



## **Huntsville receives top honors at 2016 Governor's Conference *Convention & Visitors Bureau named Tourism Organization of the Year***

FOR IMMEDIATE RELEASE

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(Huntsville, AL) – The results are in from the 2016 Alabama Governor's Conference on Tourism, with the [Huntsville/Madison County Convention & Visitors Bureau](#) (CVB) coming out on top, earning the distinction as **Alabama Tourism Organization of the Year**. The conference, which took place August 20-23 in Orange Beach, AL, brings together tourism professionals from across the state to discuss the economic impact of the industry, share and learn new marketing strategies, raise money for scholarships, and recognize top achievers in the field.

Travel and tourism in Madison County is booming, having seen the highest economic impact year ever in 2015, bringing in \$1.13 billion and nearly 3 million visitors to this area alone. Much of this impact is due to the hard work of the Convention & Visitors Bureau, whose purpose is to showcase and market the area to both leisure travelers and meeting planners alike. The award was won in part for the CVB's recent digital marketing efforts, including the iHeartHsv social media campaign and website redesign, which has created a fresh appeal to the more tech-savvy traveler and allows for easier access to information on local attractions, activities, and more. The CVB has also seen great success in the conventions arena, winning internationally significant conferences for Madison County, such as [TBEX](#) – the world's largest travel blogger conference and networking event.

When presented with the award by the Alabama Tourism Department, CVB President/CEO Judy Ryals said, "It is a real honor for the Huntsville/Madison County Convention & Visitors Bureau to be chosen as the Organization of the Year. Our agency works closely with partners throughout our community who are responsible for more than 15,000 jobs.

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These dedicated professionals work diligently to provide an outstanding experience to the nearly 3 million visitors to Madison County each year. The Huntsville/Madison County Convention & Visitors Bureau is constantly reaching out to leisure travelers, group leaders and convention organizers to entice them to come and share the quality of life and unparalleled attractions we enjoy. Our 14 full-time and nearly 40 part-time employees take pride in knowing that travel and tourism is responsible for bringing over \$1.1 billion dollars to our community and they work hard every day to increase that impact.”

For more information, contact Huntsville/Madison County CVB Marketing Manager Kristen Pepper at [kristen@huntsville.org](mailto:kristen@huntsville.org) or 256.551.2294.

**About Huntsville/Madison County CVB**

*The Huntsville/Madison County Convention & Visitors Bureau (CVB) is a non-profit 501(c)(6) organization which was developed in 1970 to create economic growth for Huntsville/Madison County by marketing the community as a top-of-mind convention and visitor destination. As the official city/county agency which promotes the area as a tourist destination and convention site, the CVB partners with an array of hospitality industry partners to market our destination to visitors of all types.*

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