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MISSISSIPPI
TOURISM ASSOCIATION

HOTEL TUPELO HONORED WITH LODGING PROPERTY OF THE YEAR BY MISSISSIPPI TOURISM ASSOCIATION

Jackson, Miss. - The Mississippi Tourism Association (MTA) recognized the impact and accomplishments of the state's tourism industry at the annual tourism awards program held during Governor's Conference on Tourism at the MSU Riley Center in Meridian, Mississippi, October 4-6, 2023. This annual educational and professional development event brought together around 200 tourism industry professionals from across the state as well as tourism partners from the surrounding region.

"Mississippi's tourism industry is thriving," said Governor Tate Reeves. "Every day more and more people are falling in love with our state – and it's easy to see why. There's a beauty to Mississippi that is uniquely inspiring, and it's hard to find nicer people than Mississippians. Thank you to the Mississippi Tourism Association for telling Mississippi's story, and congratulations to all of the award winners!"

These awards give MTA the opportunity to recognize members who excel in various sectors of the industry. Awards were presented in 18 categories, each focusing on a different aspect of the hospitality industry or individual achievement.

This year's recipient of the **Lodging Property of the Year** award was given to Hotel Tupelo.

"It is such a pleasure to have the opportunity to celebrate these talented members who work tirelessly for their communities and organizations. These awards are very competitive and that is a testament to the caliber of work being produced by our partners and the overall strength of Mississippi tourism. It is our honor to work together with these outstanding professionals to continue to grow and prosper our industry," said MTA Executive Director, Danielle Morgan.

While the many hotel properties in Tupelo, Mississippi, more than meet the needs of Tupelo's many target markets, the city has long needed a unique lodging piece to expand its reach to those visitors who value exceptional accommodations. In 2021, city leaders and the Tupelo Redevelopment Agency collaborated with the Thrash Group to do just that.

Named Hotel Tupelo, the Thrash Group invested \$16 million into the property that officially opened in 2022, while the property pays homage to the original Hotel Tupelo that opened in 1917. Embracing the rock and roll culture of Tupelo's favorite native son, Elvis Presley, the property is simple, yet sophisticated and is situated in the heart of Downtown Tupelo's historic Fairpark District. Hotel Tupelo has 79 guest rooms, including two Elvis-themed suites, private event space, state-of-the-art fitness center, and a litany of amenities that can only be found at this distinct location.

To enhance the visitor experience, the Thrash Group invested in a locally owned restaurant and bar on-site, creating a vibrant watering hole for hotel guests to gather and an entertainment hub for locals to enjoy in the city's center. Jobs serves modern surf and turf with a southern twist featuring some of Coastal Mississippi's freshest seafood. A craft cocktail menu compliments the food utilizing local ingredients and spirits from around the state.

Hotel Tupelo tells Tupelo’s unique story with a modern, upscale feel. Local touches are rampant. Tupelo River Coffee, a local coffee roaster, provides coffee in each hotel room. RAW Furniture Company worked with Hotel Tupelo to create a signature scent for the hotel, which is also sold as a candle in the hotel’s sundry shop. Guests checking in to Hotel Tupelo receive a tasting of Queen’s Reward Mead, Mississippi’s first and only meadery. Midnite Pottery mugs can be found in the suites, and Blue Delta Jeans offer custom fittings for all guests of the hotel.

The partnership created between the City of Tupelo and the Thrash Group, as a result of their \$16 million investment in Hotel Tupelo, epitomizes why in Tupelo, anything is possible.

“The Mississippi tourism industry thrives with dedicated individuals who share a heartfelt commitment to enhancing their communities and our state as desirable destinations to visit, reside, and thrive. We commend their exceptional contributions to our state’s fourth-largest industry and appreciate their unwavering support for the Mississippi Tourism Association’s mission, which unites the entire tourism sector through advocacy, education, and promotion. We extend our warmest congratulations to all our award recipients for their remarkable achievements and offer our best wishes for their ongoing success,” said Christy Burns, 2023-2024 president of MTA.

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The voice of tourism, the Mississippi Tourism Association is a membership organization whose mission is to unite all sectors of the tourism industry through advocacy, promotion and education. MTA’s vision is to transform Mississippi’s economy through increased visitor spending and overall travel industry growth. For more than 30 years, MTA has led the Mississippi’s tourism education and advocacy efforts. Membership and organization details can be found at www.mstourism.com

Link to Photo: <https://www.dropbox.com/scl/fi/esxk67auq9rc6l81ulbs3/Lodging-of-the-Year.jpg?rlkey=c4ksm8ginqgmfxweb5cnl5g3&dl=0>