



STATE OF MISSISSIPPI
HALEY BARBOUR, GOVERNOR
MISSISSIPPI DEVELOPMENT AUTHORITY
GRAY SWOOPE
EXECUTIVE DIRECTOR

Dear Lodging Owner/Operator:

The State of Mississippi - Mississippi Development Authority Division of Tourism is pleased to endorse the new **Hospitality Certified Program** being introduced by the Mississippi Hotel & Lodging Association, to all Lodgings throughout the State.

You will have the opportunity to have your property professionally evaluated for product, service and facility condition and have your designation, as *Hospitality Certified*, promoted extensively through State and participating CVB web sites and related Tourism collaterals, proclaiming your high level of Hospitality Performance. The MH&LA Hospitality Certified Program ensures Visitors to Mississippi a recognized level of quality, safety and cleanliness and a means to make a reliable "booking" decision for their accommodations, thereby increasing your business.

Visitors will be directed through our Tourism portals to "Look for a Hospitality Certified Lodging on your next trip to Mississippi to ensure your Guest Satisfaction". The commitment and endorsement of the State of Mississippi, in addition to that of selective CVB's throughout the State, will provide the incentive for all Mississippi Lodgings to join in this pledge to our visitors. It is our hope that you will participate in our dedication to the Tourism and Lodging Industry in the State by becoming a "Hospitality Certified" Lodging.

Mississippi – the "Hospitality State" -- will become the first State in the Nation to become "Hospitality Certified. This message will certainly make National headlines, particularly in the post-Katrina atmosphere where the media is anxious to report good news about the recovery and rebounding of areas impacted by the disaster. Moreover, it will resonate with Mississippi's initiative to take Hospitality to levels never before reached, by this State or any other.

MH&LA's Hospitality Certified Program will also include ongoing educational and training sessions, further providing your management and staff with vital information and enhanced skills to ensure the guest experience. Together, we shall continually raise that "Hospitality Bar".

MH&LA's introduction and implementation of the Hospitality Certified Program is accompanied by this letter of **endorsement from the State MDA Division of Tourism**, as well as that of various **area CVB's**. We encourage you to take the time to review this valuable new tool in taking Hospitality and the Lodging Industry in Mississippi to soaring heights.

Sincerely,

A handwritten signature in black ink, appearing to read "D. Craig Ray".

D. Craig Ray
Tourism Director