

# Scorecard.

## The Quarterly Report

*Augusta*  
CONVENTION &  
VISITORS BUREAU

### July - September 2016

## Augusta Named a Top Place to Retire



For the complete list of “Best Places to Retire,” visit <http://www.southernliving.com/travel/best-places-to-retire>

Known for its southern charm, history, culture and home to the world’s most prestigious golf tournament, Augusta made *Southern Living’s* “Best Places to Retire” list at number three.

According to *Southern Living*, cities that made the list have unique amenities, a low cost of living, opportunities for volunteering, part-time work and continued learning. A stable housing market, access to medical care, and an

airport or train station close-by for ease of traveling were also important considerations.

*Southern Living* cites the Riverwalk, museums, galleries, and an abundance of local businesses and restaurants as reasons why Augusta is a great place to retire. Also important to retirees, Augusta has three hospitals, a regional airport and no tax on Social Security benefits.

## Progress Continues on Destination Development Action Plan

Progress is continuing on the Destination Development Action Plan. Convention, Sports, & Leisure consultants presented a mid-point presentation to Augusta CVB Board members and to the task force overseeing the project. Feedback was positive from the presentations and is now being incorporated into the final plan. The Destination Development Action Plan is expected to be complete in January.

### 2016 Third Quarter Estimated Economic Impact

Meetings and events working with the  
Augusta CVB

# \$40,061,894.40

Total EEI is the sum of all the direct, indirect, and induced estimated spending impact by meeting and event guests. Total EEI is calculated based on research commissioned by both the Georgia Department of Economic Development (GDEcD) and Destination Marketing Association International (DMAI) in conjunction with globally recognized research vendors, the US Travel Association and Tourism Economics.

## Young Gamechangers Come to Augusta

Georgia Forward's Young Gamechangers program held its first session in Augusta in August. Young Gamechangers is a leadership program that brings together 50 of Georgia's brightest minds to solve persistent challenges in a Georgia community. In August, the group met with city and community leaders to learn about Augusta and will present their final report in December 2017. Their ideas will be rolled into the Augusta CVB's Destination Development Action Plan.

## GSAE Abit Massey Lecture Series

The Augusta CVB sponsored Georgia Society of Association Executives' Abit Massey Lecture Series in September. As a sponsor, Augusta was spotlighted in front of over 150 industry professionals who attended the event. Attendees took home a piece of Augusta with newly-founded Augusta Honey Company products.



Chris Hardman, Georgia Restaurant Association; Abit Massey; Barry White, President/CEO, Augusta CVB; and Jay Markwalter, Director of Sales, Augusta CVB at the Abit Massey Lecture Series

## VisitAugusta.com Blog

The Augusta CVB posted 14 blogs in the third quarter featuring a range of topics. From free things to do and an Ironman 70.3 spectator's guide to family friendly activities and festival information, the blog is a great place for visitors and locals to find activities in Augusta's River Region.

Go to [visitaugusta.com/blog](http://visitaugusta.com/blog) to read more.

## Governor's Tourism Conference

Augusta CVB President/CEO Barry White, Vice President of Marketing and Sales Lindsay Fruchtl, and Director of Sales Jay Markwalter attended the annual Governor's Tourism Conference in College Park. Jay Markwalter, as President of Georgia Association of Convention and Visitors Bureaus (GACVB), emceed the conference.

Governor Nathan Deal presented the Paul Nelson Award for Outdoor Recreation and Preservation to the Augusta Canal Authority. The award recognizes leadership, creativity, initiative, innovation, customer service, and partnership. The Augusta CVB nominated the Augusta Canal for this prestigious honor.

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

*Atlanta Magazine*  
Atlanta Magazine E-News  
ExploreGeorgia.org E-News  
Facebook Display  
Garden & Gun Talk of the South  
Google Ad Network/PPC  
*GSAE Connections*  
*Southern Living*  
TravelChannel.com  
YouTube Pre-Roll

### Upcoming Advertising

*America's Best Vacations*  
*Atlanta Magazine*  
Atlanta Magazine E-News  
ExploreGeorgia.org E-News  
Facebook Display  
Google Ad Network/PPC  
*GSAE Connections*  
*Rejuvenate Magazine & Digital*  
*Southbound Magazine*  
*Southern Living*  
TravelChannel.com  
YouTube Pre-Roll

### 3rd Quarter ACVB Publicity

(Magazine, newspaper and on-line articles featuring Augusta)

Print Impressions  
1,429,098

Digital Impressions  
93,504,594

Advertising Equivalency  
\$879,317

## Welcoming Visitors at the State's "Georgia On My Mind Day"



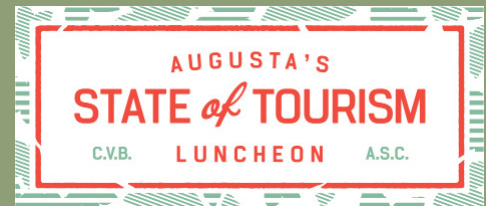
Toni Seals-Johnson and Aaliyah Wylie at Georgia On My Mind Day

At this year's Georgia On My Mind Day, on July 8th, Augusta CVB Visitor Center Manager Toni Seals-Johnson and intern Aaliyah Wylie joined several of Augusta's local hospitality partners at the Augusta Interstate 20 State Visitor Information Center (VIC). The annual event, produced by the Georgia Department of Economic Development Tourism Division, offers regional attractions and lodging properties the opportunity to get in front of visitors and interact with industry partners.

## Toni Seals-Johnson Celebrates 20 Years at the Augusta CVB

In September, Visitor Center manager Toni Seals-Johnson celebrated her 20th anniversary with the Augusta CVB. Toni welcomes thousands of visitors each year to the Augusta Visitor Center with her warm, inviting smile and positive attitude.

## Save the Date!

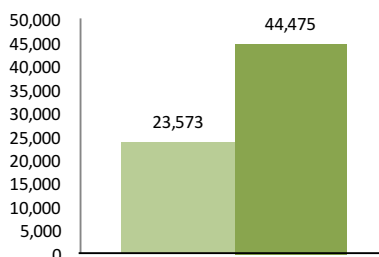


The annual State of Tourism Luncheon will be held Thursday, February 2, 2017. Join the Augusta CVB and Augusta Sports Council to celebrate Augusta's tourism industry, recognize local Champions, and present the Peggy Seigler Tourism Excellence Award.

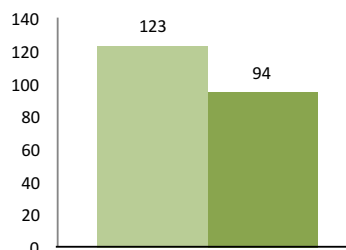
## Convention and Meeting Arrivals

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

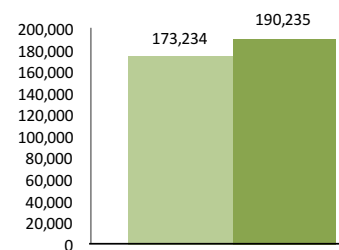
Room Nights



# of Groups



# of Attendees



■ 2015  
■ 2016

## Personalized Service: Family Reunions, Meetings and Conventions

Families continue to make Augusta their reunion destination in 2016. Augusta CVB Convention Sales Manager and our in-house family reunion specialist Michelle “Cousin” Bovian worked with local meeting planners to bring thousands of family reunion guests to Augusta over the summer.

In addition to assisting reunion planners, the Augusta CVB team has been delivering stellar service to several conventions and sports

events. With personalized services and resources, Augusta CVB staff has helped welcome such events as the 2016 AFCEA TechNet Augusta Conference for military professionals and the annual Ironman 70.3 Augusta.



Servicing Manager Iman Hill welcomes Ironman athletes, friends, and families at the Ironman Expo.

### Fourth Quarter Arrivals - 2016

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

<u>Group</u>	<u>Month</u>	<u># of Attendees</u>	<u>Visitor Spending</u>
National Wild Turkey Federation - Leadership Conference	October	300	\$248,752.00
Aiken-Augusta Swim League Fred Lamback Disability Swim Meet	October	400	\$125,793.00
Episcopal Diocese of Georgia 2016	November	300	\$251,840.00
Trumpet in Zion 2016 Fellowship Convocation	November	250	\$143,802.00

Augusta Visitor Center  
# of Guests

