



THE KEY TO THE SOUTH

VICKSBURG TOURISM REPORTS RECORD YEAR

(VICKSBURG, MISSISSIPPI) March 6, 2019: The Vicksburg Convention and Visitors Bureau (Visit Vicksburg) reports a record year for FY2018 in visitation and hospitality revenue.

Vicksburg welcomed over 2 million visitors in 2018, a 20% increase over 2017. The 1% hospitality tax on hotels and restaurants generated \$1.26 million in revenue for Visit Vicksburg, a 5.7% increase over 2017. Occupancy in 2018 increased 5% over the previous year and Vicksburg's hotel inventory increased 7%. New businesses that contribute to tourism included Cottonwood Public House, El Paso Mexican Restaurant, Los Parrilleros, Margaritaville Resort, and Mississippi Barbecue Company.

“Our strategic placement of new and traditional media, our sales efforts at industry marketplaces and our team of dedicated destination marketers have brought us to the top of our game,” said Bill Seratt, Visit Vicksburg Executive Director. “None of our efforts would be successful without the support of our elected officials and most importantly our industry stakeholders. Vicksburg delivers our visitors an experience that keeps them coming back.”

With the opening of Sports Force Parks on the Mississippi and more scheduled riverboat dockings (20 more than 2018), Visit Vicksburg anticipates tourism to increase in 2019.

About Vicksburg Convention and Visitors Bureau

Visit Vicksburg's main Visitor Information Center is located at 52 Old Highway 27, across the street from the Vicksburg National Military Park. Visit Vicksburg also operates information desks inside the Vicksburg National Military Park Visitor Center and the Jesse Brent Lower Mississippi River Museum. The Executive Offices are housed at 1619 Walnut Street located across from the Warren-County Public Library.

The Vicksburg Convention and Visitors Bureau, branded as Visit Vicksburg, operates on the 1% hospitality tax on food and lodging in Warren County. The mission of the bureau is to encourage and promote tourism for the Vicksburg/Warren County area as well as to sell and market attractions and experiences of Vicksburg as a premier destination. Visit Vicksburg currently has seven full-time and seven part-time employees and operates four locations. To find out more about Visit Vicksburg, visit www.VisitVicksburg.com.

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