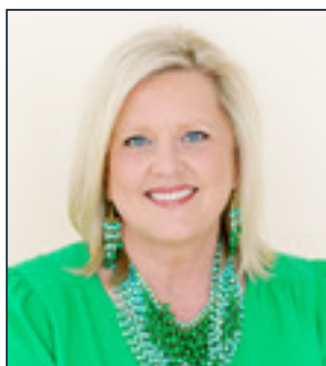


FOR IMMEDIATE RELEASE  
July 14, 2025

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## Two Mississippi Tourism Leaders Earn CDME Designation, Tourism Industry's Highest Individual Educational Achievement



**Christy Burns, CDME**  
**Visit Corinth**

CHICAGO, ILLINOIS, USA (July 9, 2025) – Destinations International announced that two Mississippi tourism leaders, Christy Burns, Executive Director of Visit Corinth, and Danielle Morgan, Executive Director of the Mississippi Tourism Association, have earned the Certified Destination Management Executive (CDME) designation in 2025. They were recognized at the association's Annual Convention taking place July 9-11 in Chicago, Illinois.

"We congratulate the new recipients of the CDME credential, which represents the pinnacle of individual accomplishment in the tourism sector," said Don Welsh, president & CEO of Destinations International. "These distinguished leaders have enhanced their professional expertise and prepared themselves to navigate the evolving challenges and competitive dynamics of our industry."



**Danielle Morgan, CDME**  
**Mississippi Tourism**  
**Association**

"Earning the CDME designation marks a significant professional milestone. It challenges destination leaders to innovate and adapt within our ever-changing sector," noted Brett Oetting, CDME, Chair of the CDME Board. "In today's fast-paced, complex and competitive environment, it is crucial that senior executives possess the strategic skills needed to advance their communities and organizations."

The CDME program is the only industry certification program specifically designed for destination management professionals and is the tourism industry's highest individual educational achievement. The program is designed to prepare destination organization professionals to leverage their experience and to apply their knowledge with a focus on vision, leadership, productivity, and implementing business strategies.

For more information about CDME or Destinations International, visit [www.destinationsinternational.org](http://www.destinationsinternational.org).

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