

**JESSICA I. ROBERTS, EXECUTIVE DIRECTOR OF THE MOUNT AIRY TOURISM DEVELOPMENT AUTHORITY & TOURISM PARTNERSHIP OF SURRY COUNTY, ELECTED NEW PRESIDENT OF THE NC TRAVEL INDUSTRY ASSOCIATION**

**The Mount Airy Tourism Development Authority & Tourism Partnership of Surry County is pleased to announce Jessica I. Roberts, Executive Director has been named the new President of the North Carolina Travel Industry Association at their recent NCTIA Tourism Leadership Conference in Raleigh.**



New NCTIA President Jessica Roberts  
Jessica Roberts is the new President of NCTIA, a position she assumed on November 16 at the NCTIA Tourism Leadership Conference Luncheon sponsored by Visit Raleigh. Roberts, who is the Executive Director at the Mount Airy Tourism Development Authority & the Tourism Partnership of Surry County, was introduced as the organization’s new leader by outgoing President Andrew Schmidt, Executive Director at Visit Greenville. “I am honored and excited to be selected by my peers to serve as the new President of the North Carolina Travel Industry Association and represent my community of Mount Airy and Surry County for the next two years,” said Roberts. “I am looking forward to leading and collaborating with fellow tourism and industry professionals all over North Carolina.” Roberts was also appreciative to her predecessor: “Thank you to Andrew Schmidt for leading us the last two years as I have big shoes to fill.”

As NCTIA President, Roberts will represent membership, lead NCTIA meetings and events such as the annual NCTIA Legislative Day in Raleigh and Tourism Leadership Conference, represent NCTIA on the NC Travel & Tourism Board, and lead the NCTIA Executive Board in meetings with legislators on policy issues facing the travel and tourism industry in North Carolina.

***The North Carolina Travel Industry Association was established in 1955 by Governor Luther Hodges and given a mission to consolidate resources and promote our great State. To this day, the Association remains open to anyone interested in becoming a member, but most are local businesses or statewide organizations that thrive on the tourism economy. NCTIA's 64-year history of distinguished service to the travel industry by helping our member organizations be prepared and connected, and is the only member-based statewide organization that encompasses all aspects of the industry and provides resources for anyone interested in issues relative to North Carolina's travel and tourism economy.***

***For More information on NCTIA & the list of its Board of Directors please visit: [Home \(nctia.travel\)](https://nctia.travel) <https://nctia.travel>***

Roberts during the NCTIA Annual Leadership Conference-Nov 2023

