



# 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  
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Dear Potential Members:

We are grateful for your consideration of becoming a Mississippi Tourism Association (MTA) member. Growing our membership is vital to fulfilling our mission of uniting all sectors of the tourism industry through advocacy, education and promotion.

Mississippi Tourism Association has served the tourism industry for 38 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 initiatives have been transformative to the future of tourism in Mississippi and will return tremendous dividends for many generations to come.

As we look to the future in a globally competitive market, it will take a collective effort to continue to champion tourism growth and development in our state. MTA is committed to connecting and supporting our members, while also serving as the voice for Mississippi's entire tourism industry. We are strong as individuals, but much stronger together. Working cohesively, we can help Mississippi tourism continue to reach unprecedented heights.

Through your 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 frequent communication on industry trends and best practices, abundant educational opportunities throughout the year, 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. We truly believe our best is yet to come.

Warm regards,

Danielle C. Morgan  
Executive Director

# *Meet our Leadership*



**Laura Beth Strickland**  
**Visit Vicksburg**  
PRESIDENT



**Kurt Allen**  
**Mississippi Aquarium**  
PRESIDENT-ELECT



**Paige Hunt**  
**Visit Starkville**  
VICE-PRESIDENT



**Kinney Ferris**  
**Visit Oxford**  
SECRETARY/TREASURER



**Dr. Rickey Thigpen**  
**Visit Jackson**  
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, Heart of Hospitality, 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."*



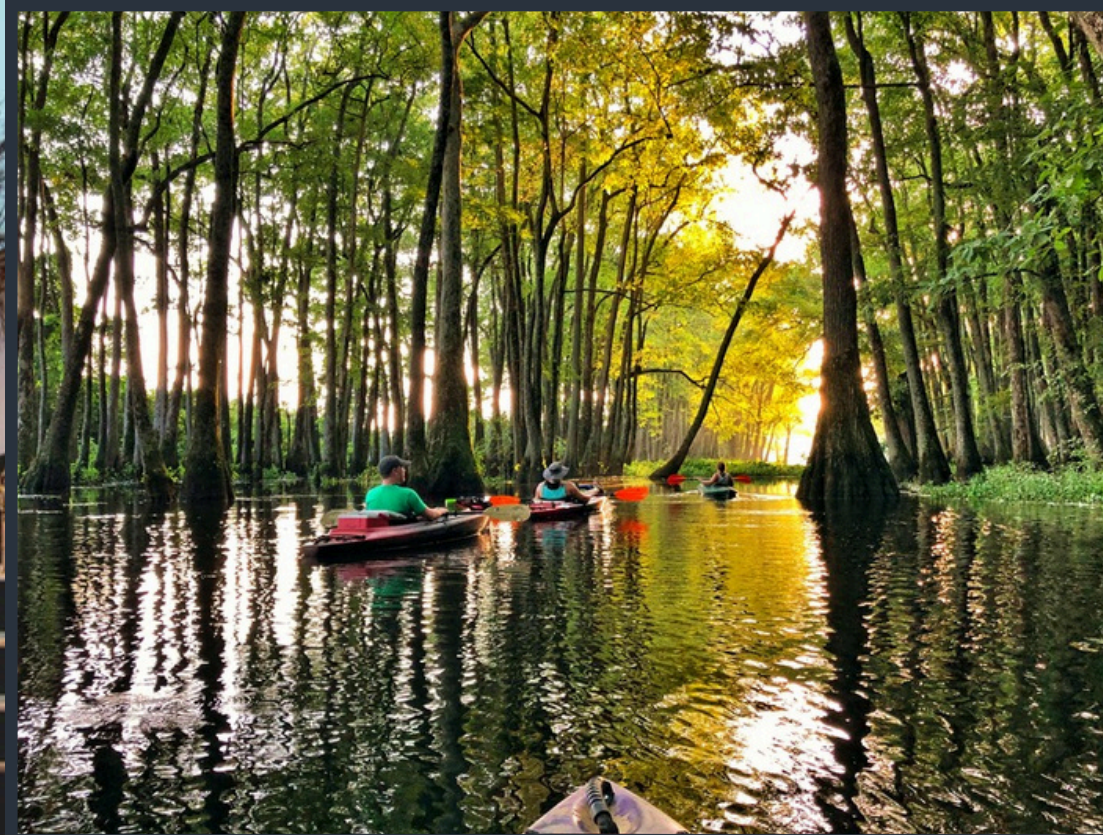
# MTA★ *Membership*



## MTA MEMBERSHIP INCLUDES

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



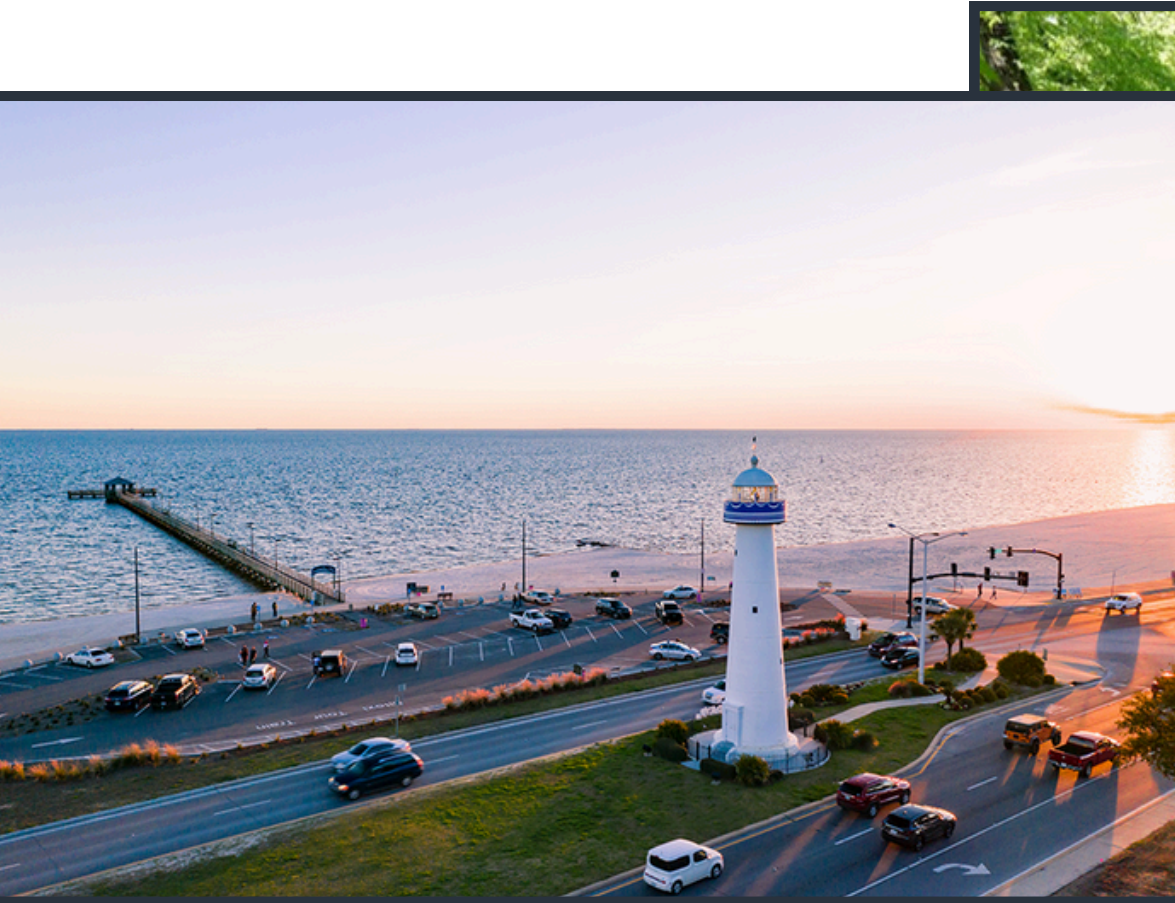


# Corporate Membership



## 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](mailto: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

- Producer Level: \$10,000 annually
- Director Level: \$7,500 annually
- Publisher Level: \$5,000 annually
- Editor Level: \$3,000 annually
- Writer Level: \$1,750 annually

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TOURISM ASSOCIATION

## 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:

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\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Mailing Address: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Twitter: \_\_\_\_\_ Instagram: \_\_\_\_\_ Facebook: \_\_\_\_\_

Total Membership Fee Enclosed: \$ \_\_\_\_\_

Please email completed form to [jguido@mstourism.com](mailto:jguido@mstourism.com) and remit payment to:

Mississippi Tourism Association  
P.O. Box 2745, Madison, MS 39130

You can also join online at [www.mstourism.com](http://www.mstourism.com) or by scanning QR code on the back





# *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.

*Scan below to  
join today!*



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WWW.MSTOURISM.COM