



# Tishomingo Tourism Development Strategic Plan

*Tishomingo, Oklahoma*

Hunden Strategic Partners worked with the City of Tishomingo to conduct a market and tourism strategic analysis and plan for the City. The research included a local and area analysis of tourism assets and opportunities, examples of other small communities that developed their economies with tourism, and profiles of the meeting/convention and hotel industries, which are critical to long-term success.

Tishomingo is a community in south-central Oklahoma with about 3,000 residents. It is the historic capital of the Chickasaw Nation, which generates traffic, economic activity and investment. It has also seen a spark of life in downtown tourism related to the development of the Pink Pistol retail, owned by country star Miranda Lambert. Blake Shelton also lives in Tishomingo. He is also a major country music star and one of the stars of the popular television talent series “The Voice.” As a result of their presence and commercial activities, a number of tourists come to the town.

One of the goals of the study was to suggest future development efforts by both the community and the Chickasaw Nation in a direction that creates a strong tourism product. HSP profiled other small communities that were able to capitalize on early tourism success and re-invest in their assets for long-term growth and success. The original reason for the tourism influx may not continue (as evidenced by the divorce of the popular couple), so it is important for the community to invest in a long-term strategy to build a base of assets and package it can market successfully and build upon. HSP provided that road map for the community.

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**Client:** City of Tishomingo

**Time Period:** 2014 - 2015