

Mississippi Tourism Development

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The Same Folks Who Bring You *National Geographic* Are Printing Mississippi's New Comprehensive Travel Planner

JACKSON, MISS.XThe same company that turns out *National Geographic* magazine for over 11 million people around the world is in the process of printing Mississippi=s new comprehensive Travel Planner.

Vaughn Stinson, director of Tourism for the Mississippi Department of Economic and Community Development, said the new Travel Planner is currently in production and will be available for distribution late February.

AWe are pleased that the Travel Planner will be printed in Mississippi by World Color, located in Corinth,≡ remarked Stinson. World Color is best known for their printing of *National Geographic* magazine.

Janie Hileman, *National Geographic* Customer Service Manager said, AWorld Color is just as excited to have the opportunity to produce such a quality collateral piece. The printing of the Mississippi Travel Planner will be equal to that of the *National Geographic* magazine.≡

The 500,000 initial press run of the Mississippi Travel Planner

will cost \$1.65 each to print. In FY=96, Tourism Development responded to 342,450 inquiries. This represents an increase of 23.26% from the FY=95.

The request from potential tourists interested in the Mississippi tourism product continues to grow, said Stinson. Previously our general response packet consisted of a Travel Planner, calendar of events and a highway map. Upon a special request for additional information we would also include our niche guides: Casino Guide, Civil War Guide, African-American Heritage Guide and Bed & Breakfast Guide. For the convenience of our visitors we felt it important to combine these various speciality guides along with the information contained in the Travel Planner so the entire Mississippi travel product was presented to assist tourists with their planning efforts. In addition to the Travel Planner, calendar of events and highway map, we will now also include a Hotel/Motel Guide booklet.

The Mississippi Travel Planner is divided into three regions of the state - north, central and south - hitting the highlights of each in subsections describing specific things to do and see. Also, the Travel Planner lists items of interest related to the Civil War, African-American Heritage and Natchez Trace Parkway. The guide has helpful symbols indicating disability access, senior discounts and special group rates.

Tourism has increased from a \$4.1 billion to \$4.4 billion industry this past year. #30#