

Mississippi Development Authority
P. O. Box 849
Jackson, MS 39205

For Immediate Release

Contact: Darienne Wilson, 601-359-2938
Date : May 1, 2002

GOVERNOR MUSGROVE ANNOUNCES THE STATE'S NEW TOURISM TAG LINE

JACKSON, Miss. - Governor Ronnie Musgrove today announced Mississippi's new official tourism tag line – "Mississippi...Feels Like Coming Home." The tag line was developed to reflect the essence and character of Mississippi as well as to showcase its abundant opportunities.

"Mississippi's tourism industry is a vital part of our economy," said Governor Musgrove. "The promotion of our new tag line will help improve awareness about Mississippi's vast tourism venues and the many assets Mississippi offers our visitors."

The tagline was introduced in conjunction with the recognition of National Tourism Week, which is May 6 – May 12. The tagline will be incorporated into all promotional efforts of Mississippi Development Authority's (MDA) Division of Tourism.

"The Division conducted extensive research to identify what makes Mississippi unique," said Darienne Wilson, Director, Tourism Division, MDA. "We found the common denominators are the people and the hospitality combined with Mississippi's many wonderful attractions and that's why 'Mississippi...Feels Like Coming Home' best represents our state."

Tourism is a \$6.1 billion industry and is Mississippi's second largest service sector employer, creating over 94,000 jobs. It also contributes almost \$500 million to the state's General Fund. In 2001, over 34 million people visited Mississippi.

The Division of Tourism promotes Mississippi as a destination for business and leisure travel and operates the state's Welcome Centers, Hometown Mississippi Retirement and the Mississippi Film Office.

###