



Destination SWOT/Future Map Analysis

(Natchez and Adams County location and visitor experience/development)

<p>Strengths (Exploit and Invest: present advantages)</p>	<p>Weaknesses (Mitigate: present disadvantages)</p>
<ul style="list-style-type: none"> ● High community brand profile nationally and internationally ● On Mississippi River and Natchez Trace ● Largest collection of historic homes and B & Bs in the nation ● Six national park sites ● Listing of major national “trails” are linked with Natchez ● Three ship cruise lines dock in the city ● Majority of hospitality offerings are local authentic restaurants and lodging establishments 	<ul style="list-style-type: none"> ● No major highways or commercial airport ● Perception of “Antebellum”/Old South place with crime ● Limited hospitality workforce and declining visitor base ● No significant family or sports tourism assets
<p>Opportunities (Monitor and Capitalize: potential advantages)</p>	<p>Threats (Prepare for Contingencies: potential disadvantages)</p>
<ul style="list-style-type: none"> ● Further development of cultural heritage assets ● Arts community potential with attention to film, public art and musical entertainment ● Improved wayfinding/signage system ● Dinner cruises and leisure boating on Mississippi River ● New community tourism programming including ticketing service to promote local events and tours 	<ul style="list-style-type: none"> ● Growing national anti-sentiment regarding “antebellum” South ● Continued growth of short-term home rentals ● Community resistance to progressive change ● City regulations impeding smart growth ● Declining population due to affordable housing availability and quality schools

Conclusions

1. Build on strong cultural heritage tourism resources with new visitor programming and packaging opportunities
2. Need to support new and/or enhanced tourism development potentials (e.g., musical entertainment, river cruising, related events and festivals, film tourism, etc.)
3. Support to tourism/hospitality labor force development and education



Destination Organization SWOT/Future Map Analysis

(NCPC marketing/promotion, stakeholder relations and resources/management)

Strengths (Exploit and Invest: present advantages)	Weaknesses (Mitigate: present disadvantages)
<ul style="list-style-type: none"> ● Reliable and stable destination funding business model ● Committed Commission members ● Well-rounded and diverse professional staff ● Supportive marketing, PR and social media agencies ● Well respected community standing/seat at the table ● Active digital communications program ● Strong tourism support by city government 	<ul style="list-style-type: none"> ● Limited budget resources ● Strict state legislation limits organization flexibility and entrepreneurialism ● No agreed-to strategic plan and annual DO business plan ● Lack of consistent destination messaging ● Absence of Black community engagement
Opportunities (Monitor and Capitalize: potential advantages)	Threats (Prepare for Contingencies: potential disadvantages)
<ul style="list-style-type: none"> ● Development of foodservice programming ● Strategies to grow mid-week business ● New programs with focus on film tourism, visitor ticketing service, etc. ● Additional funding opportunities from state and federal authorities ● Expanded cultural heritage tourism communications 	<ul style="list-style-type: none"> ● Perception of other organizations as tourism leaders and not partners ● Increased competitive destination marketing (i.e., Laurel, Greenwood, Hattiesburg) ● Black community resistance ● Changing visitor behaviors

Conclusions

1. Execution of a strategic destination plan with priority initiatives leading to new tourism growth
2. New refined destination brand presence including influential messaging
3. Development and implementation of an aligned DO destination marketing and business plan with effective measurable tactical programs focused on key targeted visitor segments