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Madison Morgan County Convention & Visitors Bureau Wins Prestigious HSMIA Adrian Award

Award Recognizes Madison's Leap from Small-Town Gem to Must-Visit Southern Destination

MADISON, GA (December 8, 2025) – [The Madison Morgan Convention & Visitors Bureau](#) and its Madison-based public relations agency of record, [CONTENTO](#), has won a prestigious [Adrian Award](#)—one of the travel and hospitality industry's most prestigious accolades—for its standout 2024-2025 public relations efforts.

Now in its 69th year, The Adrian Awards, presented by [Hospitality Sales & Marketing Association International](#), celebrate excellence in travel marketing, communications, and public relations. This year, more than 800 entries were submitted from destinations, hotels, attractions, and agencies across the world.

The 2025 theme, *Exceptional Experience*, celebrates the creativity and impact of campaigns that go beyond the destination, highlighting the power of storytelling, emotion, and experience in inspiring travel decisions and shaping unforgettable journeys.

Madison's PR campaign, titled *Small-Town Charm, Big-Time Impact: How Madison, Georgia Reframed Its Image and Captured National Attention*, was recognized by a panel of judges comprised of PR industry experts for its creativity, strategic approach, and measurable impact.

Developed on a modest budget and driven by strong storytelling, the campaign successfully elevated Madison's profile on the national stage, earning top-tier media coverage from media such as *TIME*, *Country Living*, *Southern Living*, *Garden & Gun*, *Atlanta Magazine* and the *Atlanta Journal-Constitution*, to name a few.

"It is incredibly difficult to compete with the hundreds of travel destinations across the country, particularly those with large marketing budgets," said Jennifer Rosa León, Executive Director of the Madison Morgan Convention & Visitors Bureau. "Winning this award demonstrates that the CVB and our talented PR team at CONTENTO, along with our amazing tourism partners in Morgan County, were able to capture the spirit of a small town and turn it into a national campaign that helped to elevate visitor interest."

The Adrian Award recognition underscores the rising visibility of Morgan County's tourism efforts and affirms the lasting impact of thoughtful, authentic PR in showcasing Madison's historic charm, vibrant culture, and diverse visitor experiences.

For years, Madison and Morgan County were often viewed as a "day-trip destination." The town's history and culture has always been a draw for visitors. Beginning in 2021, Madison saw a real shift as new restaurants, shops, and thoughtfully curated spaces brought a renewed energy to the Historic Downtown area.

In 2024, the opening of Georgia Safari Conservation Park presented an opportunity to further cement Madison as a dynamic, experience-rich overnight destination while staying true to its small-town character.

The PR campaign delivered the strongest public relations performance in the CVB's history, delivering 1.66 billion impressions, nearly \$41 million in advertising equivalency value, which resulted in a return on investment of 943 to 1 ROI. More broadly, it reinforced the message that Madison isn't just a charming day trip. It's a must-visit Southern destination on the rise.

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 million tourism industry, supporting more than 550 local jobs. MMCVB aims to boost economic development and vitality by inspiring tourists to come, stay, and participate in the local tourism economy. Discover more at VisitMadisonGA.com.

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