FOR IMMEDIATE RELEASE

Anderson Madison County Visitors Bureau Promotes Mark Thacker to President & Chief Executive Officer

ANDERSON, INDIANA – The Anderson Madison County Visitors Bureau (AMCVB) Board of Directors is pleased to announce the promotion of Mark Thacker from Executive Director to President & Chief Executive Officer, recognizing his outstanding leadership and contributions to tourism development, destination marketing, and community engagement over the past five and a half years.

Since joining the organization in 2021, Thacker has played a pivotal role in strengthening Madison County's tourism profile, expanding partnerships with local businesses and attractions, securing major events, and enhancing the bureau's marketing initiatives. Under his leadership, the Visitors Bureau has continued to elevate Madison County as a welcoming destination for visitors, sporting events, meetings, and leisure travel.

"This promotion reflects the confidence the Board has in Mark's leadership and vision for the future," said Patty Lovins, Chair of the AMCVB Board of Directors. "His strategic approach, commitment to collaboration, and passion for Madison County have strengthened our organization and positioned us for continued growth. We are excited to support him in this expanded leadership role."

As President & CEO, Thacker will continue to oversee all aspects of the organization while leading long-term strategic initiatives focused on tourism growth, destination development, community partnerships, and economic impact.

"It has been an honor to serve as Executive Director and work alongside our dedicated staff, Board of Directors, Visitors Commission, community leaders, tourism partners, and local businesses," said Thacker. "Madison County has tremendous assets and opportunities, and I look forward to building on our success while advancing a vision that continues to enhance our destination, support our hospitality industry, and positively impact our local economy."

During Thacker's tenure, the Visitors Bureau has expanded its destination marketing efforts, strengthened relationships with regional and state tourism organizations, and increased opportunities to showcase Madison County's unique attractions, events, history, and recreational assets.

"Tourism continues to play an important role in our community's economic vitality," said Lovins. "Mark's leadership has helped us tell the Madison County story more effectively, and we are confident he will continue to drive innovation and growth as President & CEO."

The Anderson Madison County Visitors Bureau serves as the official destination marketing organization for Madison County, promoting tourism, supporting local attractions and events, and working to enhance visitor experiences throughout the county.

About the Anderson Madison County Visitors Bureau

The Anderson Madison County Visitors Bureau is dedicated to promoting Madison County as a premier travel destination. Through destination marketing, visitor services, event support, and community partnerships, the bureau works to generate economic impact and improve quality of life through tourism.

For more information about Madison County attractions, events, and outdoor recreation, visit http://www.visitandersonmadisoncounty.com

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