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Madison Morgan County CVB Joins Tourism Leaders in Celebrating Tourism Day at the Capitol

MADISON, GA – March 10, 2025 – Tourism leaders from across Georgia gathered at the State Capitol on March 5, 2025, to celebrate the return of Tourism Day at the Capitol. The event highlighted the vital role of tourism in the state's economy, with Amanda Dyson-Thornton, Executive Director of the Georgia Association of Convention & Visitors Bureaus, presenting Governor Brian Kemp a symbolic \$5 billion check representing the state and local tax revenues generated by travel and tourism in Georgia. This achievement underscores the tourism industry's substantial contributions to Georgia's economy, as tourism is tied with agriculture as the state's top industries.

"Tourism is not only a major driver of Georgia's economy - it's also one of the top industries in Morgan County, generating \$61.1 million in economic impact through visitor spending," said Jennifer Rosa León, Executive Director of the Madison Morgan County Convention & Visitors Bureau (MMCVB). "By inspiring tourists to come and experience our community, we help sustain historic sites and cultural attractions, support jobs across the hospitality industry, drive dollars to local businesses, and enhance the overall quality of life for residents."

In Morgan County, travel demand in 2023 supported 550 jobs and generated \$5.6 million in state and local tax revenues. Without the state and local tax revenues generated by tourism, Morgan County taxes would cost an additional \$733 per year, per household.

MMCVB plays a strategic role in promoting tourism to Morgan County, with a mission to inspire visitors to come, stay and participate in the local tourism economy. In 2024, the CVB's efforts resulted in 127,693 website visits and 278,000 page views to VisitMadisonGA.com, an 831,558 reach on Facebook and Instagram, and 9,000 visitors to the Welcome Center. Additionally, the MMCVB delivered 13,416 email newsletters, developed 35,000 destination guides, and generated 197.2 million earned media impressions with an approximate advertising value of \$284,890 through media mentions in top publications including Garden & Gun, Southern Living, Atlanta Journal-Constitution, and more.

"The tourism industry's recovery and growth since the last Tourism Day at the Capitol in 2019 is nothing short of remarkable," said Amanda Dyson-Thornton, Executive Director of the Georgia Association of Convention & Visitors Bureaus. "Presenting Governor Kemp with a \$5 billion check this year - up from \$3 billion pre-pandemic - underscores how vital tourism is to Georgia's economy. This industry has not only rebounded but continues to be a powerhouse for job creation, economic impact, and community development."

In 2023, Georgia broke visitation records for the second year in a row, reaching a new high of 171 million domestic and international visitors. These travelers spent a record \$43.6 billion on hotels, restaurants, transportation, and other local businesses across the state and generated \$5 billion in state and local tax revenues. Total economic impact for Georgia travel and tourism reached \$79.7 billion and supported more than 463,400 jobs statewide.

You may [download an image of the event here](#). For more information about tourism in Morgan County, go to VisitMadisonGA.com.



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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 \$61.1 million tourism industry that supports 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.