

MISSISSIPPI TOURISM ASSOCIATION

Member Benefits



MEET OUR LEADERSHIP



Chris Chapman
Visit Ridgeland
PRESIDENT



Christy Burns
Visit Corinth
PRESIDENT-ELECT



Rickey Thigpen, Ph.D.
Visit Jackson
VICE-PRESIDENT



Laura Beth Strickland
Visit Vicksburg
SECRETARY



Marlo Dorsey
Visit Hattiesburg
PAST PRESIDENT



Danielle Morgan
EXECUTIVE DIRECTOR

MEET MTA

Our Mission:

Mississippi Tourism Association unites all sectors of the tourism industry through advocacy, promotion, and education.

Our Vision:

To transform Mississippi's economy through increased visitor spending and overall travel industry growth

STAFF



DANIELLE MORGAN
Executive Director

Dear Potential Members:

We are grateful for your consideration of becoming a Mississippi Tourism Association (MTA) member. Our members are vital to growing state's tourism industry and fulfilling our mission. Mississippi Tourism Association has served the tourism industry for over 30 years, and we are proud of the accomplishments we have been able to achieve through the work and support of our members, leaders, and partners. In 2019, we were able to secure dedicated funding for state tourism marketing through our legislative efforts. This funding has the potential to transform the future of tourism in Mississippi and will return tremendous dividends for generations to come.



JENNIE GUIDO
Membership and
Marketing Coordinator

As we continue to work towards recovery from the global pandemic that decimated our industry, it will take a collective effort to continue to champion recovery and growth. MTA is committed to educating and serving as the voice for Mississippi's entire industry during the next phase of recovery. We know that we are in this together, and a rising tide lifts all ships. Together, we will recover and emerge stronger than ever.

Through your MTA membership you will receive many benefits. We have an advocacy team that works on our behalf at the Capitol, not only during the legislative session but also year-round to ensure we are always keeping tourism issues top of mind for lawmakers and leaders. You will also have access to educational opportunities, such as the Governor's Conference on Tourism, Spring Tourism Summit, Excellence in Tourism Leadership Program through Mississippi State Extension, Experience Mississippi hospitality training, scholarship opportunities, and much more.

Thank you again for your consideration. We would be honored to have you as a member and look forward to working alongside you as we grow and prosper Mississippi's fourth-largest industry. Mississippi's best is yet to come.

Warm regards,

A handwritten signature in cursive script that reads "Danielle C. Morgan".

Danielle C. Morgan
Executive Director

WHY JOIN?



EDUCATION

As a member of MTA you get a front row seat as the hospitality industry gathers for exciting experiences, such as our annual Spring Tourism Summit and Governor's Conference on Tourism. MTA's hospitality training program, Experience, Mississippi, was established to empower tourism professionals with the tools they need to create meaningful, positive experiences for guests in our state.

ADVOCACY

Our leadership and lobbying team tracks and monitors proposed laws and regulations affecting our members not only during legislative sessions, but year round. During the session we provide weekly legislative updates to our members. We are always working on your behalf to support any legislation that advances the tourism industry and opposing legislation that is not beneficial to tourism in Mississippi. We also have the Tourism Mississippi PAC that helps build relationships and support lawmakers who support tourism.



WHY JOIN?



NETWORKING OPPORTUNITIES, PROMOTIONS, AND EVENTS

MTA hosts several events and promotions throughout the year.

- Tourism Day at the Capitol and Legislative Reception
- Spring Summit
- Governor's Conference on Tourism
- National Travel and Tourism Week

As an MTA member, you get a front row seat as the hospitality industry gathers for these exciting, fun, and educational professional development experiences.



MEMBERS' TESTIMONIALS



"My ongoing membership with MTA is one of my most important aspects to working with tourism partners in Mississippi. The pertinent information shared by Danielle and the team at MTA, along with the helpful nature of the staff at MTA, provides a wonderful opportunity to stay up to date on all things tourism in Mississippi. Their advocacy for the industry is a key factor to making my MTA membership a guarantee for me every year."

*Daryl Whitworth, Senior Director of Destination Strategies
Madden Media*

"MTA has been a great way for me to network and develop lasting relationships with so many people outside of the casino industry across the state of Mississippi.

MTA allows us all a space to cultivate the diversity and culture that this beautiful state has to offer through tourism."

*Vanessa Burse, Director of Sales
Horseshoe Casino & Hotel
Tunica, Mississippi*

mstourism.com



MEMBERS' TESTIMONIALS



"As the true voice of tourism in our state, MTA provides numerous benefits to both individuals and organizations working in Mississippi's tourism industry. MTA has earned the respect of our state leaders by advocating for the advancement of all of our destinations and tourism businesses. MTA also provides excellent professional development and educational opportunities to its members while ensuring it keeps a strong connection to national trends and best practices for our industry. There's no doubt a membership with MTA provides great return on investment!"

*Marlo Dorsey, Executive Director
Visit Hattiesburg
Hattiesburg, Mississippi*

"My company works with our state tourism campaign as well as with several DMOs around Mississippi. Through our work, we've had the opportunity to engage with the Mississippi Tourism Association. I can say firsthand that I've experienced how MTA really does provide the glue that enables Mississippi's tourism and hospitality community to support itself and flourish. Coming out of the COVID-19 pandemic, Mississippi was the best performing state in our country in terms of the tourism economy. I can with 100% say with certainty this would not have been possible without the strong support provided by MTA."



*Tim Mask, CEO
Maris, West & Baker
Jackson, Mississippi*

MTA MEMBERSHIP



MEMBERSHIP INCLUDES:

- \$395 annual membership
- Includes one employee of the member entity
- Additional Members can be added for \$75, annually

CORPORATE MEMBERSHIP



MEMBERSHIP INCLUDES:

- \$995 annual membership
- Membership includes (1) member from each entity that is owned by said member (up to 5 properties/entities) Additional memberships are \$75.
- Includes unlimited training sessions to be shared among employees of the member entity
- Membership at this level is ideal for hotel ownership groups, management companies, and restaurant ownership groups

PARTNERSHIPS

Our membership expressed they would like to have opportunities for one-time annual support for all MTA events for budgeting and planning purposes. We now offer several partnership levels for members, corporations, and media partners. For more detailed information on what each level includes, please reach out to Membership and Marketing Coordinator, Jennie Guido, at jguido@mstourism.com



ANNUAL MEMBER PARTNERSHIPS:

OCTOBER 1 RENEWAL

- Gold Level: \$7,500 annually
- Silver Level: \$6,000 annually
- Bronze Level: \$5,000 annually

ANNUAL CORPORATE PARTNERSHIPS:

JULY 1 RENEWAL

- Premier Level: \$25,000 annually
- Diamond Level: \$10,000 annually
- Platinum Level: \$5,000 annually

ANNUAL MEDIA PARTNERSHIPS:

MARCH 1 RENEWAL

- Publisher Level: \$5,000 annually
- Editor Level: \$3,000 annually
- Writer Level: \$1,750 annually





MTA Membership Application

Membership valid July 1 – June 30 annually

Company Name: _____

Primary Representative Name and E-mail:
\$395 Membership Annually

Secondary Member(s) Name and E-mail:
\$75 Per Additional Member Annually

Mailing Address: _____

City / State / Zip: _____

Phone: _____

Email: _____

Twitter: _____ **Instagram:** _____ **Facebook:** _____

Total Membership Fee Enclosed: \$ _____

**Please remit payment to:
Mississippi Tourism Association
P.O. Box 2745, Madison, MS 39130**



Thank you

Membership is open to those in the hospitality industry as well as public service organizations and allied businesses.

Whether you are in the hotel, casino or restaurant business, or manage an attraction, destination marketing organization, convention and visitors bureau, Main Street program, or chamber of commerce or provide goods and services to the industry, you should be a Member of Mississippi Tourism Association. Our industry is stronger together, with a unified voice.

Mississippi Tourism Association

P.O. Box 2745

Madison, Mississippi 39130

Ph: 601.605.1825

mstourism.com