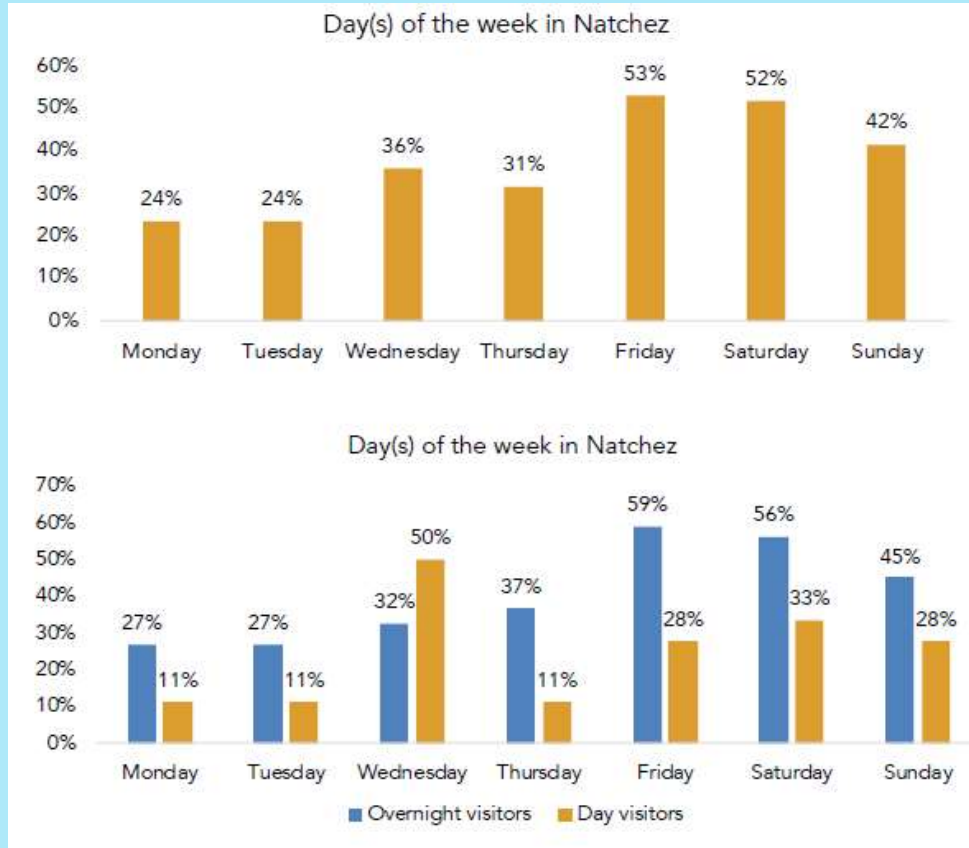
**CHANDLER**THINKS

# VISITOR PROFILE STUDY – DEMOGRAPHICS



# VISITOR PROFILE STUDY

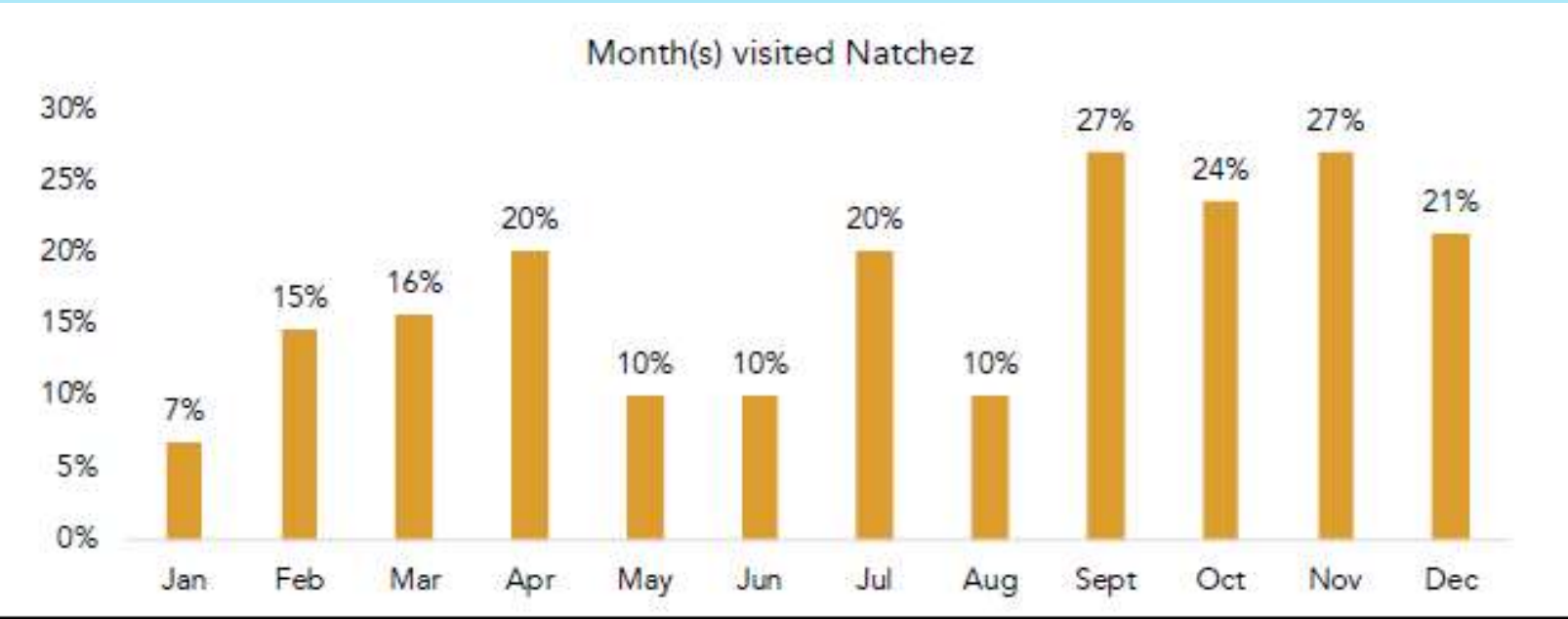
- Overall Visitation By Day of Week



- Visitation by Overnight vs. Day Visitors

# VISITOR PROFILE STUDY

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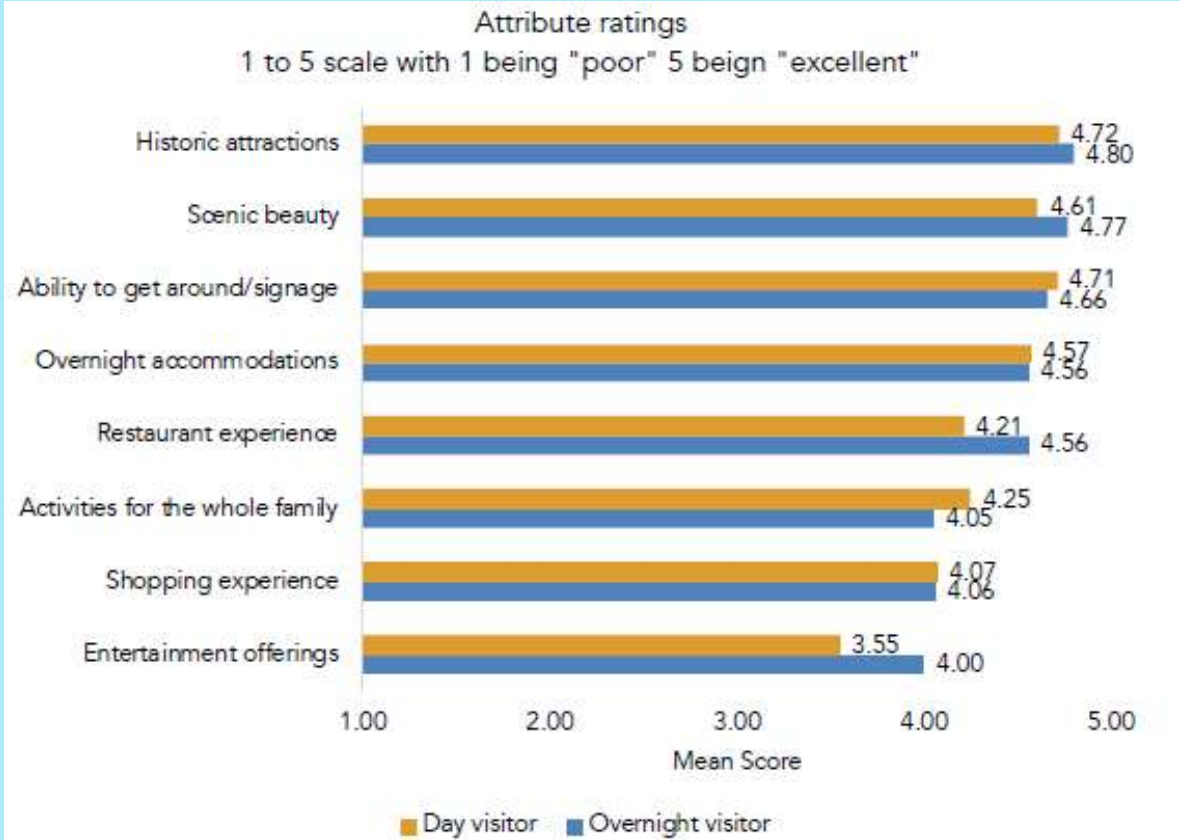
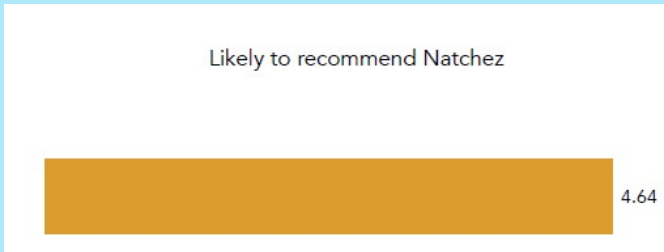


# VISITOR PROFILE STUDY

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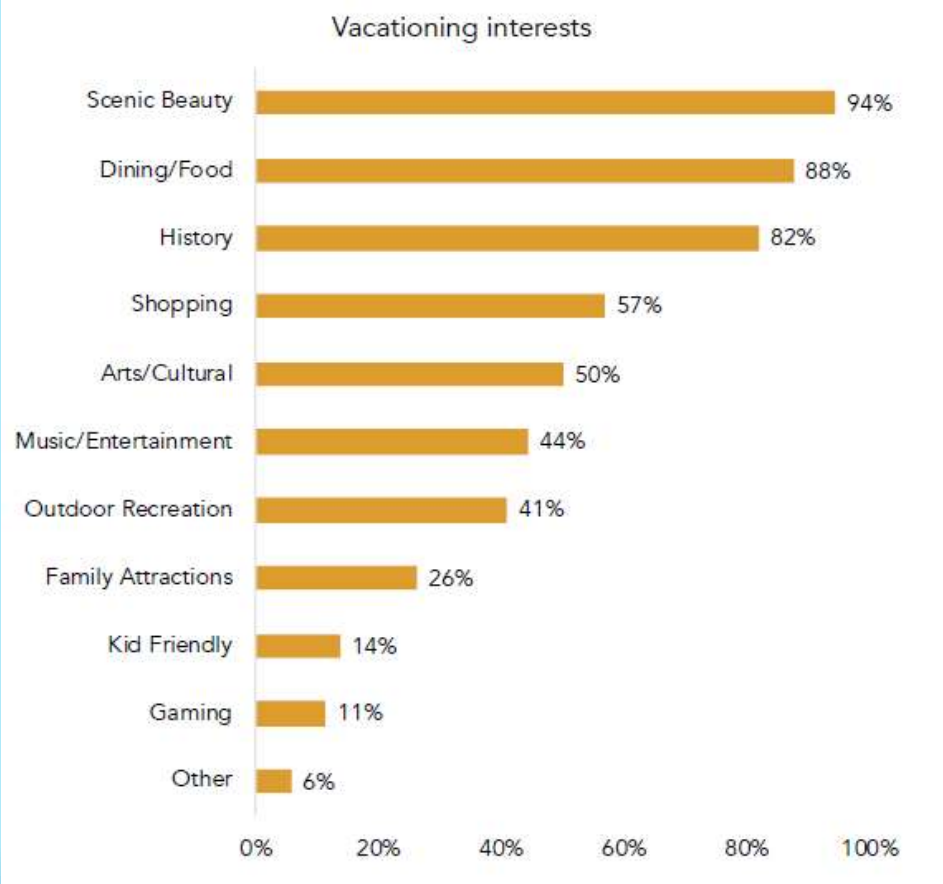


# VISITOR PROFILE STUDY



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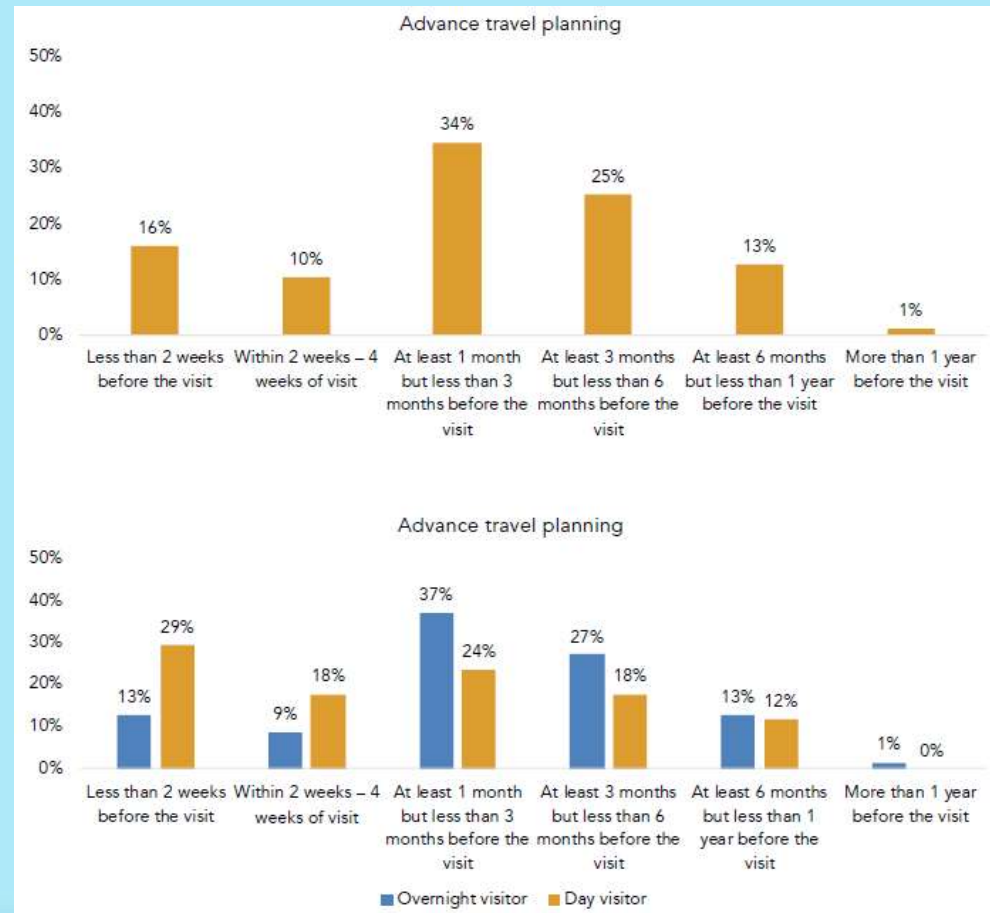




# VISITOR PROFILE STUDY

- 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

