

# Scorecard.

## The Quarterly Report



**April - June 2016**

### Masters Familiarization Tours

Masters week gave the Augusta Convention & Visitors Bureau (CVB) an opportunity to host several travel writers and meeting planners from various print and online publications and associations. Our special guests were shown that we are also masters of hospitality. Their familiarization (FAM) tours included Augusta's unique attractions, a taste of Augusta's many chef-owned restaurants, and a day on the course. Masters week FAM tours result in site visits and bid prospects for meetings and conventions as well as advertising and publicity value through published stories and other media.

### VisitAugusta.com

In May, the Augusta CVB launched a new mobile-responsive website that can be viewed easily on any screen: PC, tablet, and smart phones. The website features enhanced partner listings that include Trip Advisor reviews and integration with the calendar of events. Partners can take advantage of the website's extranet feature to update their listings, add events and special offers, view analytics, and more.

### 2016 Travel Media Marketplace



Lindsay Fruchtl, Vice President of Marketing & Sales and Deanna Brown with travel writers and state tourism staff.

In April, the Augusta CVB marketing team collaborated with the Georgia Department of Economic Development Tourism Division and the Columbia County CVB to host a music-themed FAM tour for 12 industry guests, including travel writers and state tourism staff as part of the 2016 Travel Media Marketplace. This was an opportunity to work with local partner attractions and restaurants to showcase what Augusta has to offer visitors.

**2016 Second Quarter Estimated Economic Impact**  
Meetings and events working with the Augusta CVB  
**\$13,811,895.00**

## Family Reunions Mean Business in Augusta

It's summertime in Augusta and that means thousands of visitors descend upon the city to reconnect with family for a weekend of family reunion fun. The Augusta CVB worked with more than 80 family reunions in 2015, for an estimated economic impact of nearly \$1.5 million, and the 2016 family reunion season is off to a great start.

In April, the Augusta CVB hosted a Family Reunion Workshop and Tradeshow with over 60 meeting planners in attendance. First Com-

munity Bank Market President Phil Wahl shared financial planning advice and "Cousin" Michelle Bovian, Augusta CVB Sales Manager, provided reunion planning tips and ideas for how to have a fun and exciting reunion on a shoestring budget. Attendees also learned how to use the Augusta CVB's free resources to plan and achieve a successful family reunion.

After the workshop, Augusta CVB staff took local planners on a FAM tour of several attractions includ-

ing Phinizy Swamp Nature Park, Lucy Craft Laney Museum of Black History, and the Augusta Canal.



Local reunion planners learn planning tips from Augusta CVB's "Cousin" Michelle at the Augusta Marriott.

## Celebrating Tourism in Augusta

The Augusta CVB celebrated travel and tourism's impact on the community during National Travel and Tourism Week the first week of May. Augusta's Mayor Hardie Davis, Jr. made a proclamation at the Augusta Visitor Center declaring May 1-7, 2016, as National Travel and Tourism Week in Augusta.

Mayor Davis spoke about the positive impact tourism has in Augusta. According to the Georgia Department of Economic Development's

latest 2014 reporting, tourism generated \$506.7 million in direct visitor spending; created \$19.4 million in state tax revenue; produced \$14.3 million in local tax revenue; and generated \$388 in tax relief per household for Augustans.

Augusta CVB gave away prizes on Facebook throughout the week and conducted a media and hotel blitz visiting local industry partners.



Augusta Mayor Hardie Davis presents the proclamation to Augusta CVB President/CEO Barry White.

### You Might Have Seen Us In...

Atlanta Magazine  
Facebook  
Garden & Gun Talk of the South  
Georgia State Culinary Guide  
Google Ad Network  
GSAE Connections  
Southbound Magazine  
Southern Living  
TravelChannel.com  
YouTube

### Upcoming Advertising

Atlanta Magazine  
Facebook  
Garden & Gun Talk of the South  
Georgia State Culinary Guide  
Google Ad Network  
GSAE Connections  
Southbound Magazine  
Southern Living  
TravelChannel.com  
YouTube

### 2nd Quarter Augusta CVB Publicity

(Magazine, newspaper and online articles featuring Augusta)

Print Impressions  
1,671,945

Digital Impressions  
27,736,169

## Augusta CVB Represented at State & International Levels

Augusta CVB leadership continues to represent Augusta's tourism industry at the state, national and international levels.

On June 17, 2016, Governor Nathan Deal appointed Augusta CVB Director of Sales Jay Markwalter to the Georgia Tourism Foundation. The Georgia Tourism Foundation's goal is to increase the economic strength of Georgia by promoting tourism through public/private partnerships.

This appointment comes after Markwalter was named president of the Georgia Association of Convention

and Visitors Bureaus (GACVB) after serving as vice president. As the president of the state's leading advocacy group for the tourism and hospitality industry, Markwalter will work closely with industry peers to promote the importance of tourism to the state of Georgia.

Augusta CVB President & CEO Barry White, also a former GACVB president and Georgia Tourism Foundation board member, is serving a first term on the board of directors for Destination Marketing Association International (DMAI), the global trade association for official destination marketing or-

ganizations (DMOs). White also serves as chair of DMAI's education committee and has served on the committee since 2007.

With these recent appointments, Augusta remains at the forefront of the hospitality industry. Augusta CVB staff members continue annual involvement in destination management and meeting planner organizations such as Southeast Tourism Society and Georgia Society of Association Executives, ensuring that Augusta's tourism industry is well represented.

## Accepting Nominations for Peggy Seigler Tourism Excellence Award

The Peggy Seigler Tourism Excellence Award is the Augusta CVB's highest honor. Peggy Seigler was a creative and innovative tourism professional with a passion for Augusta and its tourism industry. The Augusta CVB Board of Directors established this award to honor

individuals and organizations that exhibit a passion for tourism and contribute to the tourism industry a legacy by which they will be remembered.

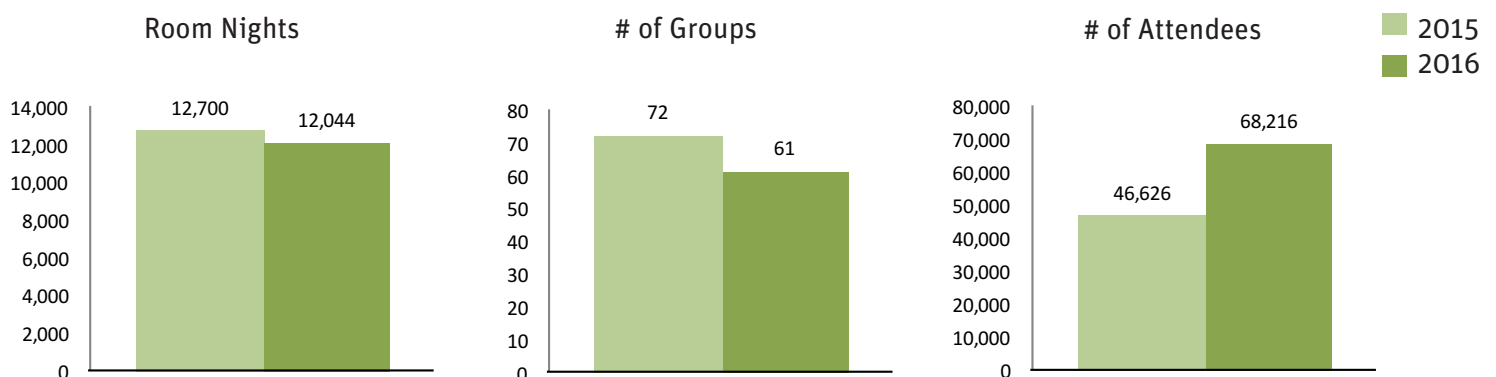
Nominees should submit a nomination form, along with a support-

ing essay and two letters of recommendation to the Augusta CVB by 5 p.m. on October 31, 2016.

For award criteria, nomination form, and additional information, go to [VisitAugusta.com/corporate/tourism-excellence](http://VisitAugusta.com/corporate/tourism-excellence).

## Convention and Meeting Arrivals

These charts only reflect those conventions, meetings, sports groups and events the Augusta CVB worked with in the second quarter of 2015 and 2016.



## Planning for Augusta's Future

Several planning efforts are underway as the Augusta CVB prepares for Augusta's bright future for visitors and locals alike.

For the last few months, Convention Sports & Leisure (CSL) has been assisting the Augusta CVB with a Destination Development Strategic Plan, scheduled for completion in the fall. CSL has conducted several stakeholder interviews with Augusta CVB partners, Augusta Commissioners, and other community leaders to gain insight into Augusta. Additionally, the Greater Augusta Arts Council has partnered with CSL to prepare a Public Art

Master Plan, and Augusta's Recreation Parks & Facilities department is also working with CSL to prepare a festivals and events plan for the city.

In June, the Augusta CVB embarked upon a comprehensive update of its three-year strategic plan. InterVISTAS Consulting Group led a strategic planning session for the board of directors and, prior to the planning session, conducted several stakeholder interviews to ensure that the region's next steps in destination marketing and development are aligned with the community's needs.

Georgia Forward's leadership program Young Gamechangers has chosen Augusta as its next community. Young Gamechangers brings together young people from throughout Georgia to solve persistent challenges in a Georgia community. The group will meet several times from August through December 2016 to generate recommendations for Augusta. The Augusta CVB has been working with Georgia Forward to help with logistics for the group while in Augusta. Augusta CVB Sales Manager Paige Rodriguez has been chosen as one of 50 participants for the program.

### Third Quarter Arrivals - 2016

Here is a look at a few of the events meeting in Augusta during the third quarter.

<u>Group</u>	<u>Month</u>	<u># of Attendees</u>	<u>Economic Impact</u>
2016 Army TechNet	July	2,400	\$1,462,236
USSSA Military World Softball Tournament	August	5,500	\$3,527,719
GA US Tennis Assoc. Mixed Doubles Championships	August	1,100	\$718,599
Georgia Board of Regents	September	855	\$732,703

