



# STRATEGIC PLAN 2019 - 2024

TOURISM  
SKILLS GROUP  
*Always on Track*

## MTA MISSION

- With a unified voice, Mississippi Tourism Association leadership will advocate, educate, promote and support the Mississippi tourism industry.

# MTA VISION

- MTA works with its partners as a united force to nurture, strengthen and grow the state's diverse travel and tourism industry as an essential segment of the state's economy.



## MTA VALUES

- Unity
- Ethical
- Accountability
- Engaging
- Credibility
- Partnership
- Innovative
- Transformative

**ACT**  
**Accountable.**  
**Credible.**  
**Transformative.**

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## MTA VALUE PROPOSITION

- With more than 100 organizations and three decades of service to the Magnolia State, MTA is the unified voice of the Mississippi travel and tourism industry. We curate educational, advocacy and networking opportunities based on knowledge, connections and research. As a key influencer on elected officials, stakeholders, and Visit Mississippi, our sister organization, we encourage and direct more resources to grow the state's fourth largest economic engine: tourism.





*mississippi*

TOURISM ASSOCIATION

Leading travel advocacy and education for 30 years

MTA TAGLINE

## GOAL I

Enhancing communication between staff, board, membership

*Communication with all stakeholders is vital. MTA strives to communicate succinctly, effectively and timely on issues that impact Mississippi hospitality and tourism.*

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## GOAL 2

Improving education

*Education will continue to be a priority as a means of keeping members and the community informed about Mississippi travel, current trends within the industry and expanding the message that tourism is economic development.*



## GOAL 3

Increasing quantity and quality of membership



*MTA members will receive a high rate of return for their membership by participating in MTA. The goal is to become more relevant to members' needs.*

## GOAL 4

Tourism Promotions Act (SB2193, 2019)  
Defining the Goals of the MTA Advisory Board

*MTA's profile will be changing dramatically in the next few years.  
How the Association will be perceived is in part on how it implements  
its advisory role with Visit Mississippi's dedicated advertising funds.*

## GOAL 5

Operating a  
fiscally-sound  
future-oriented  
association

*MTA will be a  
financially sound and  
effectively governed  
organization.*