

Beach Towns and Lake Houses are Overflowing, Visit River Towns Instead

Augusta, GA -- A Waterway Less Traveled

Augusta, Ga. (May 2017) -- No stranger to revitalization, Augusta's early rise to prominence began with the formation of the Augusta Canal, routed from the Savannah River to bolster this present-day city. The Savannah River, the original life line, runs adjacent and both waterways contribute to the thriving, heritage-enriched community and activities that make Augusta's River Region a splash.

A classic staple of Augusta's River Region is the Riverwalk, a walkway adjacent to the Savannah River that is lined with stunning greenery, historical monuments and views of the city's architectural masterpieces. Every Saturday from March until November, the Augusta Market is held, bringing the personalities of the region to life. Guests can browse through various local products, Southern-centric cuisine and accompanying live music that wafts down the river.

Touted as a musical mecca that has fostered artists such as James Brown and Lady Antebellum, Augusta has several venues where guests can tune-in. The Jessye Norman Amphitheatre is located on the Riverwalk and complemented by the iconic 6th Street Railroad Bridge on the horizon. This waterfront venue hosts concerts and festivals throughout the year, combining picturesque views with melodic tunes.

The music scene is only one part of this river city's culture, along with a revitalized and growing art scene. The Morris Museum of Art, also located on the Riverwalk, is the first museum dedicated to the art and artists of the American South. This niche collection of art includes holdings of nearly 5,000 paintings, works on paper, photographs, and sculptures dating from the late-eighteenth century to the present.

For an ideal place to call base, book a room at the Augusta Marriot at the Convention Center which is centrally located on the Riverwalk, making it easy to leave the car behind and traverse Augusta by foot. The Augusta Marriot offers sleek, modern finishes and elevated guest experiences with comfort-centric features such as platform beds and pet-friendly rooms. The Augusta Marriot recently updated their amenities, including a fitness center and indoor and outdoor pool, and features on-site dining options for utmost convenience.

Culinary feats can be found only a few blocks from the river, with an assortment of fresh, funky cuisine that speaks to the spirit of Augusta. Boll Weevil Café, iconic for its soulful dishes and indulgent desserts that reach up to eight layers tall, is a staple in classic southern food. Craft & Vine is tucked away in downtown Augusta and features hand-crafted cocktails, an elegant wine selection and low lights that provide guests with a more intimate setting. For fanfare, guests can construct artisanal burgers with locally sourced ingredients at Farmhaus, and can even couple their meal with boozy shakes. For a quick-bite, check out Sole Augusta, a contemporary eatery that offers small bites, burgers and sushi in a festive vibe with outdoor seating, or Füse, a modern bar and eatery with diverse, seasonal dishes, craft beer and even weekend brunch.

For guests wanting to veer off course, The Augusta Canal National Heritage Area is an outdoor enthusiast's paradise, with several activities centralized on and around the Savannah River. During the day, visitors can rent kayaks and paddleboards at the Savannah Rapids Park or embark on a tour with Cole Watkin Tours and rentals and check out local favorite, Betty's Branch. Betty's Branch is a tributary

to the Savannah River with a particularly challenging route around Germany Island, which is abundant in wildlife. While a challenge, this 3.5-hour journey offers perks outside its cardio-burning, also passing a small sandbar that is perfect for a mid-voyage picnic. Shake off river-legs by exploring the conveniently accessible nature trails that surround the heritage area by foot or bike. Additionally, guests can unwind on a Petersburg boat tour and lazily cruise through time on these gentle river giants with live music and BYOB dining on select canal tours.

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Augusta, Ga. started as a warm winter escape for industrialists, presidents and socialites which contributed to a culture of refinement and added appeal to this charming southern town. Winter temperatures also contributed to the rise of Augusta's internationally acclaimed golf scene, which continues today, most notably through the Masters Tournament. The city is often called the "Garden City of the South" because of the city's many large private gardens and profusion of springtime blooms. Beautiful Augusta lies approximately 150 miles east of Atlanta along the banks of the Savannah River and is easily accessible to most of the Southeast via its prime location on Interstate 20. Augusta is Georgia's second oldest city boasting an up-and-coming River Region District which supports an enriching community of arts, heritage, history and dining experiences. Augusta also offers dynamic recreational opportunities and an appreciation for the regions storied past, pulsing with a contiguous vitality for generations to come. The city also hosts a variety of year-round sporting, recreational and cultural events.

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