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Tourism in Morgan County Generated \$65.3 Million in Visitor Spending in 2024

MADISON, GA – October 3, 2025 – The Madison Morgan County Convention & Visitors Bureau (MMCVB) announced that visitors to Morgan County spent \$65.3 million in calendar year 2024, according to newly released data from the Georgia Department of Economic Development. This marks Morgan County’s fourth consecutive year of record-breaking tourism growth, with visitor spending increasing 7 percent compared to the previous year and more than 30 percent in comparison to pre-pandemic visitor spending.

In 2024, tourism directly supported 579 local jobs, an increase of 5.3 percent, and generated \$5.9 million in state and local tax revenues. This economic investment into the local economy by visitors is equivalent to saving each household in Morgan County an average of \$762 in annual taxes.

“Tourism is a major driver to economic vitality in Madison and Morgan County,” said Jennifer Rosa León, Executive Director of the Madison Morgan County Convention & Visitors Bureau. “The \$65.3 million in visitor spending last year underscores the strength of our destination, appeal of our attractions, achievements of our marketing efforts and the overall charm of our welcoming community. These dollars support local jobs, save residents money, and help sustain the small-town character that makes Madison a place people love to visit and to call home.”

Governor Brian Kemp emphasized the statewide importance of tourism in remarks at the [2025 Georgia Governor’s Tourism Conference](#), where he announced that the state broke tourism records for the third consecutive year and ranked No. 5 in the nation for overnight visitation for the fifth year in a row.

“Georgia’s scenic landscapes spanning the mountains to the coast, cultural attractions, and vibrant communities make our state a top destination that leaves visitors with a reason to keep Georgia on their minds,” said Governor Kemp. “We’re grateful to the hardworking men and women statewide who make sure Georgia always puts its best foot forward, helping create real positive impacts in all four corners of the Peach State.”

Georgia’s tourism industry is the second-largest economic contributor to the state, generating \$82 billion in total economic impact, a 3% year-over-year increase. The visitor economy supports 470,570 jobs in Georgia, accounting for one in every 15 jobs in the state. In 2024, Georgia welcomed 174.2 million domestic and international visitors who spent a record \$45.2 billion, generating \$5.1 billion in state and local tax revenues.

For more information about tourism in Morgan County, go to [VisitMadisonGA.com](https://www.visitmadisonga.com).

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 \$65.3 million tourism industry that supports 579 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
2024

County
Morgan County



\$65.3M
 Total Visitor Spending
 YOY: ▲ 7.0%



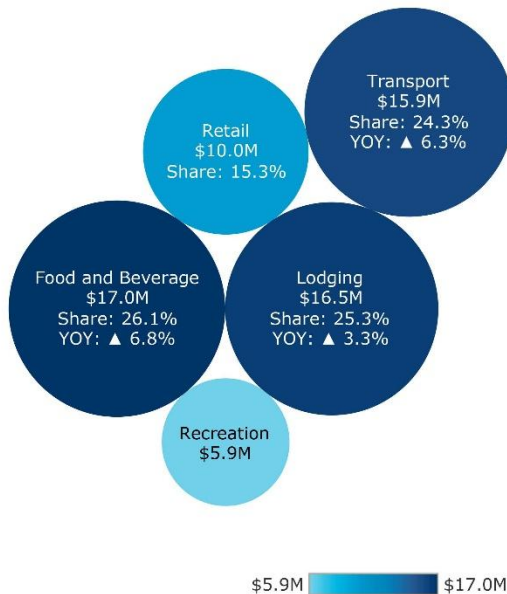
4.0% is the share of jobs
 directly sustained by visitor
 spending in county



Visitors generated **\$5.9M** in
 state and local taxes
 which is equivalent to **\$762** in
 tax savings for every household

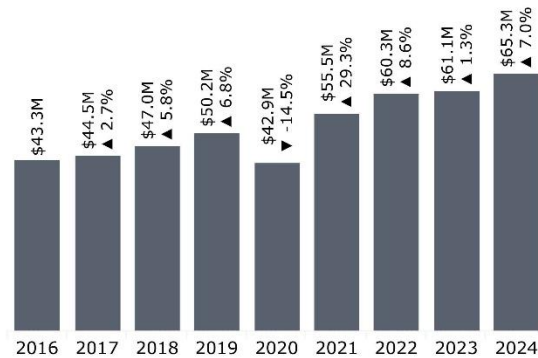
Visitor Spending by Category in 2024

Actual, share & % change YOY



Visitor Spending

Actual & % change YOY



Tourism Supported Direct Employment

Actual & % change YOY

