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RIDGELAND NAMED MISSISSIPPI CVB OF THE YEAR

Jackson, Miss. – The Ridgeland Tourism Commission (RTC) received one of the state’s highest industry honors at the Mississippi Tourism Association Governors Conference on Tourism, held at the Jackson TelCom Center Feb. 17-19. RTC was named Convention and Visitors Bureau of the Year for its category.

There were four Outstanding Convention and Visitors Bureaus (CVB) of the Year, with the categories divided according to budget size. Recognized for outstanding efforts in promoting tourism in the area through events and activities that generate visitors, the winners demonstrated the ability to work with tourism partners.

The RTC is an active partner with the City of Ridgeland, the multi-state marketing cooperative: the Natchez Trace Compact, the Madison County Chamber of Commerce, The Mississippi Tourism Association and numerous sports events and festivals. Visitation to Ridgeland continues to increase in the way of sporting events, reunions, tourists, consumer travelers and motor coach tours.

With hopes of seeing continuous growth in the number of tourists and revenue generated in Ridgeland throughout 2008, the RTC is participating in 20 regional tradeshow and promotional meetings. Staff members of RTC will also attend Southeast Tourism Marketing College to learn about current marketing and industry trends. Advertising, public relations and marketing efforts will also continue to grow.

“The Ridgeland Tourism Commission credits the success of our city’s tourism product to the Commissioners and staff,” said Hattie Ruder, executive director of the Ridgeland Tourism Commission. “Both work together to promote the city to guests across the nation. Their support and the support of our city officials are crucial in this endeavor.”

Fellow Governor’s Conference CVB of the Year winners included the Holly Springs Tourism and Recreation Bureau, the DeSoto County Tourism Commission and the Tunica Convention and Visitor’s Bureau.

Presented by the Mississippi Tourism Association, the conference gave tourism professionals the opportunity to learn from fellow leaders, network and celebrate at the annual awards luncheon.

For more information on Ridgeland or its cultural events, visit www.visitridgeland.org or call 1-800-468-6078.

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