

EXPERIENCE ELEVATED

Visit

NATCHEZ



MARKETING PLAN

2023-2024

Visit Natchez
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www.visitnatchez.org



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Executive Summary

As the pandemic has eclipsed into our past, destinations around the world are in full recovery mode and developing new and robust strategies to gain the attention of potential visitors. Visitors. Natchez is prepared for the challenge and will be poised to capture the attention of our visitors through a reintroduction of our city through new branding and marketing strategies and tactics.



As we enter the 2024 fiscal year, the team at Visit Natchez are focused to drive new visitation and to increase the length of stay of visitors. Occupancies and visitation stalled in 2023, down 4.1% over 2022 through July. With less events occurring this past year, including the Euro Fest Auto Show, Mudbug Festival, Fourth of July Concert as well as shifts in signature events such as the Soul Food Fusion Festival, visitors created less compression and Visit Natchez had less events to promote. In 2021, the Natchez Convention Center hosted 20 conferences with 3,665 attendees, 2022 we had 15 conferences with 4,175 attendees and in 2023, 22 conferences with 6,950 attendees came to our city. Conventions are up this year, a trend we anticipate continuing in 2024.

The number of external factors that will influence travel have been minimized. Since the pandemic, visitors have been faced with canceled events and conferences, flight restrictions, vaccination requirements, limited flight schedules, and inflation. As we move forward, the only challenges we anticipate persisting are potentially inflation and flight schedule challenges, due to limited pilots and increased gas costs.

In 2020, we invested in a Visitor Research Study providing insights into who our visitors are, what they are looking for and what demographics we are not enjoying a fair share of. With this information, we developed a three-year Strategic Plan outlining our opportunities and guides to move forward.

With our new direction and plan, we have launched a new Visit Natchez brand with the tagline "Experience Elevated, helping to better represent our destination to future potential visitors. After the new brand rollout, we developed a new Visit Natchez website and brand marketing assets including three new videos highlighting 1.) general Natchez tourism, 2.) outdoor recreation and 3.) the cultural heritage of Natchez. New tactics have been employed utilizing data to help us focus closer to our prospective visitors based on past visitor information. This includes specific designated market areas, or DMA's as well as demographics of our target markets.

Through the research study and strategic plan, we identified that Natchez is more often sought after and visited by specific demographics and significantly underperforming in other demographics. Families represent 75% of our visitation, while travelers coming with only friends or solo only represent a combined 16%. Females represent 63% of our travel while males only represent 37%. Caucasians represent 96% of visitors while African Americans represent only 1%. Visitors over the age of 55 represent 71% of our travelers with Millennials only representing 12%. There are opportunities for us to grow our visitation through expanding our focus to less represented groups in our city. Natchez offers excellent experiences that would enrich visitors in each of the underrepresented demographics. We will continue to market to the visitors we have, utilizing historic homes and architecture as our foundation. We will add new initiatives to better tell the story of Natchez and the variety of attractions to gain new visitors to our city. The launch of a new brand, website and marketing campaigns are the first steps toward telling this narrative and expanding our visitor base.

In 2024, Visit Natchez will partner with the City of Natchez to launch a new Visitor Information Center, or VIC at the former Yazoo and Mississippi Valley Railroad Depot on the Natchez Bluff. This will give us an excellent opportunity to help tell the story of Natchez and engage with our visitors better. Being able to gain data about our visitors will enable us to gain data from the visitors to understand how our marketing efforts are working and other opportunities that may be available

Natchez has several development opportunities that will increase visitation to the city. Adams County with the support of the City of Natchez has worked to attract commercial air service to the Natchez/Adams County Airport. Air service will not only add an easier mode of transportation to visitors, but it will also open the potential for cruise ships to begin or end their cruises in Natchez, which will add opportunities for cruisers to extend their visit here on the front or end of their cruise. There is a group of developers working to bring back the historic and beloved Eola Hotel that has been closed for several years. This will add more hotel rooms one block from the convention center as well as creating a unique destination experience for overnight guests. Lastly, the raising of Silver Street and development of docks for the three riverboat lines will add a fantastic feature "Under the Hill", allowing the riverboat companies to develop more itineraries in Natchez.

The future continues to be bright in Natchez, and with the new brand marketing and continued development, visitation to our city will grow significantly.



Devin Heath
Executive Director

Our Team



**Devin Heath,
CDME**
Executive Director



**Lynsey Gilbert
TMP, CTIS**
Director of Sales



Jawana Lowe
Administrative
Assistant &
Receptionist



**Roscoe Barnes III,
PHD**
Cultural Heritage
Tourism Director



Mallory Lancaster
Community &
Programs Manager



Jessica Cauthen
Marketing Manager

Who We Are



Who is Visit Natchez?

The Natchez Convention Promotion Commission, doing business as Visit Natchez, has been the leader of tourism in Natchez as the official destination marketing organization since 1973.

Visit Natchez is a state legislated organization, structured by Mississippi Senate Bill 3191. Senate Bill 3191 defines the purpose of Visit Natchez to fund a marketing/advertising promotion plan to effectively increase overnight visitation and tourism in the city of Natchez.

Organization and Guidance Principles



Mission:

The mission of the NCPC and Visit Natchez as the city's official destination marketing organization is to increase the economic impact of tourism in Natchez by developing and promoting the city to individual and group visitors

Vision:

To be the preeminent destination in the South for immersive cultural heritage, live music, social events, film tourism and exciting outdoor recreation.



Tourism Marketing Advisory Committee

Sarah Lindsey Laukhuff
Chairperson

Carter Burns

Charles Merriett

Willie Carter

Pat Miller

Debbie Cosey

Tim Morrissey

Kolby Godfrey

Malan Parks

John Holyoak

Christy Williams

Values:

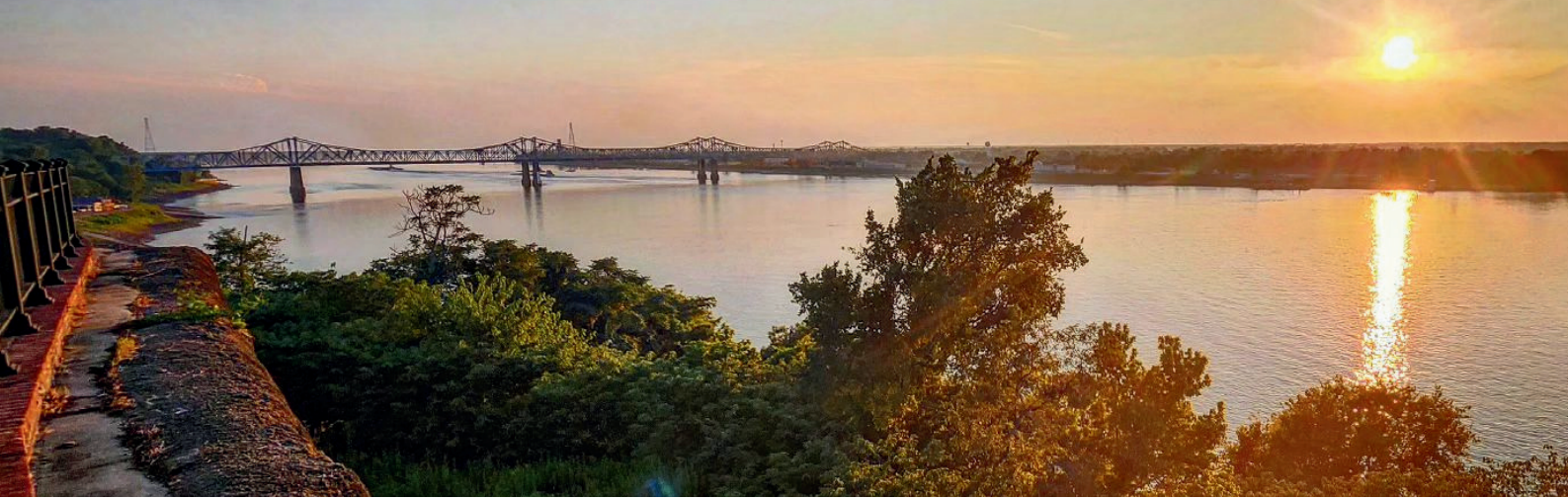
- Visionary and Strategic
- Innovative
- Open and Transparent
- Inclusive & Collaborative
- Accountable



Destination Accolades

Natchez has been recognized regionally and nationally as a hidden gem and is frequently listed as a top choice for visitors from numerous publications and organizations. Below is a list of our recent recognitions:

Distinction	Publisher
Only in Your State	11 Best Small Towns to Visit in the Mid-South
Travel & Leisure	<i>This 16-Square-Mile Town on the Mississippi River is becoming an Essential U.S. Cruise Destination – Here's Why</i>
World Atlas	7 of the Friendliest Towns in Mississippi
Travel US News	The 26 Best Fall Festivals in the U.S. for 2023
Delish	<i>The United States of Beer: The Best Summertime Brew from Every State</i>



Destination Accolades

Distinction	Publisher
Travel & Leisure	25 Best Weekend Getaways in the South
Travel & Leisure	18 Amazing Black-owned Hotels Around the World
10best.com	20 Hotels and Inns with Amazing Holiday Decor and Light Displays
Yahoo	The 6 Best Historic Bed and Breakfasts in the U.S.
Yahoo	9 U.S. Small Towns with the Cutest Main Streets
Rolling Stone	These are Mississippi's Must-See Music Venues

Strategy Goals

Utilizing our strategic plan and new brand as guidelines and strategies, we will focus on target markets with the following goals in sight for 2024:



- Create strong brand awareness for Visit Natchez/Natchez
- Build on a strong foundation of historic homes & architecture with new programming and packaging opportunities
- Demonstrate the diversity of experiences available in Natchez to a broader spectrum of visitors to increase visitation
- Focus on refining our storytelling & programming of aligned cultural heritage attractions & events, outdoor experiences, arts & entertainment
- Grow room nights and economic impact through converting day visitors to overnight guests and extending visitor length of stay

SWOT Analysis

Through our 3-year strategic plan, the following were identified for Natchez and the visitor experience. By Understanding and addressing these areas we will be better equipped and more prepared to move forward.

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> • High community brand profile nationally & internationally • On MS River & Natchez Trace • Largest collection of historic homes & B&Bs in the nation • Six National Park Sites • Three cruiselines dock in the city • Majority of hospitality offerings are local authentic restaurants & lodging 	<ul style="list-style-type: none"> • No major highways • Perception of 'Old South' • Limited hospitality workforce and declining visitor base • No significant family or sports tourism assets • No public restrooms downtown 	<ul style="list-style-type: none"> • Further asset development • Potential commercial air service • Arts community potential • Improved wayfinding • Dinner cruises & leisure boating • New community tourism programming for promotion • Film industry productions 	<ul style="list-style-type: none"> • Economic stagnation • Growing national anti-sentiment regarding 'antebellum' south • Community resistance to progressive change • City regulations impeding smart growth • Declining population



Key Annual Events

Natchez is blessed with events throughout the calendar year. Most events are planned with short lead times therefore there are a larger number of events that will occur than are on this list. Below is a list of annual events that we anticipate will draw significant visitation.

Month	Event
January	Mardi Gras Celebrations
	Grand Village of the Natchez Indians 11 Moon Storytelling & Bonfire
February	Mardi Gras Celebrations
	Natchez Literary & Cinema Celebration
March	Spring Pilgrimage
	Natchez Powwow
April	Spring Pilgrimage
	Euro Fest Auto Show
May	Harmony in the Park
	Natchez Festival of Music
June	Natchez Bicycle Classic
	Juneteenth Festival
July	Crepe Myrtle Festival
	Fourth of July Music & Fireworks
September	Fall Pilgrimage
	Bikers Weekend on the Bluff
October	Natchez Balloon Festival
	Y'all Means All – The Weekend
November	Longwood Music Festival
	Fall Pilgrimage
December	Fall Pilgrimage
	Angels on the Bluff
	Lighting of the Christmas Tree
	Christmas in Natchez – A month long celebration

Target Market Segments

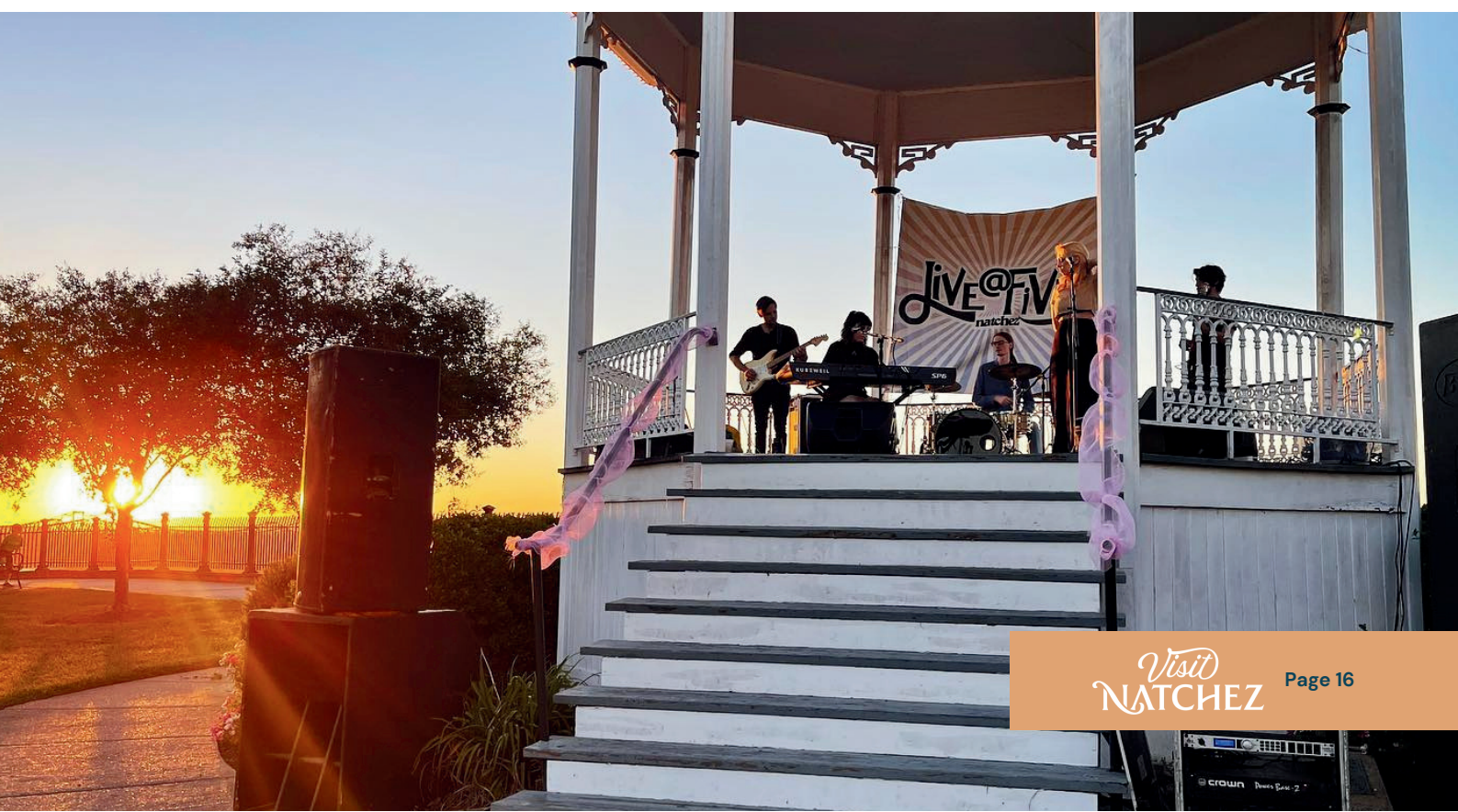
Through our strategic branding efforts, we identified eleven key vertical market segments that we will focus our sales and marketing efforts towards. There are secondary markets such as cuisine, LGBTQ+, cruise visitors, religious tourism, and visiting friends and family, that we will include as well.

Verticle Markets	Key Assets
Heritage & History Researchers	Historic Homes, MS River, NPS, Museums, Monuments & Markers
Cultural Heritage Seekers	Grand Village of the Natchez Indians, Forks of the Road, Proud to Take a Stand Monument, Dr. John Banks House, African American History & Culture Museum, First Presbyterian Church Gallery, Rhythm Night Club Museum, Temple B'nai Israel, Churches, Natchez City Cemetery, William Johnson House, Concord Quarters
Motorcyclists/Cyclists/Trails Enthusiasts	Natchez Trace, Bluff, Under the Hill, Natchez State Park, State and National Trails
Nature Seekers & Outdoor Enthusiasts	Bluff, MS River, St. Catherine Creek, Duncan Park, Grand Village, Natchez Trace, State Park, Double C Ranch
Arts & Entertainment	Live Music Venues, City Auditorium, Art Galleries, Community Center
Weddings & Special Celebrations	All Assets
On-Locationers (Movie, TV & Literature)	Past Production Sites (Every Time a Bell Rings, New Orleans Noel, From Black, etc.) Future Productions

Target Market Segments

Through our strategic branding efforts, we identified eleven key vertical market segments that we will focus our sales and marketing efforts towards. There are secondary markets such as cuisine, LGBTQ+, cruise visitors, religious tourism, and visiting friends and family, that we will include as well.

Verticle Markets	Key Assets
Leisure Travel (International & Domestic)	All Assets
Group Tour & Travel	All Assets
Association & Smerf Meetings	All Assets
Community Stakeholders	All Assets



Target Designated Market Areas

Natchez has experienced strong shifts in production from several key designated market areas, or DMA's. While some DMA's have increased, we have also seen declines in a few markets.

We have defined our focus no two types, Primary and Target Markets based on market visitation, website visitation and visitor guide requests.

Primary Markets are those where we have experienced strong visitation and web traffic where we want to dedicate efforts to continue to see production.

Target Markets define the DMA's which may be underperforming and where we believe we can grow production significantly.

Primary Markets

- Dallas–Ft. Worth, TX
- Jackson, MS
- New Orleans, LA
- Memphis, TN
- Mobile/Pensacola
- Baton Rouge, LA

Secondary Markets

- Houston, TX
- Birmingham, AL
- Little Rock–Pine Bluff, AR
- Nashville, TN
- Shreveport, LA



Sales Strategies

The Convention Sales Department promotes Natchez as a premier meetings and convention destination to regional and state meeting planners. The primary objective is to generate meetings and convention business for Natchez hotels & restaurants, the Natchez Convention Center and other meeting venues in the area.



We continue to promote the key attributes of Natchez which remain critical factors in the decision-making process of meeting planners:

- Destination with it's own original flavor that will provide a memorable experience for visitors
- Safe and walkable downtown with convenient dining options, attractions, and shopts
- Affordable and diverse hotel accommodation options
- Unique and accessible venues
- Customized events and receptions

Sales Strategies

Groups & Convention Schedule

2024	Natchez Convention Center
October	Solid Waste Association of North America (SWANA)- 10/10-10/13
	MS Association of Governmental Purchasing & Property Agents (MAGPPA)- 10/15-10/18
	Mental Health/Intellectual & Developmental Disabilities Joint Conference (MH/IDD) - 10/25-10/27
December	MS Bandmasters Association- 12/5-12/9
February	MS Association for Marriage and Family Therapy- 2/15-2/16
March	LA Church of God-Spring Women's Retreat- 3/1-3/2
	Rotary International- 3/7-3/9
	General Missionary Baptist State Convention- 3/10- 3/13
	Church of the Living God-Women's Conference- 3/15- 3/16
	Technology Student Association (Tentative)- 3/19- 3/21

Sales Strategies

Groups & Convention Schedule

2024	Natchez Convention Center
April	LA-MS-West Tenn. District Key Club- 4/3-4/7
	MS Water Pollution Control Operators Association- 4/9- 4/11
	LA Land & Title Assn. (Tentative)- 4/14-4/15
	MS Assn. Community Action Agency- 4/17-4/19
	MS Department of Transportation (Tentative)- 4-/23- 4/25
May	National Guard (tentative)- 5/2-5/5
May/June	MS Firefighters Association- 5/30-6/2
August	MS Community College Board- Workforce, Career Technical Education Conference-
October	Solid Waste Association of North America (SWANA)- 10/21-10/24
November	NAACP MS State Conference (tentative)- 11/7-11/9
December	MS Bandmasters Association- 12/10-12/14

Sales Calls & Business Development

First Quarter: October - December 2024

Event	Type
MS Tourism Association's Governors Conference on Tourism	Business Development/Networking
Destination International CDME courses	Business Development/Networking
Meeting Planner Guide blitz	Sales Trip
MS Society of Association Executives (MSAE)	Tradeshow
Travel South International	Tradeshow
Ontario Motorcoach Association Marketplace	Tradeshow

Second Quarter: January - March 2024

Event	Type
American Bus Association	Tradeshow
MSAE Lunch 'n Learn x 2	Business Development/Networking
Convention South Rendezvous	Tradeshow
International Inbound Travel Association	Tradeshow
MS River Country Canadian sales mission	Tradeshow
Jackson Sales Calls	Sales Trip
Baton Rouge Sales Calls	Sales Trip
STS Domestic Showcase	Tradeshow

Sales Calls & Business Development

Third Quarter: April - June 2024

Event	Type
MSAE Lunch ‘n Learn	Business Development/Networking
Receptive Operator Mission	Sales Trip
Jackson Sales Calls	Sales Trip
Baton Rouge Sales Calls	Sales Trip
IPW	Tradeshow
African American Travel Conference	Tradeshow

Fourth Quarter: July - September 2024

Event	Type
South Central Motorcoach	Tradeshow
Spotlight on the South	Tradeshow
MSAE Lunch ‘n Learn	Business Development/Networking
Jackson Sales Calls	Sales Trip
Baton Rouge Sales Calls	Sales Trip
MSAE Annual Conference	Tradeshow
Meeting Planner Luncheon	Business Development/Networking

International Markets

The U.S. Department of Commerce National Travel and Tourism Strategy identifies inbound travel as an economic priority and sets a national goal of welcoming 90 million international visitors by 2027. However, international travel is still not expected to make a full recovery until 2025, making this goal challenging under ongoing obstacles. Obstacles like outrageously long visitor visa wait times, limited air routes, aviation workforce and Customs and Border Protections staffing shortages, an antiquated air traffic control system and other hurdles for overseas visitors are delaying the recovery of international inbound travel and harming America's economy and global competitiveness.

Though more must be done, there has been some recent progress and steps in the right direction.

- May 20–24, 2023 – U.S. Travel welcomed more than 5,000 delegates from 60+ countries to San Antonio, Texas for IPW—stimulating future inbound travel to the U.S.
- May 12, 2023 – The U.S. lifted the vaccination requirement for international inbound travelers.
- October 7, 2022 – Bipartisan legislation was introduced in the House through H.R. 9141—the Visitor Visa Wait Time Reduction Act.

Visit Natchez, as well as Visit MS, are active members of Travel South International, the official regional destination marketing organization of the Southern USA. Travel South's Global Partner Program (GPP) is a collaborative promotional program to create a larger share of voice and have a wider expanse of global marketing efforts for the South. Participating states share expenses on in-country promotional efforts on a year-round basis. The primary objectives target trade and media and coordinating and leveraging consumer outreach with Brand USA co-op programs. It offers states a vehicle to have in-country representatives without having direct contracts and spending hundreds of thousands of dollars. Visit MS has chosen to pay-to-play in Australia/New Zealand, Brazil, Canada, Italy and most recently Spain.

International Markets

Visit MS participates in the Mississippi River Country (MRC) program, a collection of states that border America's most famous river. The group focuses on sharing stories about culture, food, music, outdoors & recreation, and science & history with Japan and Canada. MRC is hoping to expand their representation to South Korea and eventually India. This year, Visit Natchez will be participating in MRC's Canadian Sales Mission and Media Event.

We continue to have representation through the Memphis & Mississippi partnership in the United Kingdom, Benelux (Belgium, the Netherlands and Luxembourg), Nordic regions, Canada, Germany, Austria, Switzerland, and France well as through Deep South USA. Natchez has seen an uptick throughout 2023 and will continue to work with regional partners to increase awareness and overnight visitation.



Marketing Strategies

Visit Natchez shares the Natchez brand story with the world through the visitor's consideration, research, planning and purchase process. From inspiring visitors to take a trip to Natchez to creating a place to share memories, Visit Natchez engages with the visitor at all points in the journey.

Brand Identity, Positioning, and Management

In 2023, Visit Natchez launched a new brand identity coupled with a website makeover. As the new brand is developed and defined, a new library of assets is being developed and deployed across all marketing channels.

Visitor Services

Visit Natchez collaborates with our community partners to provide helpful information and enhance the visitor's experience. The Visit Natchez staff will provide the community with content-rich information through updated destination maps, visitor guides, and other collateral as needed while adhering to the new branding guidelines.



Marketing Strategies

Print Media

Visit Natchez will continue to develop integrated advertising and promotional media plans and media buy in key target markets that are placed in digital and terrestrial media channels and programming that are on-brand and integrated with the other marketing goals to increase year-round leisure travel from day-trippers and over-night visitors, extending visitor's length of stay, and encouraging repeat visitation. To stand out, and tell our destination story compellingly, Visit Natchez's campaigns will run year-round with seasonal highlights that change imagery, copy points messaging and media planning to ensure that Natchez is kept top of mind.

Good
Grit
The Character Of The South

OXFORD AMERICAN
A MAGAZINE OF THE SOUTH



Southern
CAST IRON

Southern Jewish Life

MISSISSIPPI
TOUR GUIDE

Southern Living

RoadRUNNER
MOTORCYCLE TOURING & TRAVEL

GARDEN & GUN

THE
ADVOCATE
BATON ROUGE • NEW ORLEANS • ACADIANA

BLUFFS & BAYOUS
25th ANNIVERSARY
MAY / JUNE 2021

Country Roads
inRegister



BM&T
Black Meetings & Tourism



LOUISIANA
cook'n'

Noire Voyage

Marketing Strategies

Website

One of Visit Natchez's most valuable resources is Visitnatchez.org. With thousands of visitors annually, it provides the immediate visitor assistance on our destination. The website is key in the research, planning, and booking phases of the traveler cycle.

We have launched a website re-design with Madden Media in accordance to the new branding. The new website provides flexibility to edit content that benefits both the visitor by providing up-to-date experiences and stakeholders to update their information as they elevate their offerings.

In addition to providing an elevated experience for visitors, the new site has introduced micro-sites for major initiatives, such as Cultural Heritage and Natchez Film Office initiatives.

Digital Media

Through our partnership with Advance Travel & Tourism, Digital Media will be an increasingly strong source of marketing for Natchez. We will utilize research and data to strategize our tactics for 2024. Our guide for 2024 will be to utilize our Marketing Budget to develop a foundational presence in our primary and close drive markets to build brand awareness and achieve consistency. Utilizing funding through a Visit Mississippi Co-operative plan and through MTRF, we will build on the foundation and expand into secondary and tertiary markets as well as a focus on niche market segments.

Marketing Strategies

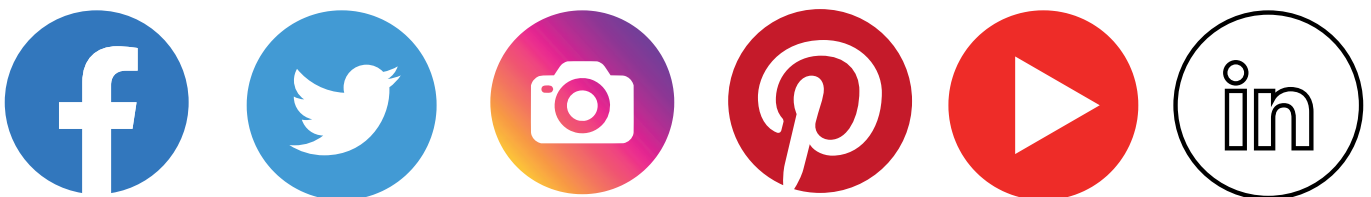
Social Media

Visit Natchez will continue to utilize social media platforms and contributed content to inspire and convert target audiences. Visit Natchez recognizes social media as vital in inspiring potential travelers, for travel research, and as a resource for in-market guests.

Visit Natchez plans to continue “turn up the volume” on our social content to build a community and be a leader in our industry. We plan to accomplish this by implementing the following approach:

Investing and curating an appealing aspirational feed to attract visitors by showcasing all destination differentiators such as scenery, neighborhoods, recreation, lifestyle, shopping, culinary, hotels and unique lodging. The team is working to build a curated image and video library utilizing user generated content, as well as in-housework to ensure a consistent look and feel. Video will be a priority, focusing on evergreen content that will educate and inspire visitation and highlight local attractions.

Building a community will build loyalty, enhance following and boosting engagement. We will implement community management protocols to engage with following, partner accounts, and other relevant accounts and brands.



Marketing Strategies

E-Communications

Visit Natchez will continue to keep visitors, partners, meeting planners and locals informed through a robust and comprehensive e-communications program. This fiscal year, Visit Natchez will be evaluating its current newsletter offerings for ways to improve, engage and grow lists. We will be focused on exploring ways to improve content and share multi-media assets through e-communications. The overall goal is to build community, present inspirational and information content and keep consumers and partners informed on the latest destination and organization happenings.

- **Visitor Newsletter:** Distributed to visitors, this e-newsletter consists of visitor focused information about Natchez events and news. The marketing team is also exploring facilitating automations targeting specific actions that are aimed at extending engagement and interest in our destination.
- **Partner Newsletter:** Distributed to local partners and stakeholders, this e-newsletter shares trends in the destination, economy and local markets, while providing updates relevant to community partners.
- **Industry Newsletter:** Distributed to target segments (i.e. tour operators, meeting planners, etc.) This communication will continue the strategic efforts of the Sales team and focus on specific targeting campaigns.

Marketing Strategies

Public Relations

Visit Natchez's media-relations efforts hinge on strong, ongoing relationships with targeted media, bloggers, travel writers and social influencers. Nurturing current relationships, growing our network, and increasing media visits to the area are top priorities. Sharing the Visit Natchez brand story through respected media outlets not only gives the destination credibility, but also allows the audiences to discover the destination in an enthusiastic manner.

In partnership with Lou Hammond Group, Visit Natchez will develop story angles centered around the brand and its defining-events. We will then utilize those angles to engage in proactive pitching to local, regional, and national media to secure stories that promote the destination and its assets.

- **Key action steps:**
- Facilitate in-bound media requests
- Create custom itineraries for visiting media
- Conduct one-on-one meetings (desk sides) with media in key U.S. markets
- Plan familiarization tours (FAM) around aficionado angles
- Participate in and attend key media networking events
- Update, refine and build on media distribution lists and contact databases
- Produce and distribute press releases and media advisories
- Develop a new, leading-edge media kit to present to parties of interest and to live on the new Visit Natchez Website

Community Relations

We value the engagement of our community partners in our journey towards growing visitation to Natchez. As part of our Strategic Plan, we specifically chose Open and Transparent and Inclusive and Collaborative among our key Values for our organization. We are dedicated to creating initiatives towards open and consistent communication with our community partners to share our initiatives, successes, and opportunities. By building strong partnerships with our community partners, we will generate innovative ideas as well as identify opportunities for more collaboration in sales and marketing initiatives and leverage relationships for future opportunities. We will also be able to educate the community in key areas that will enable business and organizations to grow in their respective organizations.

Key Initiatives

1. The team of Visit Natchez will engage our community partners through regularly hosted events to allow partners to become more familiar with our organization's activities and results.



Community Relations

Key Initiatives Continued

2. We will provide consistent communication to the community through local media including the Natchez Democrat, Bluff City Post, Listen Up Y'all, Midsouth Broadcasting. We will share information by authoring articles, speaking on radio shows and sponsoring advertisements demonstrating our support of the community. In addition to blogs, we will also promote Natchez via multiple internet/social media platforms such as Facebook, Instagram, Twitter, LinkedIn, Pinterest, and Youtube.
3. We will participate in community organizations to provide regular access and to show our support of our community. This will include membership in organizations, speaking to groups and attendance at events.
4. We will continue to focus on high-level personalized service to our partners
5. The team will seek out topics of interest to provide educational opportunities for organization leaders and employees.
6. As opportunities arise for collaboration on community development initiatives, we will offer resources and support through information, guidance and input as well as participation on committees and boards. We will cultivate relationships with community leaders on local, state and national levels. We will partner with institutions of higher learning, as well as with institutions of faith and religion.

Community Relations

Below is a list of local organizations/committees the Visit Natchez team and board are currently engaged in:

- Christmas in Natchez Committee
- Historic Natchez Foundation
- Natchez-Adams County Airport Stakeholders
- Natchez-Adams County Community Alliance
- Natchez Chamber of Commerce
- Natchez Garden Club
- Natchez Civil Rights Trail Committee
- Natchez Rotary Club
- Natchez – Trace Kiwanis Club
- Pilgrimage Garden Club
- U.S. Colored Troops Monument Committee

Additionally, we are actively engaged in the following regional/national organizations:

- American Bus Association
- Association of Film Commissions International
- Destinations International
- Mississippi Historical Society
- Mississippi Society of Association Executives
- Mississippi Tourism Association
- Natchez Trace Compact
- Southeast Tourism Society
- TravelSouth USA

Marketing Assistance Funding Program

The Marketing Assistance Funding Program will continue to be evaluated to ensure equitable opportunities for future events, opportunities for funding during off-peak periods while not exceeding the budget. The program is designed to assist organizations that attract overnight visitors to Natchez with funding support specifically for marketing initiatives. Over the past few years, the volume of requests has grown as more events are being planned. Having more events is wonderful for tourism, however we have a limited budget to provide for these events. To meet these goals, we will revise our program and educate the event organizers so they can prepare accordingly. The program is available at the visitnatchez.org website.



Visitor Center

In partnership with the City of Natchez, Visit Natchez will operate a Visitor Information Center at the Depot, or VIC, to deliver elevated guest service to our visitors and residents seeking information and resources in an authentic Natchez iconic setting. Built in 1910 as a passenger and cargo railroad depot, the depot setting provides a unique and authentic experience that is deserving to be activated for visitors and residents alike.

As the official destination marketing organization for Natchez, we will promote all of Natchez's tourism attractions, events, tours, hotels and restaurants. We will combine Visit Natchez's resources with industry-leading technology to pair visitor interests, demographics and places of origin with ongoing marketing efforts. Our operation will focus on creating amazing visitor experiences. This will start with our team and our customer service delivery. It will permeate throughout everything we do in the VIC including the customer touch points and interior design. Designs will be centered around bringing in modern technology and elevated guest service inside an early 20th century setting. The VIC will offer access to the Visit Natchez website, information kiosks, ticketing platform, brochures and other resources.



Visitor Center

The VIC will serve as a “hub” to the various attractions of the community including the Natchez Visitor Center itself. Our administrative offices, website and presence in the city with our partners including the various sites operated by the National Park Service will serve as “spokes” to share a complete and consistent array of services to visitors regardless of how they engage us for information. We will provide ticket services for our partners to sell their tours, festival passes, homes and event tickets in a fair and impartial manner. The ticket service will be made available to each partner at no cost to them. The cost of the service will be incurred by the consumer at an industry-comparable fee. We will also access tickets to attractions and events offered on other ticketing platforms. The goal will be to ensure our visitors have access to everything offered in Natchez without burdening the guest of which ticketing platform or organization any entity is a part of.

We will also offer a short movie to help illustrate Natchez history and experience for visitors coming in. This movie will be provided utilizing funds provided at the conclusion of the Tricentennial celebrations.

Our goals will be measured by the data we collect from all the customer touch points and how well we will be able to encourage visitors to extend their stay in Natchez and how well we can affect future visitation.

Other Programs

Natchez Film Office

In our first year after reopening the Natchez Film Office (NFO), we were able to secure a film for the city, *From Black*. This was a horror film written to be set in the Midwest. However, filmmakers for the project were impressed with Natchez and appreciated the support provided by the NFO, that they chose to film in our city. *From Black* had 35 crew members, 12 cast members and 20 days of shooting in the city of Natchez. The film featured several recognizable actors including Anna Camp, notably of *The Help* and *Pitch Perfect* as well as Natchez's own Ritchie Montgomery.

We also secured a shoot for a new documentary airing on Discovery + called *Real Time Crime*. We also assisted in productions previously committed to Natchez, including *Every Time A Bell Rings*, *A New Orleans Noel*, *Christmas in the Quarter* and *Great Escapes Season 2*. After a successful first year of operating the Natchez Film Office, we will continue to develop our internal infrastructure and community resources available for future projects. We will build our database to better support future projects including photos for scouting, crew and services. We will add film crews and casts to our discount program, adding an incentive for the productions to spend money in town. We will work closely with the Mississippi Film Office to ensure we are presented as a location for future projects and we will support their efforts to build on the Mississippi Film Rebate program.



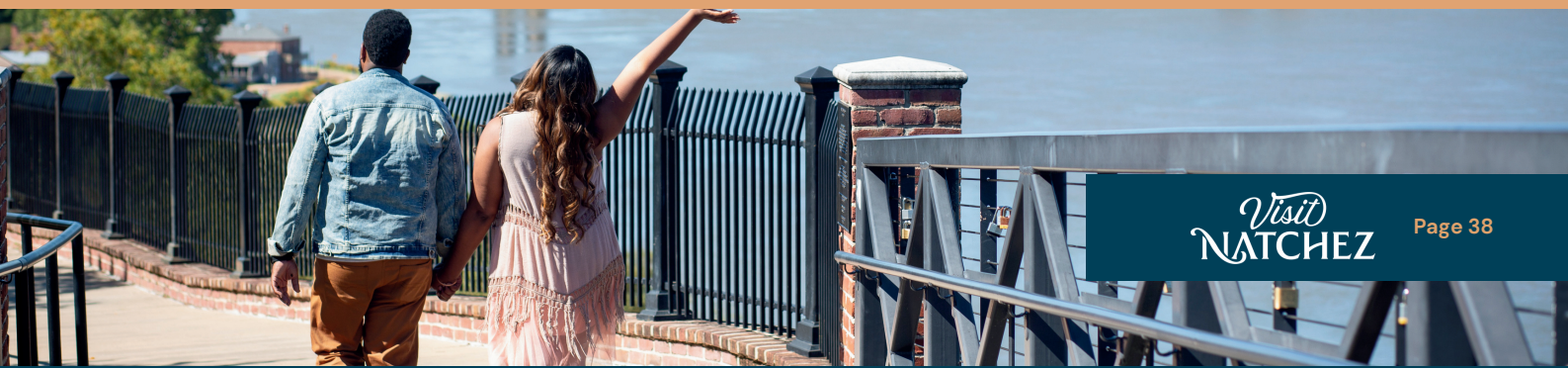
Other Programs

Group/Film Discount Plan

Visit Natchez will continue to develop the Group Discount Coupon Program. In the past, this program helped to enhance foot traffic to participating venues and provided added value to meetings and groups. We are expanding this discount coupon program to include not only meeting/conference attendees and tour groups, but also cast and crew for film productions being made in Natchez. This will be provided to qualifying visitors via a QR code, which will make it easy for them to access, eliminate additional paperwork and allow the program to be adjusted quickly and efficiently.

Visitor Engagement Program

We will introduce a Visit Natchez Treasure Hunt. Tourists will be provided a map with clues for the city scavenger hunt to travel around the city in search for its treasures. The treasures can be anything from a historical home, landmark or even artwork. The visitor will take a picture of every treasure listed on the Map. They will then present it to a staff member at the Visit Natchez Office where they will get a prize.



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