

FOR IMMEDIATE RELEASE
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MTA EXECUTIVE
BOARD



Paige Hunt
President
Visit Starkville



Kinney Ferris
President-Elect
Visit Oxford



Vanessa Burse
Vice President
Caesars Entertainment



Jonathan Pettus
Secretary/Treasurer
Visit Jackson



Laura Beth Strickland
Past President
Visit Vicksburg



**MISSISSIPPI TOURISM ASSOCIATION ANNOUNCES
2026-2027 EXECUTIVE BOARD LEADERSHIP**

(Jackson, Miss.) - The Mississippi Tourism Association (MTA), the unified voice of Mississippi's tourism industry for nearly 40 years, is proud to announce its newly elected Executive Board Officers for the 2026-2027 term:

- Paige Hunt, Director of Tourism - Visit Starkville: MTA President
- Kinney Ferris, Executive Director – Visit Oxford: President-Elect
- Vanessa Burse, Regional Property Sales Manager – Caesars Entertainment: Vice President
- Jonathan Pettus, Vice President and Chief Marketing Officer – Visit Jackson: Secretary/Treasurer
- Laura Beth Strickland, Executive Director - Visit Vicksburg: MTA Past President

The MTA Board of Directors also includes three representatives from each of five geographic regions across Mississippi, along with three at-large members, reflecting the diversity and reach of the state's tourism industry.

President Paige Hunt said, "Tourism is Mississippi's front porch to the world — inviting visitors to experience the rich history, culture, music, and food that define our state's unique story. Beyond showcasing the best of Mississippi, tourism is a powerful economic driver. The latest data shows 44 million visitors spent \$11.9 billion across the state, generating \$1.1 billion in state and local taxes and supporting communities and businesses in every corner of the state. The Mississippi Tourism Association continues to play a vital role in advocating for Mississippi's tourism industry, and we look forward to the leadership and vision of these board members as they work to strengthen tourism and economic development across the state."

"Tourism continues to deliver meaningful economic impact for Mississippi by strengthening communities, supporting jobs, and creating opportunities across every region of our state," said Danielle Morgan, Executive Director of the Mississippi Tourism Association. "At MTA, we are committed to advancing Mississippi's travel industry through strong advocacy, workforce development, industry education, and meaningful collaboration across all sectors. As we welcome our new executive board, we are excited to bring together leaders who reflect the strength and diversity of our industry and who share a passion for moving Mississippi tourism forward. Their leadership and perspective will help us continue building momentum, supporting our members, and ensuring tourism remains a driving force for economic growth and community development across our state."

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ABOUT MTA

The Mississippi Tourism Association unites and advances Mississippi's travel industry by serving as its leading voice and convener, driving sustainable growth through advocacy, workforce development, industry education and collaboration across all sectors. For nearly 40 years, MTA has led the state's tourism industry through education, advocacy and professional development. More information is available at www.mstourism.com.

IMAGE DOWNLOADS:

Download photo of Paige Hunt [here](#)

Download photo of Kinney Ferris [here](#)

Download photo of Vanessa Burse [here](#)

Download photo of Jonathan Pettus [here](#)

Download photo of Laura Beth Strickland [here](#)