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Madison Morgan Convention & Visitors Bureau and Georgia Safari Conservation Park Win Prestigious TravelBlazer Award

Program Honors Collaborative, Innovative Tourism Initiatives That Drive Economic Growth and Strengthen Local Destinations

MADISON, Ga. (April 1, 2026) — The [Madison Morgan Convention & Visitors Bureau](#) and [Georgia Safari Conservation Park](#) have won the prestigious TravelBlazer award, recognizing the development and impact of Georgia Safari Conservation Park as a standout tourism destination driven by collaboration and innovation.

Madison and Georgia Safari Conservation Park were honored at the GACVB TravelBlazer Luncheon on Tuesday, March 30, during the GACVB Annual Conference.

Launched in 2020 by the [Georgia Association of Convention & Visitors Bureaus](#) (GACVB), the [TravelBlazers program](#) honors community destination development projects that exemplify multi-partner collaboration and creative product development, demonstrating tourism's role in economic development. The program celebrates completed initiatives and non-traditional partnerships that strengthen local tourism assets and attractions.

The 530-acre Georgia Safari Conservation Park, which opened in June 2024, represents years of planning and collaboration between local leaders, tourism officials, and private partners. Its development reflects the kind of long-term investment and creative thinking the TravelBlazers program was designed to highlight.

“This recognition speaks to what’s possible when vision, persistence, and partnership come together,” said Mike Conrads, President of Georgia Safari Conservation Park. “What began as an ambitious idea has become a one-of-a-kind experience that connects people with wildlife and the natural world in meaningful ways, while also creating lasting economic impact for the region.”

The award comes after a wildly successful 2025 for both Madison and the Park. Madison was named one of Country Living’s Top 10 Small Towns for 2025, among other accolades, while Georgia Safari Conservation Park was included on TIME’s 2025 World’s Greatest Places, one of just 100 destinations worldwide, and earned a spot on Garden & Gun’s 2025 Southern Bucket List.

The Park also achieved American Humane Society Certified™ status, meeting rigorous, science-based, independently audited standards for animal welfare across every aspect of care, from habitat and nutrition to enrichment and staff training.

“Georgia Safari Conservation Park is a perfect example of how tourism can help shape a community’s future,” said Jennifer Rosa León, Executive Director of the Madison Morgan County Convention & Visitors Bureau. “This project didn’t happen overnight. It took years of partnership, belief, and strategic development. Today, it not only enhances Madison’s appeal as a destination but also drives economic growth and elevates the entire region.”

Madison and Georgia Safari Conservation Park will be featured in a TravelBlazer article in the July issue of *Georgia Trend* magazine.

For more information about Georgia Safari Conservation Park, visit www.georgiasafari.com. For more information about Madison, Georgia, visit 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) organization 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.

About Georgia Safari Conservation Park

[Georgia Safari Conservation Park](#) is an immersive, conservation-focused, American Humane-certified safari adventure set on 530 lush acres in Madison, Georgia, just under an hour southeast of Atlanta. Named one of *TIME*’s 2025 World’s Greatest Places, the Park offers guests an unparalleled overnight experience, from luxury safari tents tucked into a forest canopy overlooking a private savanna to the one-of-a-kind Giraffe Suite, connected to the Park’s 10,000-square-foot giraffe and rhino barn with sweeping floor-to-ceiling views of the Park’s magnificent giraffes. Expert-guided safari tours and animal encounters bring visitors up close with dozens of exotic species from across the globe. For tickets and accommodations, visit georgiasafari.com or follow Georgia Safari Conservation Park on [Instagram](#), [TikTok](#), and [Facebook](#).

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