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City of Madison Selected to Host Inaugural UGA & GACVB Tourism Class

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The Carl Vinson Institute of Government (CVIOG) of the University of Georgia in partnership with the Georgia Association of Convention & Visitors Bureaus (GACVB) have developed a new Destination Leadership program providing tourism education and training city and county elected officials and staff. The first class, Fundamentals of Tourism, will be held in Madison on Tuesday, May 9, 2023.

“This program provides an excellent opportunity for our elected officials to better understand the value of tourism as an economic driver and how their role in government can advance our tourism goals,” said Jennifer Rosa León, Madison Morgan County Convention & Visitors Bureau (MMCVB) director. “In 2021, the state of Georgia welcomed around 160 million visitors, resulting in \$34.4 billion in direct visitor spending. Morgan County’s \$53.84 million tourism industry supported 450 jobs and provided tax relief of \$703 per household. The impact of tourism dollars spent in our community strengthens our local economy and benefits all our residents.”

CVIOG notes, “Communities benefit when stakeholders collaborate to leverage opportunities and relationships. Participants will explore how to maximize tourism’s impact in their economic development strategy. Experts will share best practices regarding funding of, and partnership, with tourism organizations.”

“GACVB is excited to see this inaugural class learn more about the tourism industry as a key economic driver for Georgia and vital component of local economic development.,” said Jay Markwalter, GACVB executive director. “This new opportunity and curriculum offered through the UGA Carl Vinson Institute of Government is an excellent addition to our continuing education efforts – being one of mission pillars. One goal of this certificate program, is to provide attendees with case studies and current trends in effective collaboration in destination development, marketing, and management to maximize return on investment of visitor tax dollars.”

Destination Leadership classes will be offered in different locations around the state with Madison hosting the first class at the Public Safety Building’s Meeting Hall. The inaugural class will receive a tourism certificate after learning about best practices, marketing, and leadership case studies from GACVB member partners, Destination Marketing Organization (DMO) professionals, and related industry affiliates.

Morgan County participants include County Manager Adam Mestres, County Commissioner Philipp von Hanstein, MMCVB Board Member Carol Sanchez, Madison City Manager John Klimm, City Council Member Eric Joyce, and MMCVB Director Jennifer Rosa León.

[About Madison Morgan County Convention & Visitors Bureau](#)



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The MMCVB is a non-profit 501(c)(6) serving as the official DMO for the City of Madison and Morgan County, Georgia. MMCVB works to advance Morgan County's tourism industry and 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.