



Madden Media Hired as New Advertising Agency of Record for Visit Winston-Salem

WINSTON-SALEM, NC (April 1, 2024) – The Forsyth County Tourism Development Authority (FCTDA), dba Visit Winston-Salem, is thrilled to announce an inspiring new partnership that marks a significant chapter in the world of destination marketing. Visit Winston-Salem has chosen Madden Media as its new Agency of Record, a collaboration poised to bring innovative storytelling and strategic marketing to the forefront of travel experiences in the area.

Madden prides itself on a dynamic approach to destination marketing that blends imagination and curiosity with data-driven insights and creativity to kindle meaningful connections between people and communities. They believe in not just promoting places, but breathing life into the stories that make each destination unique. This approach has yielded a demonstrated track record of success, executing award-winning campaigns that not only increase visitation and visitor spending but also provide a vital boost to local economies.

Each year, Madden collaborates with over 200 Destination Marketing Organizations (DMOs), including notable names like Visit Idaho, Travel Wyoming, Discover Puerto Rico, Gulf Shores & Orange Beach Tourism, Visit Jacksonville, Grand Canyon West, and Visit Tampa Bay. Additionally, over 15% of their team has previously worked at a DMO. This experience ensures that they bring a wealth of industry knowledge, insights, and proven strategies to their partnership with Visit Winston-Salem.

"We are excited to embark on this journey with Visit Winston-Salem, bringing our shared vision to life and crafting lasting, memorable experiences that resonate both locally and across the country," said Brett Gordon, President, Madden. "Visit Winston-Salem is a special place with an incredible story. We can't wait to share it."

Stay tuned for the incredible stories we are set to dynamically tell together. Welcome to a new era of destination marketing with Visit Winston-Salem and Madden.

About Visit Winston-Salem

As the official sales and marketing agency for the Winston-Salem/Forsyth County tourism industry, Visit Winston-Salem is charged with developing and implementing initiatives that position the city as an attractive destination for leisure, meetings, conventions, groups, and sporting events. Learn more at [VisitWinstonSalem.com](https://www.VisitWinstonSalem.com)

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