

Chickasaw Country County Tourism Development Plans



Executive Summary

The Chickasaw Country tourism team has initiated a research project to determine the current economic impact tourism brings to Chickasaw territory. These plans outline the current climate of the 13 counties that make up the Chickasaw Nation by providing a snapshot and SWOT Analysis defining the county's strengths, weaknesses, opportunities and threats. In addition to this analysis, the tourism team has outlined each county's target market and identified potential development goals for consideration.

In order to secure the information provided in these development plans, the tourism team collaborated with county stakeholders including chambers, convention and visitor bureaus, community members, local businesses and community marketing organizations. These entities provided insight to available tourism resources within the counties and potential resources needed to increase visitation to the region.

Throughout the document tourism assets within the counties will be referred to as "Anchor Clusters," "Sustaining Clusters" or "Hidden Assets." Definitions to these terms are listed below:

- **Anchor Clusters / Anchor Attractions:** Assets strong enough to attract large numbers of visitors from outside the county and those with built-in marketing infrastructure programs.
- **Sustaining Clusters / Sustaining Assets:** Assets prolonging a trip through experiences or community engagement.
- **Hidden Assets:** Assets providing a novel and/or authentic experience allowing visitors to connect with community life.

These county development plans exclude opinions and were compiled based on facts received from online research, reports and data provided by community stakeholders. The goals outlined within this document provide generalized recommendations on potential opportunities for implementation within the counties allowing them to grow their tourism efforts. Data collected from March 2016 to November 2021.