

VISIT MISSISSIPPI

PARTNER RESOURCE GUIDE



FISCAL YEAR 2027

PARTNERS AND FRIENDS,

Mississippi's continued economic momentum is rooted in partnership, shared vision, and the stories we tell together. Nowhere is that collaboration more powerful than in our tourism industry. Because of your dedication and leadership, Mississippi continues to resonate with travelers from across the country and around the world.

As we enter FY27, we are excited to begin a new chapter with our agency of record, Miles Partnership. Together, we will build on the strong foundation established in recent years to further refine our strategic direction, elevate our brand positioning, and strengthen the integration of our marketing efforts across all Visit Mississippi programs. This next evolution reflects our shared commitment to innovation, alignment, and meaningful results.

FY27 also marks the completion of the first half of our culinary-focused 2026, a celebration of the authentic flavors, traditions, and creativity that define Mississippi. Through this initiative, we have highlighted the culture, heritage, and hospitality that make our state unique while inspiring visitors to experience Mississippi in genuine and memorable ways.

This year, we are also introducing enhancements to our DMO Co-Op Advertising Program to better serve our partners. By streamlining offerings, we are creating a more focused and accessible program designed to maximize impact and complement Visit Mississippi's broader marketing efforts. These updates reflect our commitment to providing strategic, data-driven opportunities that help partners connect with engaged travelers.

Visit Mississippi has also implemented organizational updates that strengthen our team and position us for continued growth. Our evolving structure reflects our dedication to supporting Mississippi's tourism industry and elevating our state as a premier travel destination. Every member of our team is listed within this guide, and we encourage you to connect and collaborate with us throughout the year.

The FY27 Partner Resource Guide is designed to serve as your roadmap for the year ahead. Inside, you will find our annual plans, marketing strategies, key dates, divisional insights, and opportunities to engage across Domestic and International Sales, Marketing and Communications, Sports and Outdoor Adventure, Cultural Tourism, and Visitor Services.

The momentum we are building is possible because of partners like you. Your passion for sharing Mississippi's story continues to shape how visitors experience our state and why they choose to return.

THANK YOU FOR YOUR ONGOING PARTNERSHIP.

Together, we will build on this momentum, celebrate the richness of Mississippi's culture and cuisine, and continue welcoming travelers to a destination defined by authenticity, connection, and unforgettable experiences.



ROCHELLE HICKS

Director of Tourism, Visit Mississippi

VISIT MISSISSIPPI STRATEGIC PLAN 2025-2028 OVERVIEW

In collaboration with Coraggio Group, Visit Mississippi has developed a five-year strategic plan. The plan was shaped by extensive input, including survey responses, regional Stakeholder Forums, focused working groups and 1:1 interviews, and a complete Situation Assessment. The plan was unveiled in April 2025.

To explore the full plan, visit <https://visitmississippi.org/travel-industry-partners/>.

VISION:

Celebrated as the Hospitality State, Mississippi is the preferred destination for vibrant cultural heritage and unforgettable experiences, driving a dynamic tourism industry that uplifts communities and inspires visitors worldwide.

MISSION:

As our state’s storytellers, Visit Mississippi promotes and enhances the state through global marketing, creative collaboration and leadership that inspires visitors, impacts businesses, and enriches communities.

VALUES:

We are creative, responding to opportunities and challenges in novel ways.

We act with care for one another, approaching our peers and partners with empathy and humility.

We are determined, leading with tenacity.

We are passionate about our state, our culture, heritage and mission.



IMPERATIVES:

- Amplify Mississippi Stories
- Enhance the Visitor Experience
- Destination Development
- Educate, Empower & Support
- Organizational Excellence

COMPETITIVE POSITION:

Mississippi is the hospitality state. Visitors to the state will find:

- The birthplace of America’s music and world-renowned writers and artists
- History that continues to shape American culture today
- An exceptional and unmatched hospitality experience
- Iconic outdoor experiences, from the forested Appalachian foothills to the expansive Delta horizons and scenic coastal waterway

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TABLE OF CONTENTS

06	SECTION 1 RESEARCH & INSIGHTS
08	SECTION 2 BRANDING & IDENTITY
10	SECTION 3 MARKETING & COMMUNICATIONS
15	SECTION 4 DMO CO-OP ADVERTISING PROGRAM
17	SECTION 5 ACTIVATION OPPORTUNITIES
19	SECTION 6 SALES & CULTURAL TOURISM
23	SECTION 7 INTERNATIONAL PROGRAM
25	SECTION 8 SPORTS & OUTDOOR ADVENTURE
27	SECTION 9 VISITOR SERVICES
29	SECTION 10 ADDITIONAL RESOURCES
31	SECTION 11 AMERICA250 MISSISSIPPI

SECTION 1

RESEARCH & INSIGHTS



RESEARCH TOOLS

Visit Mississippi has partnered with Esra Calvert to create a comprehensive data program to both provide market insights to the Mississippi tourism industry and to guide Visit Mississippi strategy and planning. Below is a sample of the resources leveraged by Visit Mississippi.

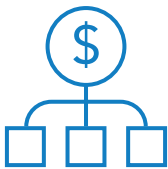
VENDOR	TYPE	INSIGHTS
Tourism Economics	Economic Impact	Annual state-wide economic impact analysis of the travel and tourism industry on the state economy.
Longwoods International	Visitor Profile	Annual domestic visitor volume, expenditures, and profile study of visitors to the state.
Symphony by Tourism Economics	Business Intelligence Platform	Centralization and visualization of primary tourism industry metrics
Smith Travel Research (STR)	Hotel lodging data	State-wide and competitor market hotel performance insights
Zartico	Data platform	State-wide geolocation, and credit card data visualization

Recognizing that every destination has unique measurement needs to meet differing budgets and strategic priorities, Visit Mississippi is pleased to bring to the industry discounted research options from a range of partners providing unique research and data offerings. See the FY 27 Co-Op Program for more information.

ECONOMIC IMPACT HIGHLIGHTS



44.2 MILLION
Visitors to Mississippi in 2024



\$11.9B
Visitor Spending



\$18.1B
Total Economic Impact



136,094
Total Jobs Generated



\$1.1B
Total State & Local Taxes Generated

SECTION 2

BRANDING & IDENTITY



BRAND OVERVIEW & LOGO USAGE

Main Logo



Campaign Secondary Logo



Culinary Application

Brand Font

THE SEASONS - HEADLINE

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0



Music Application

BIRTHPLACE of AMERICA'S MUSIC

Avenir Regular - Body Copy

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Belgates - Headline Emphasis

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Brand Colors

CMYK: 5, 6, 13, 0 RGB: 240, 235, 214 HEX: F0EBD6 PMS: Cool Gray 1	CMYK: 32, 6, 38, 1 RGB: 172, 206, 148 HEX: ACCE94 PMS: 559	CMYK: 74, 4, 36, 0 RGB: 67, 170, 147 HEX: 43AA93 PMS: 2397	CMYK: 84, 43, 0, 0 RGB: 48, 100, 171 HEX: 3064AB PMS: 3005
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[Click to download Visit Mississippi logos](#)

SECTION 3

MARKETING & COMMUNICATIONS



STAFF

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VISIT MISSISSIPPI’S FIVE MARKETING PILLARS

While Mississippi offers a wide range of experiences, Visit Mississippi focuses its marketing efforts on five primary pillars that drive the most interest and engagement from travelers. These focus areas reflect the state’s unique cultural strengths and tourism assets.

CULINARY [2026 FOCUS]

Mississippi is home to some of the South’s most celebrated chefs and restaurants, including numerous James Beard Award nominees and winners. From iconic, time-honored establishments to innovative new dining concepts, the state offers a rich and flavorful culinary experience. Visit Mississippi continues to spotlight the state’s distinctive food culture, showcasing both the vibrant dining scene and the talented personalities who make it exceptional.



MUSIC

Mississippi is the Birthplace of America’s Music, home to iconic locations like Elvis Presley’s Birthplace, the Crossroads, Dockery Farms, and many outstanding music museums. Music remains a powerful tourism driver, and Visit Mississippi continues to build campaigns, events, and promotions around this heritage.

ARTS & CULTURE

Beyond music, Mississippi boasts a rich creative landscape—from literary landmarks and military museums to cultural districts popular with younger travelers. Arts and cultural experiences remain central to Visit Mississippi’s outreach.

HISTORY

Mississippi offers powerful historical and education experiences, from pivotal Civil War battles to defining moments of the Civil Rights Movement. Visit Mississippi is committed to honoring this legacy and marking key milestones with thoughtful promotion of people, sites and stories.

SPORTS & OUTDOOR ADVENTURE

From world-class golf courses and scenic state parks to nationally recognized waterways and the historic Natchez Trace Parkway, Mississippi offers unforgettable experiences for active travelers. Our casinos remains a popular attraction for those seeking top-tier entertainment, dining, and gaming excitement.



DIGITAL COMMUNICATIONS

SOCIAL MEDIA

Amplify Mississippi’s news, events, and promotions – like, follow, and share our posts!

 Visit Mississippi

 @visitms

 @VisitMississippi

INDUSTRY & CONSUMER eNEWSLETTERS

We issue a monthly partner/industry newsletter and another consumer email once per month – rotating General, Upcoming Events, Music, and Outdoor Adventure. All consumer newsletters are also sent to industry partners. To be added or removed from a list, email Hermine Granberry at hgranberry@mississippi.org.

Submit your events for promotion on the Visit Mississippi website calendar of events using the online submission form: <https://visitmississippi.org/event-submission/>

Submit photo assets to Visit Mississippi’s CrowdRiff Data Asset Management system for use on social media, advertising, and more. Upload here (<https://upload.crowdriff.com/visit-mississippi-61d4edac>) and at <https://visitmississippi.org/travel-industry-partners/>.

PUBLIC RELATIONS

Visit Mississippi’s public relations agency is Lou Hammond Group. To submit hot tips for proactive pitching opportunities, you can now upload information on relevant topics using this [Google document](#). Be sure to include photos with appropriate credit information and a Word document that includes 3-5 lines of copy on the offering in the respective folders. You may also submit directly to mississippi@louhammond.com and kcoats@mississippi.org.

Submissions Must Include:

- Name and location of entity
- Brief (3-5 sentence) description highlighting what is new
- Timeline for opening/date(s) of event/promotion
- Name and contact information for spokesperson
- Link to website
- Link with hi-res image and property & photo credit (Images may include general photography)

Example: XX company is opening a brand-new hotel on XXXXX. Mississippi visitors can stay at the new property which is close to popular dining and entertainment options as soon as XXX. While in the area visitors can also enjoy XXX. The new hotel will offer XX and XX.

Example: XX attraction will launch a new experience in honor of the XX anniversary of XX. XX attraction specializes in XX, YY, and ZZ.

Keep up with recent news on our [online Press Room](#)
To be added to our press release list, email Katie Coats at kcoats@mississippi.org.



SECTION 4

DMO CO-OP ADVERTISING PROGRAM



MEDIA PLACEMENT



Scan to view the FY27 Media Co-Ops guide, including available programs and partner offers.

Or download at: visitmississippi.org/travel-industry-partners

CATEGORY	TACTIC	PLACEMENT + TARGETING DETAILS	EST. IMPRESSIONS	PARTNER COST	TOTAL COST	FLIGHT DURATION	VALUE	SELECT
AAA/AJR MEDIA								
PRINT	AAA Explore Southern Magazine	Print placement offering with a choice of ad size options • 450,893 AAA members in Louisiana • 157,050 households • 203,333 AAA members in Mississippi • 74,328 households • 255,105 members in Arkansas • 93,010 households • Distribution: Louisiana, Mississippi and Arkansas • Female: 52.9%, Male: 47.2% • Median Age: 56.9 • Household Income \$75k+; 41.1%	Circulation: 303,000 Membership/Readership: 575,700	Full Page: \$3,174.50 2/3 Page: \$2,224.50 1/2 Page: \$1,828 1/3 Page: \$1,262 1/6 page: \$644	Full Page: \$6,349 2/3 Page: \$4,449 1/2 Page: \$3,656 1/3 Page: \$2,524 1/6 page: \$1,288	Monthly	Reach three top Mississippi travel markets and five of the top 10 brand development index (BDI) markets with one publication - AAA Explorer Southern. The magazine is the primary member communication to AAA Members in Louisiana, Mississippi, and Arkansas.	☐
DIGITAL	AAA Explore Southern Enewsletter	Option of Sponsored Content, Banner, and/or Property/Business Showcase	Subscribers: 403,000	Sponsored Content: \$3,500	Sponsored Content: \$7,000 Banner: \$4,500 Showcase: \$3,000	Monthly	Reach a premium audience of over 403,000 AAA members in Louisiana, Mississippi, Arkansas, and Missouri who have specifically opted in to receive information about destinations, attractions, lodging, and events. Delivered each month, subscribers look forward to the Explorer eNewsletter arriving in their inbox.	☐
ADVANCE TRAVEL AND TOURISM								
MISC	Social Media, SEM, Streaming Radio, Sponsored Content, Custom e-blasts	Choose any tactic or a mix of social media, SEM, streaming radio, sponsored content, custom e-blasts, and it's a Southern Thing article/sponsorships	varies	up to \$50k	up to \$100k	varied	Create a customized comprehensive media mix that caters to campaign specific goals and KPIs	☐
ATLANTA MAGAZINE								
PRINT	Monthly Issues	Print placement offering with a choice of ad size options • Reaches top 20 wealthiest Atlanta zip codes, average age: 51, 58% female, 42% male, average HH: \$300.4k • Readership interests: dining and entertainment, travel, apparel, jewelry	Circulation: 58,607 Print Readership: 304,756 Print and Digital Readership: 1,386,000	2 page Spread: \$6,750 Full Page: \$3,497.5 1/2 Page: \$1,925 1/4 page: \$925	2 page Spread: \$13,500 Full Page: \$6,995 1/2 Page: \$3,850 1/4 page: \$1,850	Monthly	Reach Atlanta's most loyal affluent audience. Atlanta magazine is celebrating its 65th anniversary this year; the metro's longest-standing publication.	☐
SOUTHBOUND MAGAZINE								
PRINT	Quarterly Issues	Print placement offering with a choice of ad size options • Coverage area includes 12 southeastern states: AL, AR, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV • Audience: • \$216MM average net worth, \$300,400 average HH, 58% female, 42% male subscribers • Readership interests: southeastern travel	Circulation: 58,607 Readership: 286,000 Note: 55k Copies are sent with Atlanta magazine subscribers and an additional 5k copies are sold on newsstands throughout the southeast	2 page Spread: \$4,750 Full Page: \$2,550 1/2 Page: \$1,675 1/4 page: \$900	2 page Spread: \$9,500 Full Page: \$5,100 1/2 Page: \$3,350 1/4 page: \$1,800	Quarterly	Reach affluent travelers seeking more destinations across the southeast; this publication has won a host of national and international honors, including several Lowell Thomas awards.	☐
COUNTRY ROADS								
PRINT	Print + Digital	Choice of Full Page or Half Page Print with 2x news ads, and 1x web banner. Audience is affluent, engaged, and interested in travel • Concentrated distribution throughout the nine-parish Capital Region surrounding Greater Baton Rouge, east to the New Orleans Northshore, and into the southwest counties of Mississippi, with additional, targeted outlets within a four-hour drive. • Content centers around southern storytelling and a curated calendar of cultural events	Print and Digital Reach: 75,000 readers	Full Page: \$1,375 Half Page: \$97.50	Full Page: \$2,750 Half Page: \$1,855	Monthly	Partner with Country Roads magazine to strengthen regional awareness, align your brand with a highly regarded media property, and build measurable engagement among readers exploring the Louisiana / Mississippi region	☐
DIGITAL	Dedicated Newsletter Package	Mix of dedicated newsletter, 4x news ads, 1x web banner		\$1,400	\$2,800	Ongoing		☐



FY27 Exclusive Research Offers

Recognizing that every destination has unique measurement needs to meet differing budgets and strategic priorities, Visit Mississippi is pleased to bring to the industry discounted research options from a range of partners providing unique research and data offerings. Below are the options being made available through Visit Mississippi. These offerings are available for sign-up throughout Fiscal Year 2027

AirDNA

Access to AirDNA's base product at a discounted cost for short-term rental data and analytics. 30% discounted rate

Monthly DMO Dashboard

DMO buy-in\$5,544/Year

Daily DMO Dashboard

DMO buy-in\$8,316/Year

Property Performance Data

DMO buy-in\$8,316/Year

Arrivalist

Arrivalist Trip and Spend Dispersion Portal

The combined suite of trip and spend details provide destinations with insights on those visiting the destination and how they are spending throughout the community.

There is no minimum number of participating destinations required to activate the program. DMO buy-in: \$9,5000/Year

Tourism Economics

Visit Mississippi Destinations Economic Impact Co-Op

Economic impact analysis add-on for Mississippi DMOs; Greater context and drilled-down access specific to city or county, beyond Visit Mississippi's economic impact report.

Discounted rate

DMO buy-in:

Cities: \$10,500

Counties: \$6,825

Region: \$10,500

Visit Mississippi DMO Symphony Co-Op

DMO utilization of Symphony, Tourism Economics' data analyst program.

There is a 10% discount with the participation of five or more Mississippi DMOs.

Zartico

Z5

Z5 is a marketing intelligence platform purpose-built for place marketers

15% discounted rate

DMO buy-in: \$15,000

DMO buy-in: \$25,000

DMO buy-in: \$30,000

DMO buy-in: \$35,000

DMO buy-in: \$40,000

DMO buy-in: \$50,000

For questions or to submit a request for a research offering, email: Co-op.vms@milespartnership.com

SECTION 5

ACTIVATION OPPORTUNITIES



2026 CHICAGO BLUES FESTIVAL

JUNE 4-7, 2026

DMOs are invited to participate alongside Visit Mississippi at our Crossroads Stage tent during the Chicago Blues Festival. This activation offers a unique opportunity to engage directly with passionate blues fans, showcase Mississippi’s musical heritage, and promote your destination through on-site interactions.

Interested partners should contact Kammie Carpenter at kcarpenter@mississippi.org.

CULINARY ACTIVATION IN TEXAS

FALL 2026

Visit Mississippi is planning a culinary-focused activation in Dallas, offering DMOs the opportunity to bring local chefs on the road for a media-facing and potential consumer event. This experience will highlight Mississippi’s rich food culture while generating regional exposure through tastings, chef appearances, and media engagement.

Interested partners should contact Katie Coats at kcoats@mississippi.org.



2027 ROSE PARADE

JANUARY 1, 2027

Visit Mississippi will return to the Rose Parade for a third consecutive year and is seeking early interest from DMO partners. While the 2027 theme is still in development, this nationally televised event provides exceptional visibility and a chance to be part of on-the-ground events and media opportunities leading up to the parade.

Interested partners should contact Rochelle Hicks at rhicks@mississippi.org.



SECTION 6

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TRAIL MARKER PROGRAM

Visit Mississippi promotes four cultural trails including the Mississippi Blues Trail, Mississippi Country Music Trail, Mississippi Freedom Trail, and Mississippi Writers Trail.

For inquiries related to the Trail Marker Program, please reach out to Maggie Lowery at mlowery@mississippi.org.



TRADE SHOWS & CO-OPS

Visit Mississippi participates in domestic trade shows and in-market co-op activations in various advertising pillar themes, including the Chicago Blues Festival. As these opportunities arise throughout the year, Visit Mississippi will announce opportunities to participate in co-ops.

For inquiries related to the cultural trails, domestic trade shows, and meetings and conventions promotion, please reach out to Visit Mississippi staff listed on page 22.



SECTION 7

INTERNATIONAL PROGRAM



SECTION 7: INTERNATIONAL PROGRAM

Visit Mississippi contracts with the following in-market representatives and participates in regional marketing organizations to promote Mississippi to international travel trade audiences and media outlets:

Travel & Tourism Marketing (TTM) – United Kingdom Trade & Media

Ueding Consulting – Germany, Austria, Switzerland and Nordic region
Trade Sales & Marketing

Texttransfer Communications – Germany, Austria, Switzerland and
Nordic region Trade & Media

Unique Consulting – France & Benelux Trade & Media

In partnership with these agencies and organizations, Visit Mississippi participates in international trade shows, sales missions, and hosting FAMs throughout the year. As these opportunities arise throughout the year, Visit Mississippi will announce opportunities to participate in co-ops.

For inquiries related to the international program, please reach out to Paula Travis.

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SECTION 8

SPORTS & OUTDOOR ADVENTURE



SECTION 8: SPORTS & OUTDOOR ADVENTURE

Visit Mississippi participates in outdoor and golf/sports trade and consumer shows throughout the year. As these opportunities arise, Visit Mississippi will announce opportunities to participate in co-ops.

For inquiries related to the Outdoor Adventure and golf/sports program, please reach out to Mike Jones or Bevin Messer.

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SECTION 9

VISITOR SERVICES



SECTION 9: VISITOR SERVICES

Visit Mississippi’s Office of Visitor Services plays a vital role in welcoming travelers and promoting tourism throughout the state. The office coordinates visitor outreach at Mississippi’s Welcome Centers, manages the distribution of travel literature, and helps ensure visitors have access to helpful information about attractions, accommodations, and events across the state. Reach out to Marlon Ivy to send collateral materials about your DMO and attractions to our welcome centers.

MARLON IVY

Director | Office of Visitor Services

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WALTER OGLESBY

Program Manager | Office of Visitor Services

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A close-up photograph of a glass of red wine and a plate of colorful vegetables, including tomatoes, peppers, and herbs, set against a dark blue background.

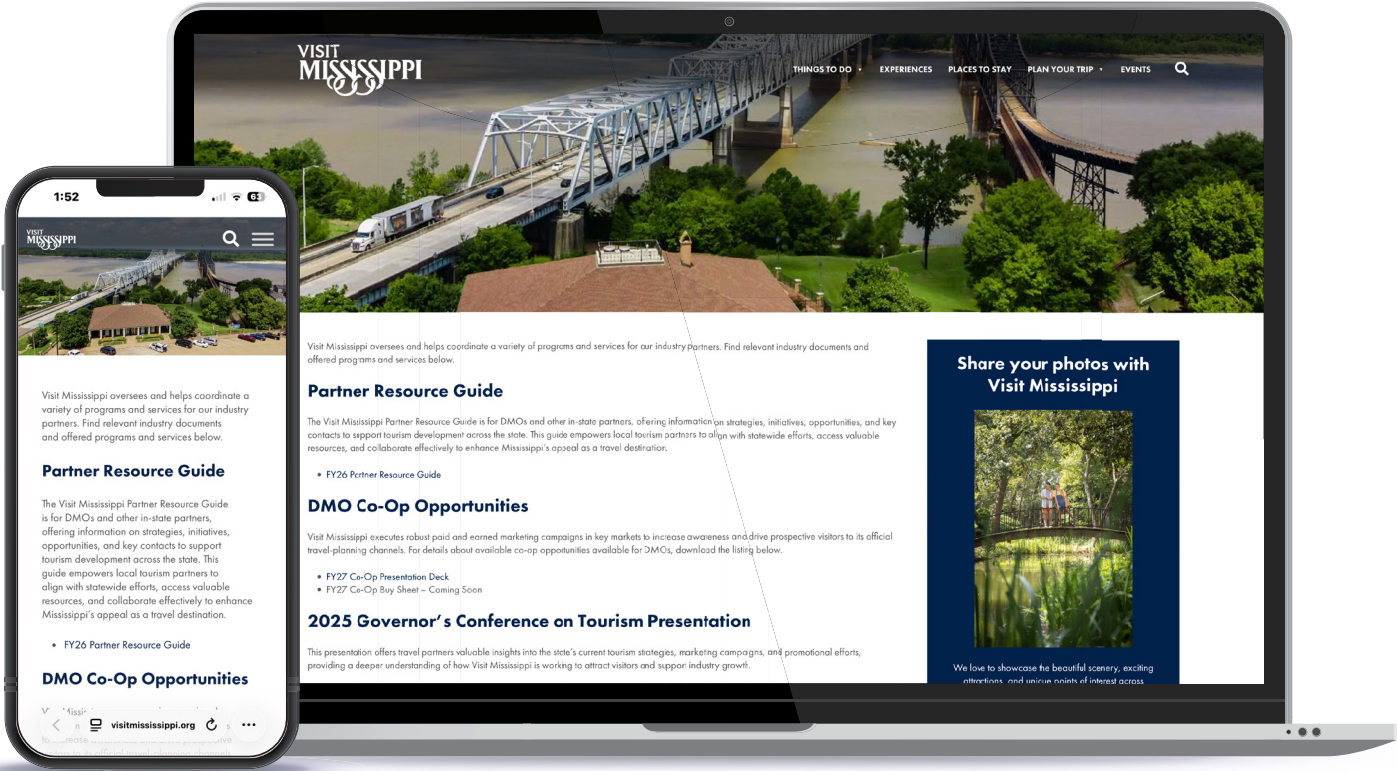
SECTION 10

ADDITIONAL RESOURCES



RESOURCES

We maintain a regularly updated [Travel Industry Partners page](#) on our website that provides research, program information, assistance programs, and other resources to support our tourism partners. We encourage you to share photos, events, and places of interest to help us showcase your unique attractions.



SECTION 11

AMERICA250 MISSISSIPPI



AMERICA250 MISSISSIPPI

As we approach the 250th anniversary of the United States, America250 Mississippi offers a unique opportunity to showcase our state’s rich history, vibrant culture, and welcoming spirit. We invite travel industry partners across Mississippi to join us in commemorating and promoting this historic milestone.

America250 Mississippi is taking part in many national activations, programs, and opportunities as they develop leading up to July 4, 2026, and beyond. Email A250MS@Mississippi.org with inquiries, events, requests, etc. or visit America250.ms.

UNITED IN SONG:

America250 Mississippi Commission’s premier celebration event is United in Song. On June 20, 2026, Mississippians will come together at the Mississippi Coliseum in Jackson for United in Song: A Mississippi America250 Celebration—a powerful musical tribute to America’s 250th birthday. Featuring 1,000 voices, a live orchestra, children’s choir, and special guests, this live, televised event will showcase Mississippi’s talent and pride.

With original arrangements by Grammy and Dove Award-winning composer David T. Clydesdale, United in Song will unite communities in a once-in-a-lifetime celebration of music, freedom, and faith.

United in Song will be a free event to Mississippians and visitors.

TOURISM PARTNER OPPORTUNITY:

There will be approximately 10 spaces open to DMOs or tourism partners who would like to have a table at this event on June 20 in the Coliseum concourse. Sign-ups will be based on a first come, first reserved basis, and DMOs are encouraged to collaborate with their city government, historical societies, or others to showcase the history of your destination. To sign up, email A250MS@Mississippi.org. These spaces should be informational only. No items may be sold.

