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Morgan County Tracked Its Best Year on Record in Tourism Spending

Tourism Industry Delivers \$60.3 Million in Economic Impact to Morgan County in 2022

MADISON, GA – October 9, 2023 – Visitors to Morgan County brought in \$60 million in total spending for calendar year 2022, surpassing pre-pandemic numbers (2019) of total visitor spending by \$10 million. According to The 2022 Economic Impact of Tourism in Georgia study, travel demand supported more than 550 jobs across Morgan County and visitors generated \$5.6 million in state and local taxes.

“With all the neat places to see in the state of Georgia and the southeast, it is great that so many tourists choose Madison and Morgan County as their place to visit. It is a nice place to live and enjoy,” said Commissioner Philipp von Hanstein of Morgan County.

“The growth of tourism in our local economy is fantastic to see. The positive impact of the tourism industry not only benefits our local businesses through direct visitor spending but also every household through annual savings in state and local taxes. With a record high of \$768 saved per household in Morgan County in 2022, Main Street applauds the work the MMCVB has done and continues to do,” said Sarah Wibell, Main Street Director for the City of Madison.

Madison Morgan County Convention & Visitors Bureau, Inc. (MMCVB), which serves as the official destination marketing organization for the City of Madison and Morgan County, helps drive visitor spending by inspiring tourists to come, stay and take part in the local tourism economy. Not only did visitor spending record a best-year-ever for tourism in Morgan County, but MMCVB’s digital marketing efforts have also exceeded top performance numbers following the [launch of the new visitmadisonga.com website in 2021](#) that features mobile-first design, 10 times more content and a completely new look, feel and user experience. For the 2022 calendar year, VisitMadisonGA.com achieved over 20 percent growth in visitor sessions to the website when compared to calendar year 2019. And 2023 numbers are tracking even better, signaling what is sure to be another record-breaking year for tourism in Morgan County.

“The economic impact that tourism brings to Morgan County is truly invaluable,” said Jennifer Rosa León, Executive Director of Madison Morgan County Convention & Visitors Bureau, Inc. (MMCVB). “I look forward to seeing tourism numbers continue to grow as we welcome more premier attractions for visitors, such as Georgia Safari Conservation Park set to open early next year, and continue working to enhance our results by investing in smart, targeted tourism marketing.”

Tourism to Morgan County follows record-breaking numbers of visitors across the state, as total economic impact for Georgia travel and tourism reached \$73 billion in 2022 - a 13 percent year-over-year increase. Travel demand supported more than 442,600 jobs across the state, an increase of more than 20,000 jobs between 2021 and 2022.

According to Explore Georgia, The 2022 Economic Impact of Tourism in Georgia study, prepared by Tourism Economics, presents estimates of direct visitor spending and associated economic impacts at the state, region, and county levels in 2022. This comprehensive report offers credible measures of the aggregate statewide economic contributions of travel and tourism, including visitor expenditures (total and by industry sector), business sales (total economic impact), GDP impacts, employment and payroll income supported, tax revenues generated (for federal, state, and local governments), and more.

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 \$60 million tourism industry that supports more than 550 local jobs. MMCVB's mission is to boost economic development and vitality by inspiring tourists to come, stay and take part in the local tourism economy. Discover more at [VisitMadisonGA.com](https://www.visitmadisonga.com).

County Summary - Spending and Economic Impact

Navigation



Year
2022

County
Morgan County



\$60.3M
Total Visitor Spending
YOY: ▲ 8.6%



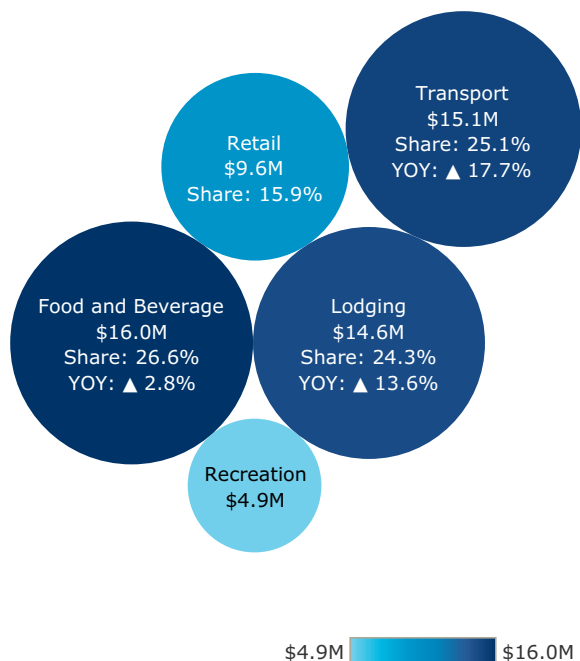
4.6% is the share of jobs
directly sustained by visitor
spending in county



Visitors generated **\$5.6M** in
state and local taxes
which is equivalent to **\$768** in
tax savings for every household

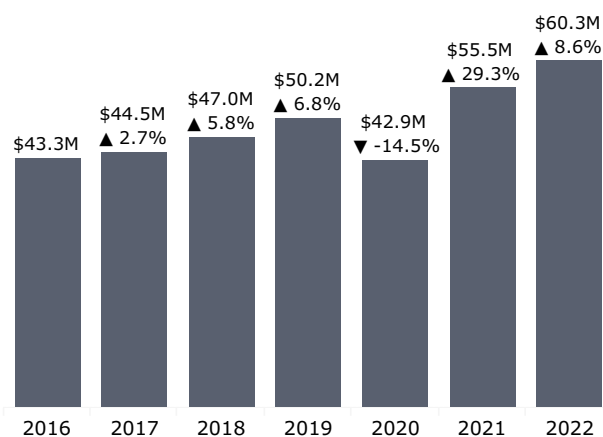
Visitor Spending by Category in 2022

Actual, share & % change YOY



Visitor Spending

Actual & % change YOY



Tourism Supported Direct Employment

Actual & % change YOY

