



MISSISSIPPI

TOURISM ASSOCIATION

Member Benefits

MEET MTA.★

Our Mission:

Mississippi Tourism Association unites and advances Mississippi's travel industry by serving as its leading voice and convener, driving sustainable growth through meaningful advocacy, workforce development, industry education and collaboration across all sectors.

Our Vision:

A thriving Mississippi where tourism strengthens every community, enriches every visitor experience, and is recognized as a vital driver of economic prosperity and quality of life.

STAFF



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Engagement Manager
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Dear Future Member,

Thank you for your interest in becoming a member of the Mississippi Tourism Association.

For nearly four decades, MTA has united Mississippi's travel and tourism industry, bringing together destinations, attractions, hospitality businesses, Main Street communities, museums, convention centers, suppliers, educational institutions, and tourism professionals with a shared purpose. Today, our mission is to unite and advance Mississippi's travel industry by serving as its leading voice and convener, driving sustainable growth through meaningful advocacy, workforce development, industry education and collaboration across all sectors.

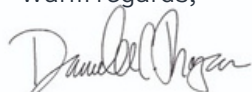
Tourism is one of Mississippi's largest economic drivers, and its continued success depends on a strong, connected industry. We hope you'll join us as we work to cultivate the nation's most connected, collaborative and respected statewide tourism industry, where every Mississippi community benefits from the power of travel,

Working together, our members have helped shape some of the most significant advances in Mississippi tourism, from securing dedicated state funding for tourism marketing to advocating for policies and investments that strengthen our visitor economy. As our industry continues to evolve, MTA remains committed to ensuring tourism has a respected voice while equipping our members with the resources, relationships and knowledge they need to succeed.

Membership in MTA is more than access to benefits, it's an investment in the future of Mississippi tourism. Through your membership, you'll gain year-round legislative advocacy, timely industry communications, professional development opportunities, leadership and scholarship programs, statewide networking, and connections with professionals who share your commitment to growing tourism across Mississippi.

Thank you again for considering membership in the Mississippi Tourism Association. We would be honored to welcome you into a community that believes Mississippi is strongest when we work together. We look forward to partnering with you as we continue advancing our industry and creating new opportunities for communities, businesses and visitors across our state.

Warm regards,



Danielle C. Morgan
Executive Director

Meet our Leadership



Paige Hunt
Visit Starkville
PRESIDENT



Vanessa Burse
Caesars Entertainment
PRESIDENT-ELECT



Kinney Ferris
Visit Oxford
VICE-PRESIDENT



Jonathan Pettus
Visit Jackson
SECRETARY/TREASURER



Laura Beth Strickland
Visit Vicksburg
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
- Master Class Webinars



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*

As a Media Partner, I've found tremendous value in the educational and networking opportunities at MTA events throughout the year. The business relationships I've built through the association have led to collaborations, friendships and trusted partnerships that continue well beyond each event.

I always appreciate the opportunity to learn from industry leaders, stay current on industry trends and insights, and connect with people who are passionate about promoting our state."

TAMI BLACKWELL

*General Manager, Intrinsic Media
Gulfport, Mississippi*



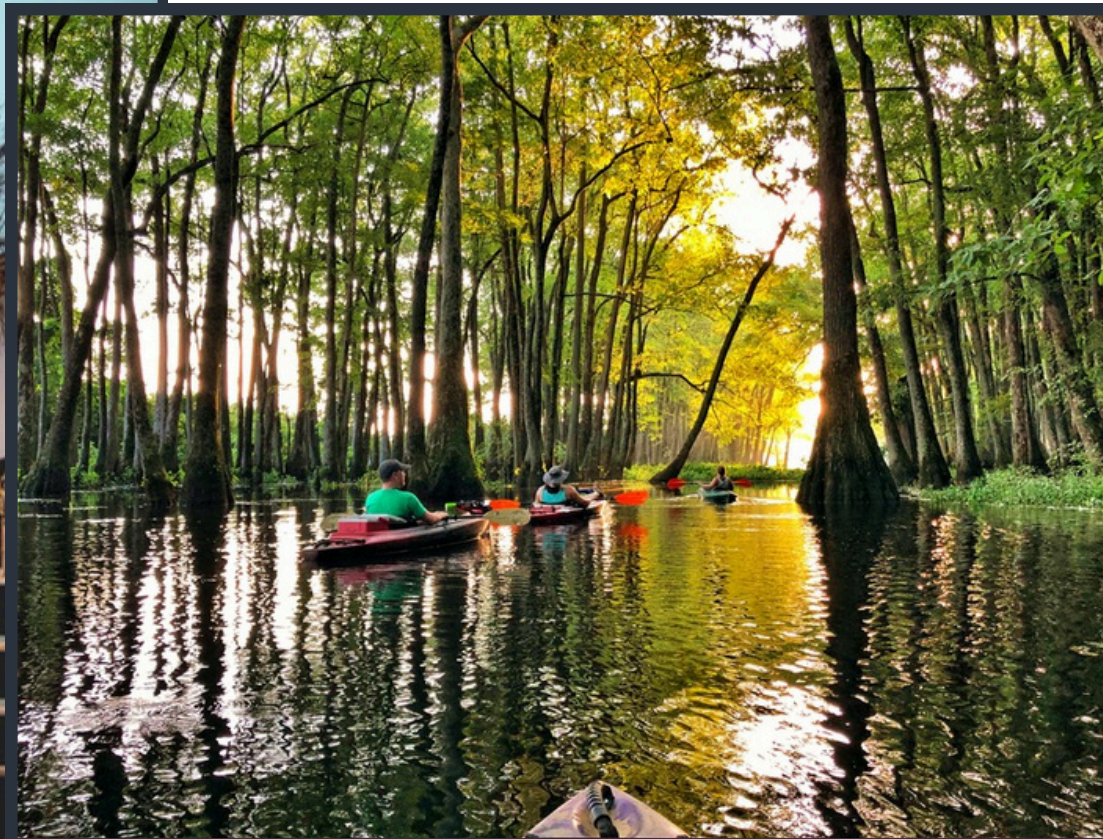
"Their advocacy for the industry is a key factor to making my membership a guarantee for me every year."

MTA★ *Membership*



MTA MEMBERSHIP INCLUDES

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

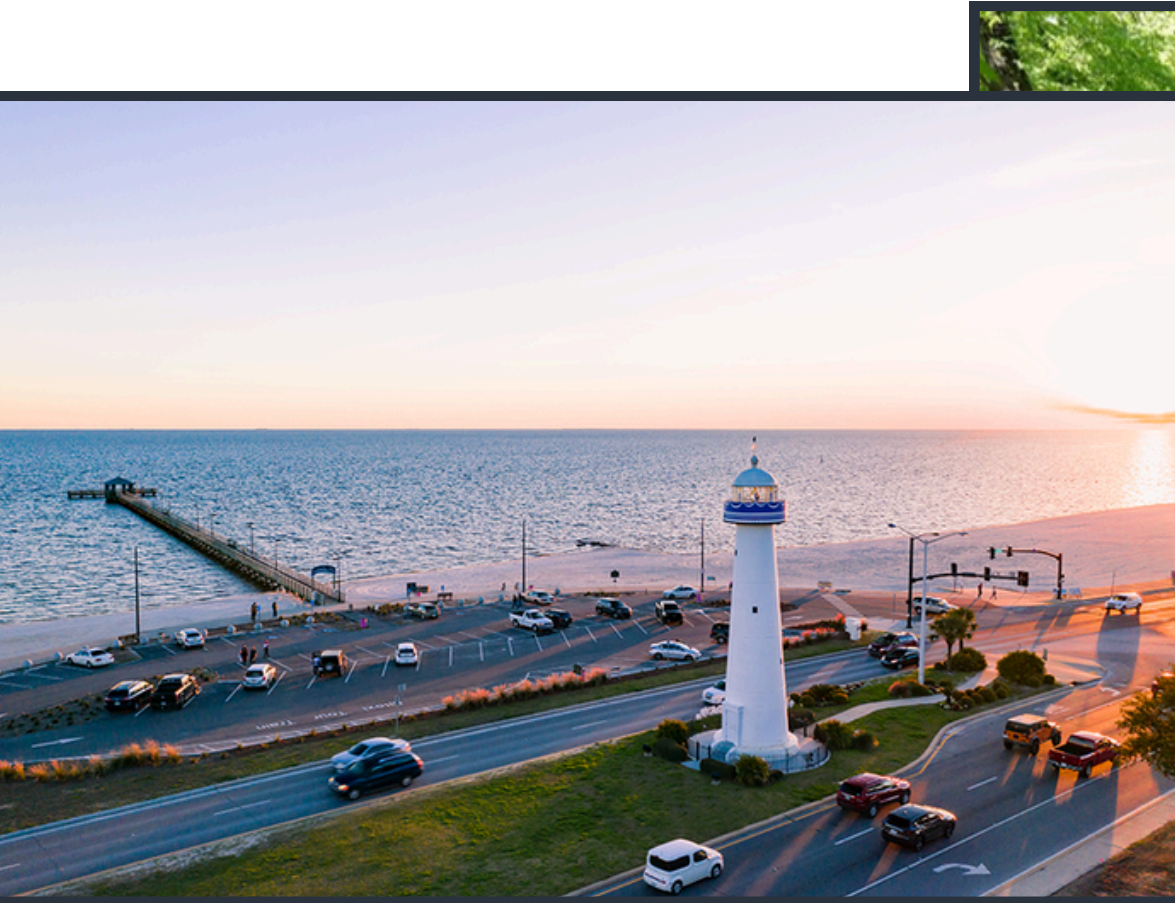


Corporate Membership



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

- 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

MISSISSIPPI

TOURISM ASSOCIATION

MISSISSIPPI TOURISM ASSOCIATION - 2025 IS A TOURISM YEAR

MTA Membership Application

Membership valid for one year from application date.

Organization Name: _____

Primary Representative Name and E-mail:

\$395 Regular Membership / \$995 Corporate Membership (circle one)

Secondary Member(s) Name and E-mail:

\$75 Per Additional Member Annually / 4 Included with Corporate Membership

Mailing Address: _____

City / State / Zip: _____

Phone: _____

Email: _____

Instagram: _____ Facebook: _____

Total Membership Fee Enclosed: \$ _____

Please email completed form to dmogollon@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 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