



MISSISSIPPI

TOURISM ASSOCIATION

Member Benefits

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
dmorgan@mstourism.com



JENNIE GUIDO
Membership and
Marketing Coordinator
jguido@mstourism.com

Dear Potential Members:

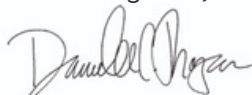
We are grateful for your consideration of becoming a Mississippi Tourism Association (MTA) member. Our members are vital to growing our state's tourism industry and fulfilling our mission. Mississippi Tourism Association has served the tourism industry for 35 years, and we are proud of the accomplishments 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. We have also partnered with other tourism organizations to secure \$65 million in federal tourism recovery funding since 2020. Both of these initiatives have the potential to transform the future of tourism in Mississippi and will return tremendous dividends for many generations to come.

As we continue to work towards recovery, it will take a collective effort to continue to champion tourism growth and development in Mississippi. MTA is committed to educating and serving as the voice for Mississippi's entire tourism industry. We know that we are in this together, and a rising tide lifts all ships. Working together, we can help Mississippi tourism reach unprecedented heights.

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, scholarship opportunities, and much more. One of the most valuable benefits is the connections you will make with other tourism professionals.

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,



Danielle C. Morgan
Executive Director

Meet our Leadership



Christy Burns
Visit Corinth
PRESIDENT



Rickey Thigpen, Ph.D
Visit Jackson
PRESIDENT-ELECT



Laura Beth Strickland
Visit Vicksburg
VICE-PRESIDENT



Kurt Allen
Mississippi Aquarium
SECRETARY/TREASURER



Chris Chapman
Visit Ridgeland
PAST PRESIDENT



Danielle Morgan
EXECUTIVE DIRECTOR

Why Join?



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 oppose 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.

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.





NETWORKING OPPORTUNITIES, PROMOTIONS, & 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.



Member Testimonials



"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*

"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*

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



"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*

"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*

"Their advocacy for the industry is a key factor to making my membership a guarantee for me every year."

MTA★ *Membership*



MTA MEMBERSHIP INCLUDES

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



Corporate Membership

CORPORATE 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

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MTA MEMBERSHIP APPLICATION

MEMBERSHIP VALID FOR ONE YEAR FROM APPLICATION DATE.

Company Name: _____

☐ \$395 Regular Membership Annually

Primary Representative Name and E-mail: _____

☐ \$75 Per Additional Member Annually (Use back if additional space is needed)

Secondary Member(s) Name and E-mail: _____

☐ \$995 Corporate Membership

Primary Representative Name and E-mail: _____

Corporate memberships include one representative from up to five corporate-owned entities. Additional Corporate Representative Name and E-mail:

Mailing Address: _____

City / State / Zip: _____

Phone: _____

Email: _____ Website: _____

Twitter: _____ Instagram: _____ Facebook: _____

Total Membership Fee Enclosed: \$ _____

Please email completed form to jguido@mstourism.com and 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, restaurant, or attraction business, or manage a destination marketing organization, convention and visitors bureau, Main Street program, city or county, chamber of commerce or provide goods and services to the industry, you should be a Member of Mississippi Tourism Association. Our industry is stronger when we work together with a unified voice.

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P.O. Box 2745
Madison, Mississippi 39130
Ph: 601.605.1825

WWW.MSTOURISM.COM