

# Mississippi Tourism Development

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## FOR IMMEDIATE RELEASE

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## Mississippi Tourism Development Doesn't Renew Race Car Contract

Jackson, MississippiXThe Mississippi Division of Tourism announces it did not renew the contract for its sponsorship of a race car, A#95, Mississippi, The South=s Warmest Welcome,≡ on the NASCAR Slim Jim All Pro Series.

The decision not to sponsor the car for the remainder of the race season is the result of the success the Division is experiencing from another promotional campaign.

AWe will be concentrating our efforts more intensely on our recently launched educational program, the Mississippi Travel Agent Specialist course,≡ said Vaughn Stinson, Director of Tourism Development.

The Mississippi Travel Agent Specialist course is a travel sales course, which runs monthly in *Travel Agents*, a weekly trade magazine.

Stinson added, "This decision to utilize our resources in the execution of our travel agent program will better meet our goals and objectives of promoting the Mississippi tourism product."

During the first week of the program over 400 travel agents throughout the country registered as participants. Travel agents serve as a primary consumer sales force for the promotion of Mississippi as a travel destination. As of this date we have a total registration of 461.

"The car did meet our initial objectives of increasing the visibility of Mississippi. However, in order to remain competitive and ahead of other states targeting the same visitors, we must be innovative and react quickly to changing market conditions," said Stinson.

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