



MISSISSIPPI

TOURISM ASSOCIATION

IT ALL STARTS WITH A VISIT

Exploring Tourism as a Catalyst for Economic & Community Development



because Mississippi is a
story worth telling

About MTA

Marked by resilience, progress, and a special kind of eccentricity you simply can't find anywhere else, the story of our Mississippi and the people within is one worth telling.

The Mississippi Tourism Association exists to connect and support our members, the ones who are creating and telling the great stories of the Hospitality state, through advocacy, education, and promotion. Unity, growth, and accountability guide us as we champion Mississippi's people, spirit, and vision and eagerly lead the way toward a bright and prosperous future where the rich and unique stories of our homeland - *Our Mississippi* - can continue to be told.



Mission

Mississippi Tourism Association unites all sectors of the tourism industry through advocacy, promotion, and education.

Vision

To transform Mississippi's economy through increased visitor spending and overall travel industry growth.



WHAT CONSTITUTES A TOURIST?

A tourist...

- Travels from at least 50 miles away (one way)
- Stays overnight or for just the day
- Travels for leisure or business purposes



AS CITY LEADERS, WHY SHOULD WE CARE?



MTA 



**Tourism is a consistent,
MULTIBILLION DOLLAR
PRODUCER for Mississippi,
providing CASH-IN-HAND
ECONOMIC DEVELOPMENT,
delivered immediately
by visitor spending.**

More revenue to fund things that matter to residents



Tourism is also the first date of

ECONOMIC DEVELOPMENT!

What is the purpose of a first date?

To determine if a second date is
worth the investment.

*Develop this
site and bring
your business
to Mississippi*



MS TOURISM ASSOCIATION





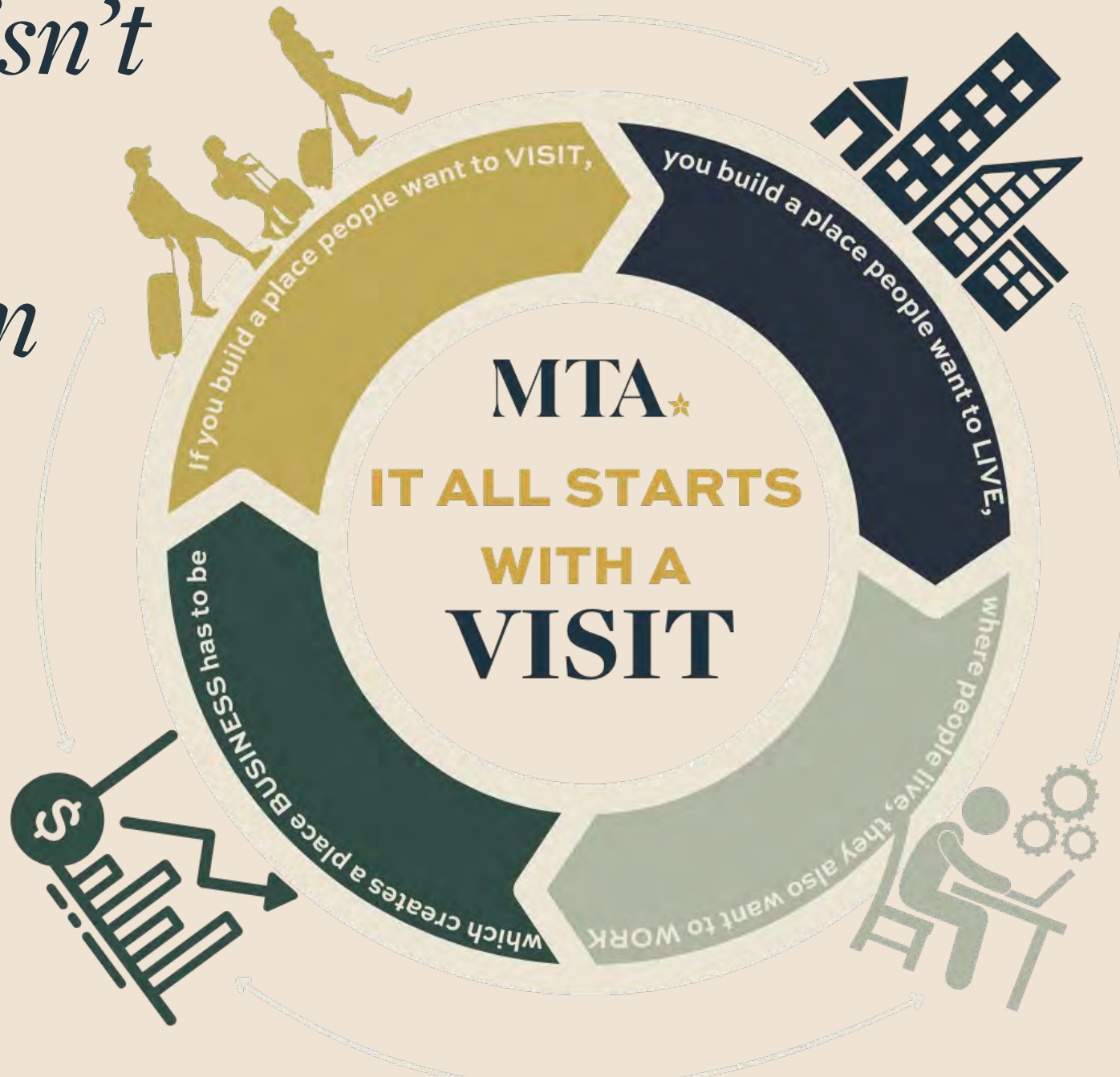
Which slide gets you more

EXCITED

About investing in Mississippi?



*Tourism isn't
just about
bringing in
visitors...*



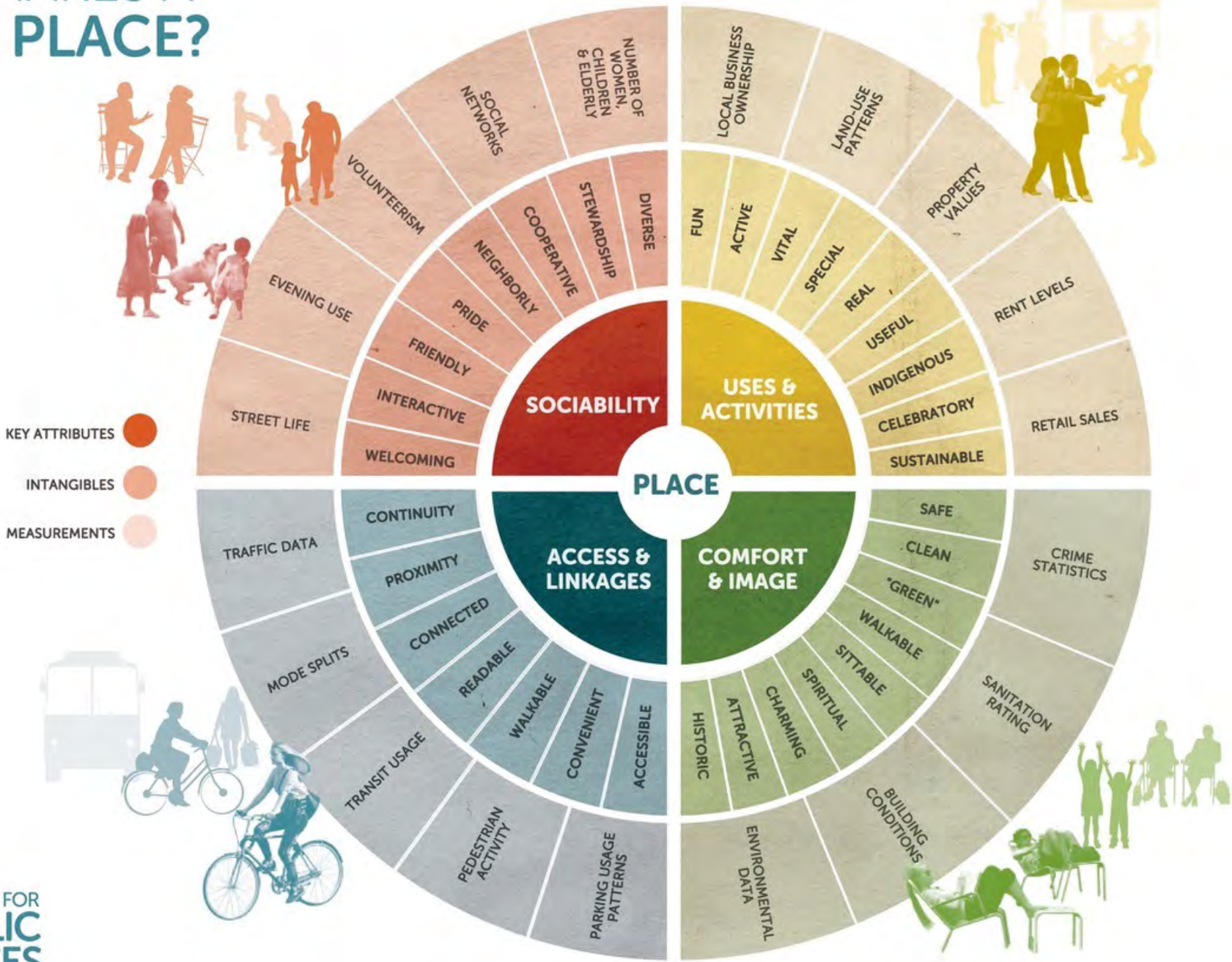
Economic development puts a major emphasis on retaining and recruiting talent. Quality of Life amenities, such as downtown developments, public recreational spaces, and venues, have become a key determinant in where today's workforce chooses to live.



Areas that offer both a high quality of life and a high quality of place are more likely to experience robust economic growth. They become magnets for talent, investment, and innovation, creating a positive feedback loop that further enhances their attractiveness and economic vitality.



WHAT MAKES A GREAT PLACE?



Collaboration is KEY!

GROWTH THROUGH UNITY



*We are all in this together and
when we collaborate
in unity, the more your
community wins.*

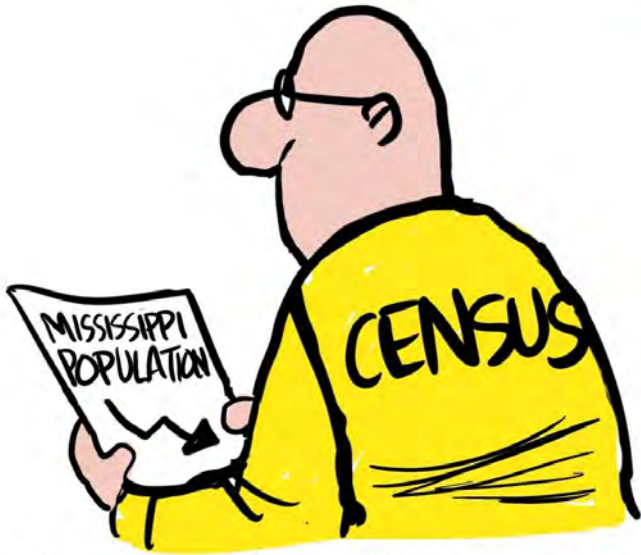


BRAIN DRAIN



MISSISSIPPI TOM MARSHALL
GAMSEY

GRANDMAS
WHO WANT
TO SEE THEIR
GRANDKIDS.



YES, MISSISSIPPI'S BRAIN DRAIN WORRIES US."



There are complex issues driving the “brain drain,” but **Quality of Place** is certainly a major factor that we must prioritize.

Mississippi should strive for the same amenities and offerings that other metro areas throughout the South have in order to retain our young people and attract new residents.

WHAT DOES TOURISM MEAN TO MISSISSIPPI?



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TOURISM
IS THE

4th 
LARGEST

INDUSTRY
IN MISSISSIPPI



IN 2023, VISITOR
SPENDING GENERATED

\$7.5

billion

A 9.9% YoY INCREASE





~~\$\$\$~~ 744
MILLION

COLLECTED IN STATE
& LOCAL TAXES





*TOURISM
SUPPORTED*

APPROXIMATELY

**105,000
JOBS**

IN **MS**



11th
IN THE U.S.

IN YoY
TOURISM
GROWTH





**TAXES GENERATED
BY TOURISM PROVIDE**

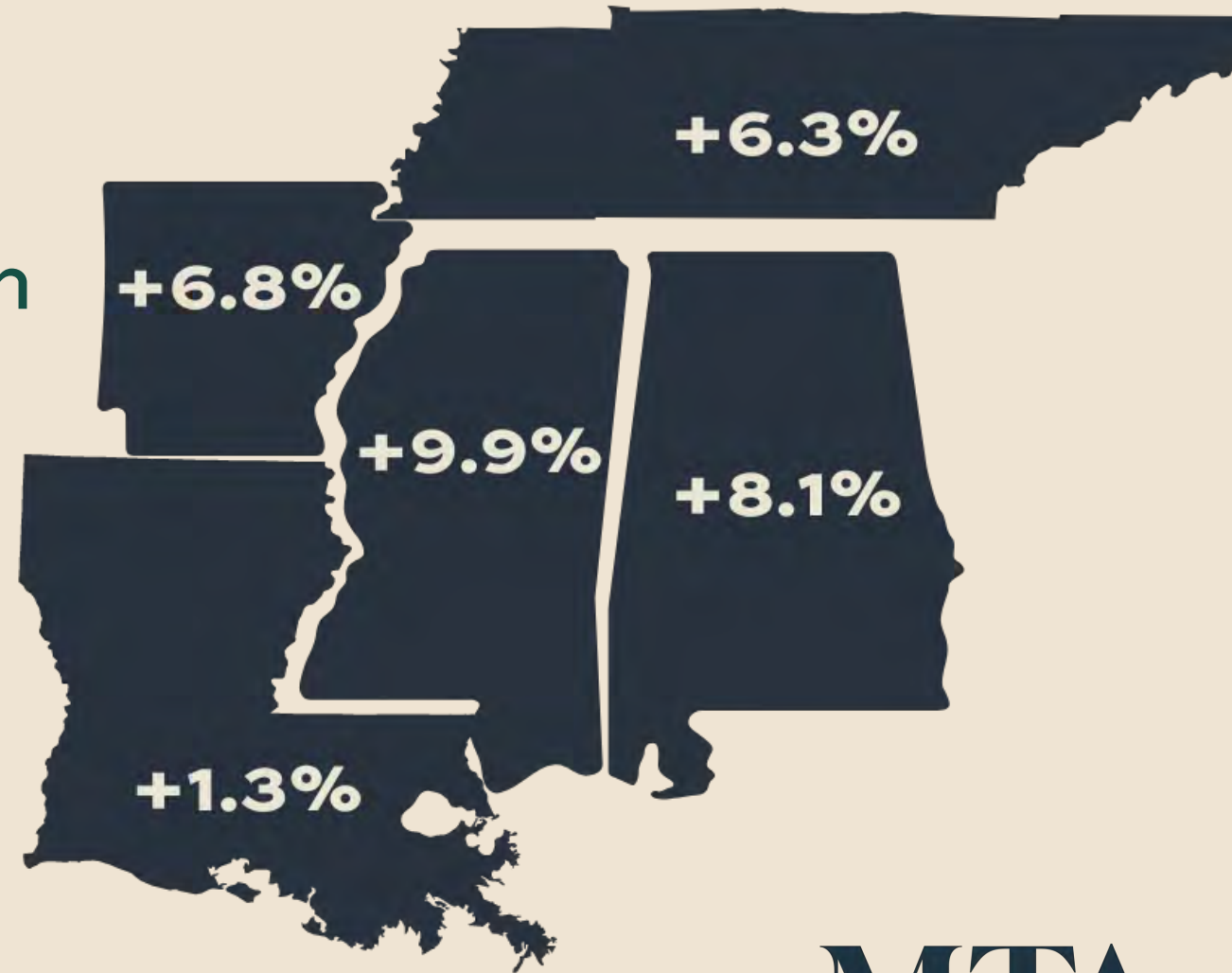
\$663



**IN TAX SAVINGS PER
MISSISSIPPI HOUSEHOLD**

Due to strategic investment in tourism marketing, Mississippi is outpacing the Southeast in year-over-year visitor spending growth

In 2023, Mississippi ranked **11th in the U.S.** in YoY visitor spending growth



QUESTIONS?

