



For Immediate Release

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Madison Morgan County Convention & Visitors Bureau Announces New Website

Mobile-First Experience Encourages Visitors to Discover Small Town Charm

MADISON, GA – October 18, 2021 – The Madison Morgan County Convention & Visitors Bureau (MMCVB) announces the successful launch of new visitmadisonga.com website, featuring mobile-first design, 10 times more content and a completely new look, feel and user experience. Development of the new website follows MMCVB initiative to increase digital marketing to better connect with how people choose travel destinations and plan trips online.

“In today’s world, we live on our phones. They have become an essential tool not only for information, but for planning, navigation and managing our day-to-day lives. Investing in our digital strategy - in particular the VisitMadisonGA.com website that serves as an online Visitor Information Center, open 24 hours a day, for anyone thinking about coming to stay, play and dine in Madison and Morgan County - was essential to not only connect with but to inspire visitors to discover all our area has to offer,” said Karen Wibell, Chair of MMCVB Board of Directors.

As a nonprofit dedicated to promoting tourism throughout Madison and Morgan County, MMCVB works to inspire travelers to come, stay and take part in the local tourism economy. A key tool for connecting with tourists is through marketing and maintaining visitmadisonga.com, which provides itineraries; trip inspiration; local attraction, retail, restaurant, lodging and venue listing; planning tips and a comprehensive events calendar.

In addition to leisure tourism, MMCVB has targeted sports tourism as a major growth opportunity following Morgan County Parks and Recreation’s sports facility expansions and ongoing success attracting sporting events. To connect with this valuable audience, the new website offers a complete section dedicated to [sports events](#). In addition to detailed information and imagery of Madison and Morgan County sports facilities, the new section offers local attraction, lodging and group dining information to help make trip planning easier for groups and their families, while encouraging them to explore more on their trip.

“With sports tourism having the potential to create a local economic impact ranging from \$12,000 to more than \$300,000 per event, we’re excited to have this new asset to help our sports families easily discover - even from their cell phones while sitting in the stands - all the things there are to see, do and enjoy here in Madison and Morgan County,” said Lance Alexander, Director of Morgan County Parks & Recreation and Board Member of MMCVB Board of Directors.

To experience the new website, go to VisitMadisonGA.com. Have a visitor-friendly event happening in Morgan County you’d like added to the calendar? Email details to welcomecenter@madisonga.org



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About Madison-Morgan County Convention & Visitors Bureau

The Madison-Morgan County Convention & Visitors Bureau, Inc. (MMCVB) is a non-profit 501 (c) (6) that serves as the official destination marketing organization for the City of Madison and Morgan County, Georgia. MMCVB works to advance Morgan County's \$56.12 million tourism industry that supports more than 466 local jobs. MMCVB strengthens the community by promoting economic development and vitality through travel, overnight stays and encouraging significant participation by visitors in the local tourism economy. Discover more at VisitMadisonGA.com.