

visit
MADISON
county, ny

FOR IMMEDIATE RELEASE

June 1, 2026

Contact: Nikita Jankowski

315-706-4443, nikita@belesai.com

Madison County Tourism Has Launched a New Look — and Visitors Are Taking Notice

A Bold New Brand, a Stunning New Website, and a Growing Portfolio of Experiences Position Central New York's Madison County for Its Next Chapter in Tourism

MADISON COUNTY, N.Y. — Madison County Tourism has unveiled a new look, and its makeover is already catching the attention of visitors. The organization announces the launch of a vibrant new destination brand and a fully redesigned website at www.visitmadisonny.com, marking a defining moment in the county's mission to grow tourism in the heart of Central New York.



The refreshed “Visit Madison County, NY” brand, created by the talented Hannah Barley of [Hannah Creates](#), features a hand-crafted aesthetic — a color palette rooted in rustic charm and approachable typography, reflects the region’s working farms, rolling hills, vibrant arts scene, and welcoming small towns. It is a brand built to turn heads and inspire trips.

“This new brand is more than a logo — it’s a statement of who we are and an open invitation to the county,” said Kaytlynn Lynch, Visit Madison County’s Executive Director. “Madison County has extraordinary things to offer: history, art, agriculture, outdoor adventure, genuine community spirit, and so much more. Our new brand and website give us the tools to tell that story more powerfully than ever, and we are excited about what that visibility means for our local businesses, our residents, and the long-term economic vitality of our communities.

A Cinematic New Digital Front Door

The redesigned website, by Philadelphia-based [Tempest](#), greets visitors with an immersive, full-screen cinematic video, created by [Black Cub Productions](#), showcasing Madison County in motion — sun-drenched farmland, cascading waterfalls, and the kind of small-town energy that makes people want to pack a bag and go. Mobile-friendly and visually dynamic, the site makes it easy to explore lodging, dining, events, and seasonal experiences all in one place. It is a digital experience as compelling as the destination itself.

“Research consistently shows that destination websites are among the top influences on traveler decisions,” said Lynch. “A modern, brand-consistent, and visually dynamic digital presence signals professionalism and credibility, encouraging visitors to choose Madison County over competing destinations. The new site is purposefully built to convert curiosity into confirmed trips — and we feel it does this beautifully.”

Madison County’s Signature Experiences

The new brand shines a brighter spotlight on Madison County’s remarkable depth of experiences. The county is the birthplace of L. Frank Baum, celebrated each year at the beloved Oz-Stravaganza® festival in Chittenango. The National Abolition Hall of Fame and Museum offer a powerful connection to American history, while the breathtaking 167-foot drop at Chittenango Falls State Park draws outdoor enthusiasts year-round. Agriculture pulses through the region’s identity, highlighted by the annual Cazenovia Lavender Festival — a fragrant, photogenic celebration of farm life at its finest.

Bouckville and antiquing are synonymous in the Northeast, and Madison County wears that distinction proudly. The legendary Madison-Bouckville Antique Week each August draws tens of thousands of collectors and dealers to one of the largest outdoor antique shows in the country, with vendors stretching along the Route 20 Scenic Byway for miles. Year-round shops keep the tradition alive for those who can’t wait until summer.

An Emerging Wedding Destination

Madison County is also building a reputation as one of Central New York’s most sought-after wedding destinations. More brides are seeking an escape from busy city venues into the slower-paced, pastoral lifestyle the county offers — exchanging their vows among rolling fields, historic barns, and lakeside inns. Wedding weekends here become full experiences, with guests exploring waterfalls, antiquing, farm-to-table delicious dining, and local craft beverages. It is the kind of setting that turns a wedding into a memory that lasts a lifetime.

Visibility That Drives Economic Growth

New York State welcomed over 315 million visitors in 2024, generating a record \$94 billion in visitor spending and \$145 billion in total economic impact, according to Empire State Development and Tourism Economics — making tourism the state’s second-largest private sector industry. Madison County is a meaningful contributor to that success, generating \$146.4 million in direct visitor spending in 2024. That activity flows through to the local economy, distributing \$65.3 million in local employment income and \$9.7 million in county tax revenue that directly reduces the tax burden on Madison County residents.

With a stronger brand, a compelling website, and a growing portfolio of experiences — from antique festivals and farm events to weddings and outdoor adventures, Madison County is positioned to capture a greater share of that statewide momentum and put more tourism dollars to work in our local communities.

###

About Madison County Tourism

Visit Madison County, NY is the official Tourism Promotion Agency (TPA) of Madison County, New York, promoting the region’s natural beauty, rich heritage, and diverse attractions for over 30 years. As a designated New York State TPA, the organization promotes more than 300 attractions across the county. According to Tourism Economics, tourism generated \$146.4 million in direct visitor spending in Madison County in 2024. Nestled in the heart of Central New York, Madison County is where adventure seekers, history buffs, antique lovers, foodies, and couples searching for the perfect wedding destination all find their place. Home to Chittenango Falls, the International Boxing Hall of Fame, the National Abolition Hall of Fame and Museum, Oz-Stravaganza®, and the legendary Madison-Bouckville Antique Week, Madison County delivers authentic experiences and small-town charm that keep visitors coming back. Plan your visit at www.visitmadisoncny.com.