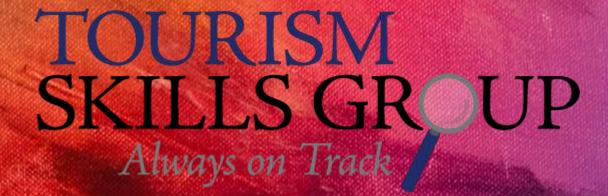


STRATEGIC PLAN 2019 - 2024



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.

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.





Leading travel advocacy and education for 30 years

MTA TAGLINE

GOAL I



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



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.

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.

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.

Operating a fiscally-sound future-oriented association

MTA will be a financially sound and effectively governed organization.