



WELCOME CENTERS ON TRIBAL LANDS



CHOCTAW NATION OF OKLAHOMA

Choctaw Nation Division of Commerce

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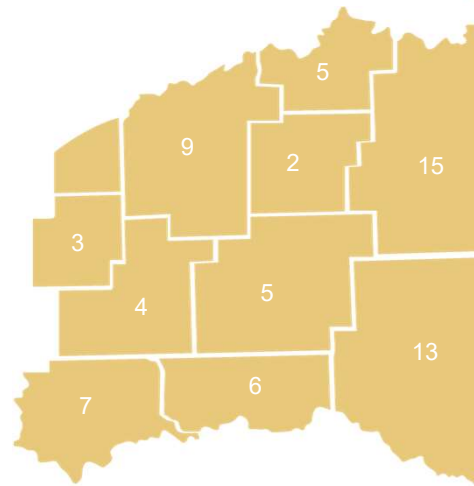
CHOCTAW COUNTRY OVERVIEW

Mission

To sustain and increase the economic benefits that tourism provides to the Choctaw Nation Region by positioning Choctaw Country as a preferred travel and getaway destination in Oklahoma.

Vision

Choctaw Country will be a highly visited tourism destination that offers a diverse mix of culture, art, heritage, natural, outdoor, business and entertainment experiences.



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CHOCTAW WELCOME CENTER COLBERT, OK

- Partnership with State of Oklahoma
- 360,000+ visitors per year
- Began operating in 2013
- Vision to provide outlet for:
 - Tourism information
 - Artist goods
 - Cultural exposure



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CHOCTAW WELCOME CENTER CHALLENGES

- Separate from other businesses
- Primarily a service (Rest Stop)
- Overwhelming amount of merchandise
- Lack of awareness
- Poor processes
- Didn't highlight our own area



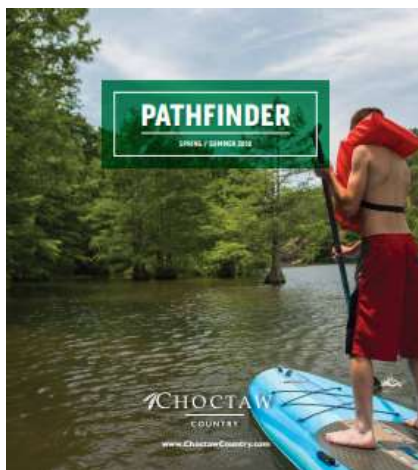
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CHOCTAW WELCOME CENTER IMPROVEMENTS

- Aesthetic Improvements (landscaping, restrooms, etc.)
- Operational improvements (buying, merchandising, etc.)
- Promoting ourselves



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CHOCTAW WELCOME CENTER MAIN GOAL | ARTISTS

SINCE OCTOBER 2016	Artist Consignment	Artist Paid	Total Artist Sales
Overall Sales	\$106,171.63	\$59,790.12	\$165,961.75
Portion to Artist	\$60,295.93	\$33,080.37	\$93,376.30



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CHOCTAW WELCOME CENTER EVENTS

- Monthly Meet the Artist Events
- Quarterly Artist After Hours



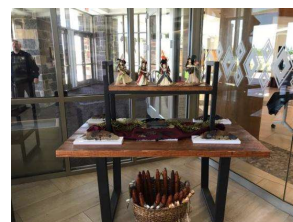
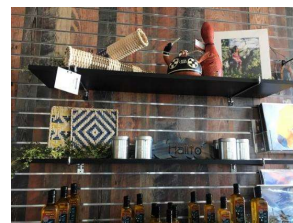
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CHOCTAW WELCOME CENTER MAIN GOAL | CHOCTAW COUNTRY


- Incorporating the Choctaw Language
- Keeping the Expert Team
- Upselling/Surprise and Delight
- Keeping the Welcome Center Tourism Focused
- Using Merchandise to tell our story




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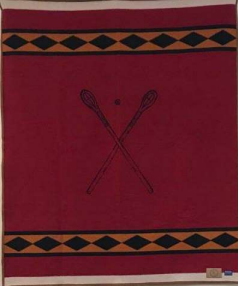
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CHAHTA
SIA HOKE







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CHOCTAW WELCOME CENTER OUTSIDE OF BRICK AND MORTAR

- Tourism Sites in Choctaw Country
- Choctaw Travel Plazas
- Choctaw Casino Hotel Rooms
- Brochure Fulfillment with the State
- Community Events
- Community Partners
- Tradeshows
- Brochure Holders in outside buildings






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