



2023

ANNUAL REPORT

DESTINATION
AUGUSTA 



GRANITEVILLE COMPANY
ENTERPRISE DIVISION

GRANITEVILLE COMPANY
4100 ST. GEORGE ST. GA.



Our VISION

- » Augusta is a thriving community rich with experiences that attract people.

Our MISSION

- » Destination Augusta develops and promotes our community, inspiring people to have unforgettable experiences.

Our VALUES

- » Leadership
- » Innovation
- » Collaboration
- » Fun!

Destination Augusta is a not-for-profit 501(c)(6) corporation responsible for promoting tourism in the Augusta area. This destination marketing organization is Augusta's exclusive provider of tourism promotion services.

Augusta & Co., Augusta's Experience Center, and the Augusta Film Commission are both located at 1010 Broad Street.



Bennish Brown

BENNISH BROWN

President & CEO

Destination Augusta

THE YEAR OF “NEW”

THE YEAR OF “NEW”

The twelve months represented in this report are all linked together by intentional steps that could easily be framed ‘The Year of New.’ The work of the Board of Directors and staff of Destination Augusta was driven by the first year of a new three-year strategic plan developed through the Destination NEXT (DNEXT) process. This assessment of Augusta’s destination and community assets, as well as a review of how well organizations and agencies are aligned with community priorities helped to craft the new multi-year plan.

A huge win for the destination was the creation and implementation of a new product called Authentic Augusta Experiences. This is a curated collection of ten immersive experiences



for locals and visitors alike. The ten attractions and experiences engage all five senses and offer an adventure that is uniquely Augusta.

Staff was also rearranged for the creation of a new team dedicated to enhancing the experiences of visitors attending a convention, conference, family reunion, or sporting event. This new team, Group Experiences, is dedicated to working with meeting and event planners to incorporate unique Augusta experiences which will amplify their meeting.

Two new blockbuster events were added to the many reasons why people put Augusta on their must-visit list. The 2023 Augusta Air Show was held at the Augusta Regional Airport in May with the U.S. Air Force Thunderbirds as the featured performer. And November's perfect weather welcomed the inaugural Foodies and Culture Festival that brought record-breaking crowds to the Freedom Bridge along 5th Street and the waterfront in Downtown Augusta.

What remained constant in 2023 was the positive economic impact of tourism to Augusta's River Region with our more than

26,000 industry jobs and more than \$800 million in visitor spending. The continued growth of leisure travelers and the more than 100 meetings, conventions and events throughout the year affirms us as a preferred destination in the southeast. That's nothing new!

I hope you will appreciate the information we present in this report. As always, to learn more about Destination Augusta and what there is to see, do, and experience in our city, go to visitaugusta.com. ■

Yours in progress,

Bennish Brown
President & CEO



2022 VISITOR ECONOMIC IMPACT*

*Visitor Economic Impact calculations are made available at the end of the current calendar year for the year prior.

\$813.0 MILLION VISITOR SPENDING

BREAKDOWN:

\$222.5 MILLION *Food & Beverage*

\$182.2 MILLION *Lodging*

\$175.4 MILLION *Recreation*

\$117.2 MILLION *Shopping*

\$115.8 MILLION *Transportation*

TAX RELIEF

VISITORS GENERATED

\$60.5 MILLION

IN STATE & LOCAL TAXES

WHICH IS EQUIVALENT TO

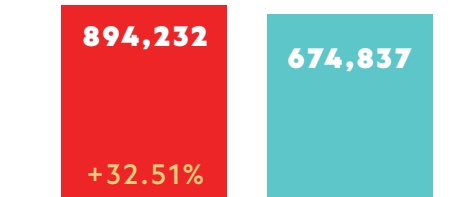
\$822

in tax savings for every household

2023 MARKETING REPORT

VISITAUGUSTA.COM

2023 2022

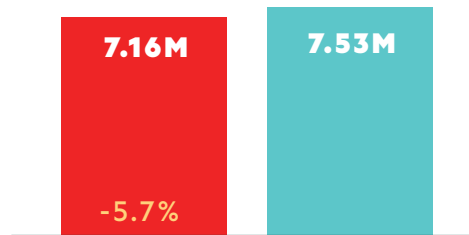


TOTAL WEBSITE SESSIONS
VisitAugusta.com generated 107,402 clicks to hospitality and event partners websites

Top Site Pages

- » Homepage
- » Things to Do in Augusta
- » Events this Weekend
- » Authentic Augusta Experiences
- » Masters Parking & Maps

SOCIAL MEDIA

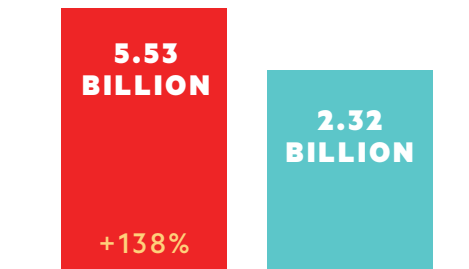


TOTAL IMPRESSIONS / REACH

Total Followers

- 14,273 ▲
- 17,047 ▲
- 4,303 ▲
- 2,454 ▲

PUBLIC RELATIONS



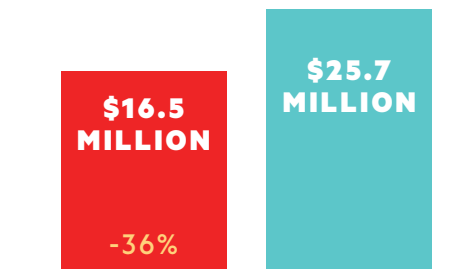
TOTAL IMPRESSIONS

PUBLICITY HITS (+12%)

264 > 236

Impressions

1. Digital: 5.53 Billion (+140%)
2. Social: 1,603,697 (+1290%)
3. Print: 7.28 Million (+16%)



ADVERTISING EQUIVANCY



Attendees of our Authentic Augusta Experiences video collection.

MARKETING

THIS YEAR THE MARKETING TEAM FOCUSED ON INITIATIVES IN LINE WITH DESTINATION AUGUSTA'S GOALS AND PRIORITIES. THESE EFFORTS CENTERED ON EMPLOYING CREATIVE STORYTELLING TO SHOWCASE AUGUSTA'S UNIQUE APPEAL, AIMING TO ARTICULATE OUR CITY'S DISTINCT STRENGTHS AND INCREASE AWARENESS OF AUGUSTA AS A PRIME DESTINATION FOR LEISURE, MEETINGS, AND EVENTS TRAVEL, EMPHASIZING OUR DIVERSE ATTRACTIONS.

★ NEW AUTHENTIC AUGUSTA VIDEO COLLECTION

ON SEPTEMBER 27, DESTINATION AUGUSTA, in collaboration with 10 unique Augusta attractions, unveiled the Authentic Augusta Experiences video collection. These immersive experiences officially launched in April. They were carefully crafted to be highly engaging, offering a new level of VIP interaction and creating lasting memories for both visitors and locals. Our team along with the partners aimed to go beyond mere descriptions and embarked on a journey to create this video collection. We received invaluable assistance from a dedicated group of local Augusta volunteers and Tranter Grey Media. The premiere event included an awards and superlatives presentation to recognize and honor all the partners, volunteers, and individuals who contributed to making this video collection possible. These captivating videos are now accessible to the 10 Authentic Augusta Experience partners for promotional purposes. You will find them featured on VisitAugusta.com, the Destination Augusta YouTube channel, and across our social media channels.





★ THE NEW AUGUSTA EXPERIENCE GUIDE



WE PRODUCED THE 2023 Augusta Experience Guide, which serves as a valuable tool for visitors and locals to plan and navigate the city. The Augusta Experience Guide is distributed to those requesting area information, state and regional Visitors Centers, hotels, meetings, groups, and sporting event attendees, industry trade shows, Augusta & Co., and area attractions. New features found in the 2023 edition are the 5th Street Freedom Bridge, Authentic Augusta Experiences collection, and expanded entertainment section. Scan below to view the full 2023 Experience Guide now.



Scan the QR code to view the interactive Augusta Experience Guide on our website.

VISITAUGUSTA.COM





★ MASTERS MEDIA GUESTS

EACH YEAR, Destination Augusta invites top-tier travel media guests to explore Augusta during the Masters® tournament and showcase year-round off the course activities. This year we hosted five media guests, starting with Buck Lanford from Fox 5 Atlanta, who filmed his [Burgers with Buck](#) segment at The Partridge Inn's Six South Rooftop Bar with Executive Chef Thomas Jacobs. The segment aired during Masters® week, generating 5 million impressions and \$115,197 in ad value.



Henri Hollis, a writer for the Atlanta Journal Constitution, visited Augusta and wrote an article titled "[Masters Week: What to do in Augusta if it rains.](#)" The story received 6.6 million impressions and \$61,000 in ad value.



Throughout the week, we also welcomed Christiana Roussel, a contributor to various publications, including Garden & Gun, Good Grit, Local Palate, Food & Wine, and city lifestyle magazines. Mike Jordan, known for his contributions to prominent publications like the Wall Street Journal, The Guardian, National Geographic Traveler, and more, visited during the Par 3 Tournament. Finally, Starlight Williams, an editor from National Geographic based in Washington, DC, explored Augusta's African-American culture and heritage.



★ AIRPORT PARTNERSHIP

THE DESTINATION AUGUSTA BRANDING HAS EXPANDED to the Augusta Regional Airport (AGS). AGS partnered with Destination Augusta to create an arrival experience at the airport's baggage claim that incorporates the city's marketing brand which was unveiled in March. In 2022, AGS and Destination Augusta formed a formal partnership to work closely together to promote the region to area visitors, potential businesses, and enterprises. This multi-phase campaign completed phase one with the baggage claim installation which includes wall and floor graphics and call to action imagery. This installation will be seen by thousands of visitors as they pick up their luggage in the Airports recently renovated baggage claim area.



2023 PUBLIC RELATIONS HIGHLIGHTS

SOUTHERN LIVING

"14 Reasons You Should Drive To, Not Through, Augusta, Georgia"

"17 Best Weekend Getaways in Georgia"

NATIONAL GEOGRAPHIC

"Atlanta isn't all that Georgia has to offer. Here are 7 other worthy trips"

GEORGIA TREND

"Augusta's First Black Brewer's Passion Becomes a Vision"

GROUP TOUR MAGAZINE

"Itinerary: Augusta Georgia"

MSN

"10 Truly Underrated Towns In Georgia That Deserve To Be Explored"

"I Feel Good: Augusta, Georgia Turns It Up for James Brown's 90th Birthday Celebration"

YAHOO

"The Best Weekend Getaways In Georgia"

WORLD ATLAS

"8 Most Charming Cities in Georgia"

"9 Oldest Founded Towns to Visit in Georgia"

GARDEN & GUN

"This Southern City Offers More Than Just Golf"

ONLY IN YOUR STATE

"Partridge Inn Augusta Is A Unique Hotel In Georgia"

"Springfield Baptist Church: One of the Oldest Churches in Georgia"

BLACK NEWS

"7 Reasons to visit Georgia—beyond Atlanta"

ATLANTA JOURNAL CONSTITUTION

"Masters Week: What to do in Augusta if it rains"

"Grab your girlfriends and go: Try these getaways to recharge, reconnect"

365 TRAVELER

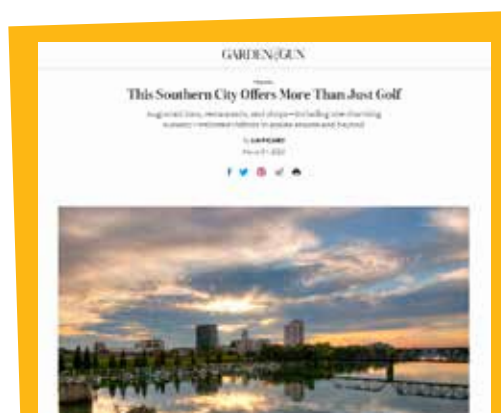
"Weekend Getaways in GA: 31+ Awesome Drivable Adventures"

THE MANUAL

"Discover the hidden gems of Augusta, GA (it's not all about the Masters)"

TRAVEL + LEISURE

"15 Best Places to Visit in Georgia"





2023 PUBLIC RELATIONS HIGHLIGHTS CONT.

★ INFLUENCER RECAP

IN 2023, DESTINATION AUGUSTA STRATEGICALLY engaged with influencers to spotlight our city’s diverse outdoor offerings through various lenses, catering to different demographics including families, couples, singles, and people of color (POC). Each influencer brought a unique perspective, contributing to our overarching goal of showcasing Augusta as a premier outdoor destination.

KARLA HSU (@charlottemama) Karla’s visit during the Arts in the Heart Festival exemplified our commitment to promoting Augusta’s cultural



and outdoor fusion. As a family-oriented influencer, her presence allowed us to highlight family-friendly outdoor activities, attracting visitors seeking enriching experiences for all ages.

TYHREE MOORE (@tyhree.moore) Tyhree’s adventure-centric visit targeted the outdoor demographic, particularly people

of color, showcasing Augusta’s accessibility and diversity in outdoor experiences. His exploration resonated with those seeking adrenaline-pumping activities surrounded by an urban setting.

CHRIS & SARA (@chrisandsara_) Chris and Sara and their dog Kramer’s visit epitomized Augusta’s appeal to outdoor and pet-friendly travelers. By immersing themselves in outdoor adventures and culinary delights, they portrayed Augusta as a fun and friendly getaway with a variety of outdoor activities and a robust culinary landscape.

TOTAL CAMPAIGN IMPACT Collectively, the three influencer campaigns generated a significant



impact, with a total of 188,497 campaign impressions. This combination of diverse perspectives amplified Augusta’s outdoor appeal across various demographics, reinforcing its status as a versatile destination for outdoor enthusiasts.

TOTAL AD VALUE The combined ad value of these campaigns amounted to \$395,910, reflecting the significant return on investment earned through influencer partnerships. This monetary valuation underscores the effectiveness of leveraging influencer marketing to elevate Augusta’s outdoor tourism brand.



In summary, the collaboration with Karla Hsu, Tyhree Moore, and Chris & Sara exemplifies Destination Augusta’s commitment to showcasing our city’s outdoor splendor from multifaceted perspectives. Through strategic influencer engagements, we continue to position Augusta as a premier destination for outdoor enthusiasts of all backgrounds, fostering memorable experiences and driving tourism growth.

DESTINATION DEVELOPMENT

★ AUTHENTIC AUGUSTA PROCESS RETROSPECTIVE

NEW AUTHENTIC AUGUSTA EXPERIENCES LAUNCHED in April 2023 consisting of 10 new immersive experiences. These new experiences were developed over a year-long process specifically to create new products for Augusta, rejuvenate existing attractions, embrace new owner/operated experiences, and create new revenue streams for the tourism partners.

In addition to spearheading product development, Destination Augusta facilitated creation of a brand toolkit, guided each partner in planning a social media campaign, and provided financial support for the projects through product development grant funds. The partners were also equipped with training

★ ZIP LINE PROGRESS

IN NOVEMBER, THE AUGUSTA COMMISSION voted unanimously to tap Destination Augusta to lead the efforts to develop an outdoor urban adventure center in downtown Augusta. The creation of an outdoor urban adventure center is a recommendation of Destination Blueprint, the City's tourism product development plan or quality of place plan which was facilitated by our organization in 2017. The recommendation to create an outdoor asset similar to facilities in Columbus, GA or Oklahoma City, OK suggests such a development will enhance Augusta's riverfront, be a draw for visitors, and create quality of life for locals. Ziplines will be a component of this new product. Funding for the outdoor urban adventure center concept was approved by voters and city leaders and included in the SPLOST 8 package. Destination Augusta and the City of Augusta entered into



and tools to generate business and revenue for their individual experiences via outreach in the community.

Since its creation, the Authentic Augusta Experience Collection garnered \$914,897 in earned media via news and social media coverage. It served as the focal point of a co-op advertising campaign, led to the production of a promotional video, and supplied fresh assets for use in tradeshows and recruiting group business. It also boosts visitation and revenue numbers for our partners.

To see more of the efforts from our combined team, please visit our [online promotional report](#).

a memo of understanding to lead the project at the end of the year. Vendor selection will begin in early 2024 with an anticipated design, budget, and installation plan ready by late summer.





AUGUSTA & CO.

★ SUPPORTING OUR PARTNERS IN 2023

AUGUSTA & CO. SUPPORTED the Greater Augusta Arts Council by selling badges for Arts in the Heart. We sold over 600 badges which created elevated traffic for Augusta & Co. We promoted the festival through September and provided extended hours during the event. Over the weekend, we offered local samples of refreshing drinks from Fruitland of Augusta and a pop-up with Beautify Augusta.

We also extended hours during Ironman and celebrated athletes by making finish line posters and coloring Augusta coloring pages.

WE CONTINUED OUR ONGOING SUPPORT OF the Augusta merchants' group, Downtown Soul City. This year, we served as an information hub for their 19th Hole Retail Crawl in April and their Camp Soul City event in July. We also sponsored their Small Business Saturday event with the Downtown Development Authority and provided free branded totes for the first 200 shoppers participating in the effort to shop small on the Saturday following Thanksgiving.



★ POP-UP SHOPS

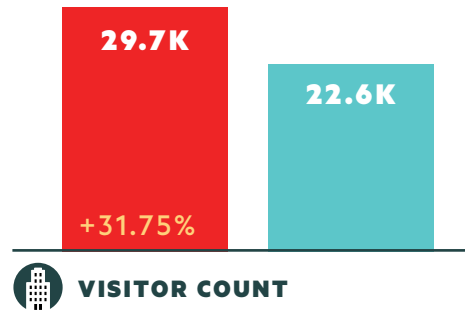
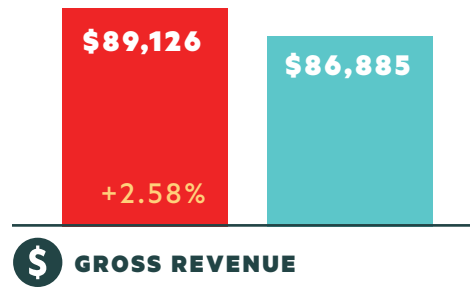
IN FEBRUARY, AUGUSTA & CO. was filled with love and excitement! Our Valentine's Market highlighted outstanding local partners such as La Bonbonniere Chocolate, Hitchcock Confectionary Candles, Sincerely Skin, Journey Raine Candles, and even featured treats for our furry friends from Paws & Claws. Later that month we had a pop-up from Earth Pantry, an Art Reception for Francie Klopotic, and played host for the registration and check-in for the Augusta Half Marathon. In April, we enjoyed the delightful offerings from Fruitland of Augusta and Augusta Pop Company, as well as the vibrant creations of Adelyn Rose Cigar Purses. Recognizing National Dog Day, we hosted a "Pup-Up Shop" featuring local vendors Porsha Paws, Urban K-9, Paws & Claws, and Chloe Louise Couture. Shoppers had the chance to enter a drawing for a doggie gift basket, adding an extra touch of fun to the experience. In December, our Mistletoe Market showcased 15 local makers, drawing almost 600 customers and achieving over \$1,800 in sales for Augusta & Co., our highest in the month. This underscores our commitment to supporting local artisans and creating a festive shopping experience.



AUGUSTA & CO. BY THE NUMBERS

2023

2022



Top Selling Items by dollar amount

1. James Brown Tervis Tumbler
2. Augusta Crew-Neck Sweatshirt
3. Watanut Shortbread Cookies
4. Tire City Mugs
5. Kings Creek Hats

TOTAL FOLLOWERS

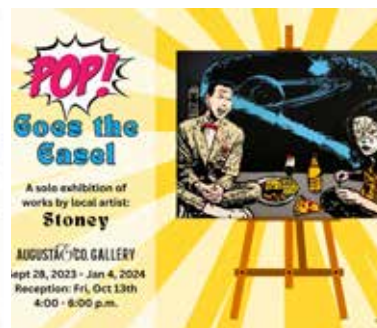
6,768 ▲

5,275 ▲

★ ART GALLERY SUMMARY

AUGUSTA & CO. ART GALLERY, in collaboration with the Greater Augusta Arts Council, proudly presented a varied slate of local art in 2023. June Klement's solo exhibition opened the year, inviting viewers into the scenic splendor of Augusta's River Region through her captivating plein air paintings. Becca Anchor's "Quilted Blooms" series

offered a unique perspective, merging the city's vibrant summer flora with Southern textile patterns, a celebration of Augusta's "Garden City" moniker. Finally, Stoney Cannon's "Pop! Goes the Easel" burst onto the scene with a playful explosion of colors and pop culture references, inspired by local music and iconic figures.





COMMUNITY ENGAGEMENT

★ GROUP EXPERIENCES TEAM INAUGURAL YEAR

DESTINATION AUGUSTA EMBARKED ON A new strategic effort this year by creating a new team dedicated to enhancing the experiences of visitors attending a convention, conference, family reunion, or sporting event. This new team, Group Experiences, is dedicated to working with meeting & event planners to incorporate unique Augusta experiences which will amplify their meeting. Additionally, this new effort seeks to increase opportunities for local businesses to provide goods and services to the travel/tourism industry. Veteran staffer Michelle Bovian and tourism industry veteran Taylor Wood are working together in this new team to make this new focus a success.



An example of this effort includes the creation of a brand-new local speakers bureau. By identifying local subject matter experts, we can connect these experts to convention planners offering resources to maximize their event and also to provide exposure and new opportunities to our community.



Additionally, another example of success includes working with Goodwill Industries SEA MAGIC Fall Conference to incorporate several Authentic Augusta Experiences into their agenda, showing off Augusta's charm and appeal. About 300 attendees experienced Cycle the Soul City with Bike Bike Baby, Augusta Canal's Cotton to Cloth, and Bartender for a Day with Zack McCabe. Each of these immersive experiences are all a part of the Authentic Augusta collection.



With new experiences to promote and appeal to visitors we feel the time is right to include promotional efforts to the group tour (motorcoach) market. Group Experience Director Michelle Bovian promoted Augusta at the STS Domestic Showcase in Huntsville, Alabama. Michelle had 18 one-on-one appointments with Group Tour Operators, promoting Augusta as an exceptional destination. We will continue these efforts in 2024 and measure the return on investment.



★ MASTERS OF HOSPITALITY WINNER



DURING NATIONAL TRAVEL AND TOURISM WEEK, Destination Augusta recognized our Masters of Hospitality honoring Ella Mae Mays at the Hilton Garden Inn, for her 15 years of service and receiving more than 36 guest nominations. We

also celebrated the Candlewood Suites as the Best Limited and Hilton Garden Inn as the Best Full Service Properties. Thanks for championing exceptional service!

★ CHAMPIONS BREAKFAST



IN MAY 2023, DESTINATION AUGUSTA celebrated our local meeting planners for generating more than

\$44.5 million in economic impact. We honored them with medals at a delightful breakfast, expressing our deep appreciation for their dedication. Their efforts have elevated our city and contributed to its prosperity. We are grateful for their partnership and excited for more impactful events ahead.



Michelle Pippin and Bennish Brown on stage during Experience Augusta with musical guest, Straw Boss. Their joint Annual Tourism Celebration Event. Below, Michael Wolff accepts the Presidents Award.



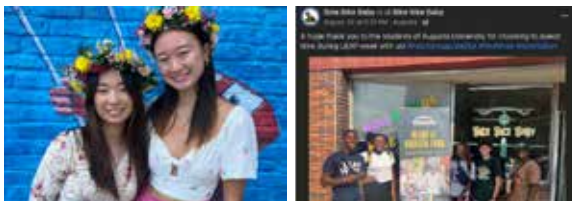
Scan QR code to view the Experience Augusta recap

★ EXPERIENCE AUGUSTA ANNUAL EVENT

TOGETHER, DESTINATION AUGUSTA and the Augusta Sports Council hosted the ultimate celebration of tourism at Experience Augusta in November! This was an evening like no other with more than 200 of our stakeholders present, at which we honored the achievements of our tourism partners with awards recognizing their outstanding

contributions and the successes that have shaped Augusta into a must-visit destination. We've compiled the presentations from our speakers, the video of 2023 tourism successes, and the video event recap all in one place so you can immerse yourself in the details of a successful year of economic impact.

★ AUGUSTA UNIVERSITY ORIENTATION EXPERIENCES



NEW AUGUSTA UNIVERSITY (AU) STUDENTS were treated to some Authentic Augusta Experiences as part of AU's Leap Week - a special orientation for new freshman. The off-campus experiences for orientation included the Heart of Augusta Tour, Time Detectives, The Curated Palette and Augusta's Black Caddies. Students also had the opportunity to participate in group experiences outside of the collection at Field Botanicals, Broad Axe Throwing, Two Dudes & a Boat Kayak Rentals, Tire City Potters, and Pexcho's American Dime Museum. The students had a wonderful time and received a first-class impression of what Augusta has to offer off campus. Special thanks to Augusta University for their investment in Augusta!

★ ANWA DINING EVENT

DESTINATION AUGUSTA proudly partnered with the Augusta National Golf Club to host a two-night dining event for the Augusta National Women's Amateur (ANWA) tournament athletes and their guests. We collaborated with 13 local restaurants in downtown Augusta and North Augusta, managing reservations and a voucher redemption system to ensure a seamless experience. ANWA players and their guests were chauffeured to from Augusta & Co., to their reservation by one of the Destination Augusta or Greater Augusta Sports Council staff. The event was a resounding success, fostering a delightful connection between the players and our vibrant local restaurant scene. This marks our third consecutive year hosting this event, and we enjoy the opportunity to engage with these talented women and showcase our city.



Photos left to right: ANWA Dine Around golfer guest posing with our AUG Icon and our staff members Sarah Childers and Taylor Wood running the ANWA Dine Around registration desk.



FILM AUGUSTA 2023

★ “FIVE STAR MURDER” SELECTS AUGUSTA



THE SECOND FILM PROJECT for Marvista Entertainment to be produced in Augusta landed and wrapped in the first quarter of this year. With an estimated spend of more than \$800,000 and a large production footprint in The Partridge Inn, this investment in our film community made a significant impact, including employing almost 40 local crew and additional residents as extras. The scripted location was a fictional resort on Tybee Island, named The Libertine Resort, and was released direct to streaming as “Five Star Murder” in July. We loved seeing how movie magic transforms our riverside city into a beach-side resort!

Photos left to right: The production creating a rainstorm in front of the Partridge Inn (shown as The Libertine) at night with rain tower and giant industrial fans. The Family Y’s empty outdoor pool was an additional location, where the crew created a flooded room sequence by building out a section of the pool with walls.

★ “THE HILL” PREMIERES IN AUGUSTA

FILM AUGUSTA WAS THRILLED to partner with the producers and director of the “The Hill,” and offer an Augusta screening of this locally filmed movie. Held at The Miller Theater, the screening included a red carpet, photo-moments, and an incredible Q&A with Rickey Hill, Director Jeff Celentano and Producer Warren Ostergard. “The Hill,” starring Dennis Quaid and Colin Ford, did well at the box office and was huge hit locally. Special thanks to Briarcliff Entertainment for their invaluable support in bringing this event to fruition.



★ GEORGIA ENTERTAINMENT EVENT



ON SEPTEMBER 21, Film Augusta joined with Georgia Entertainment to shine a spotlight on Augusta’s creative economy and specifically the opportunity for growth in the film industry. This hybrid Georgia Entertainment 100 and Georgia Unscripted event showcased Augusta as a film industry production center and introduced many in the industry to the benefits of doing business in our region.

More than 100 attended, including state legislative leaders, Augusta-area industry professionals, and many who traveled from Atlanta to learn more about Augusta. Georgia Entertainment is the leading source of news, analysis, and commentary for the film, broadcast, digital production, music, and video game/esports industries. Via their publications, partnerships, social outlets, and events they served thousands of producers, directors, entertainment executives, and political leaders in Georgia and beyond.

★ NEW LOOK FOR FILMAUGUSTA.COM

THERE'S A NEW LOOK FOR FilmAugusta.com and it is now a stand-alone website. Previously, Film Augusta's online presence lived under the visitaugusta.com navigation. This standalone site will allow users within the film industry to find us more easily. The site still utilizes many of Destination Augusta's brand elements but

is able to give Film Augusta an individual and distinctive identity.

We look forward to analyzing usage and better serving prospective productions with this wonderful new tool!



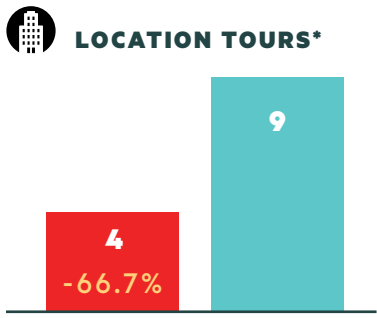
Scan QR code to view the new Film Augusta website.

BY THE NUMBERS

■ 2023 ■ 2022

💰 ECONOMIC IMPACT
\$1.1M

🖥️ REGISTRATIONS COMPLETED*
10 < 12



📞 TOTAL INQUIRIES YTD*
30 = 30

🎬 LOCAL FILM INDUSTRY JOBS SUPPORTED
99

*Due to the film industry strikes of 2023, location tours halted after a strong showing early in the year.



GROUP BUSINESS DEVELOPMENT

★ SMALL MARKET MEETINGS



GROUP BUSINESS DEVELOPMENT (GBD) TEAM attended Small Market Meetings in Cedar Falls, Iowa. This is an appointment-based conference where we met with 20 national meeting planners that seek to source their meetings and events in tier two and tier three cities. GBD team build great relationships and received four Request for Proposals (RFPs).

★ GEORGIA SOCIETY OF ASSOCIATION EXECUTIVES

GROUP BUSINESS DEVELOPMENT team recently participated in the Georgia Society of Association Executives (GSAE) Annual Conference, which drew in 300 attendees comprising suppliers and meeting planners. At the event, our Canal to Cloth Authentic Augusta Experience was showcased alongside Destination Augusta's booth.



★ RCMA EMERGE CONFERENCE



GROUP BUSINESS DEVELOPMENT, along with our partner the Augusta Marriott, made their mark at the Religious Conference Management Association (RCMA) conference in Chattanooga. Over 600 people attended the conference. Our team partnered with the Lucy Craft Laney Museum of Black History and took an actor from their Authentic Augusta Experience: Augusta's Black Caddies, Men on the Bag, This captivating exhibit generated significant interest and foot traffic to the booth, facilitating productive conversations with event planners and suppliers alike. This successful outreach strengthened our presence in the religious conference market and opened doors for future connections.

SALES PERFORMANCE BY THE NUMBERS

2023 2022

\$ ECONOMIC IMPACT

\$19.6M

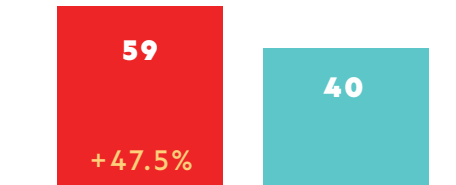
🏠 REQUESTED ROOMS

27,395

🏨 DEFINITE ROOM NIGHTS

27K

📞 EVENTS BOOKED



👤 SHOW ATTENDEES

59,151

★ ASAE ANNUAL MEETING & EXPOSITION



GROUP BUSINESS DEVELOPMENT TEAM attended American Society of Association Executives (ASAE) at the Georgia World Congress Center in Atlanta, GA. Augusta was one of 17 exhibits partnering with Explore Georgia. The event hosted 4000 attendees, this included meeting planners as well as national and international suppliers. Destination Augusta co-hosted the Southeast Association Executives and had access to 180 association planners. We secured RFPs from 86 national meeting planners and followed up digitally.



2023 STAFF & BOARD DIRECTORY

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AUGUSTA EXPERTS
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Brielle Bullock
Jo Nash-Conner
McKenzie Evans
Skylar Judon
Leon Maben



★ BOARD OF DIRECTORS

DESTINATION AUGUSTA is governed by a Board of Directors that represents a cross section of business and hospitality industry partners. Board meetings are held six times per year and are open to the public.

BRANDON HADDOCK

Chair

Textron Specialized Vehicles

JAMES HEFFNER

Vice Chair

SRP Federal Credit Union

DONALD KING

Secretary

Loop Recruiting

RANDALL BLUMBERG

Treasurer

Hyatt House Downtown

TRISTIAN DAVIS

Residence Inn

PARKER DYE

Jordan Trotter Commercial
Real Estate

SEAN FRANTOM

Augusta Commission

CARY GOLDSMITH

Bodega Ultima

DEREK MAY

Azalea Development

ANNE CATHERINE MURRAY

Augusta Symphony/
Miller Theater

MELISSA ODEN

Owner of Healthcare
Companies

SUE PARR

Augusta Metro
Chamber of Commerce

STACY PULLIAM

Augusta Commission

COREY ROGERS

Lucy Craft Laney Museum
of Black History

MICHAEL SHAFFER

Georgia Cyber Center

PHIL WAHL

Immediate Past Chair

Security Federal Bank

MICHELLE NAVAL PIPPIN

Ex-Officio

Greater Augusta Sports
Council

SCOTT LEWIS

Legal Counsel

Fulcher Hagler LLP

★ OPERATIONS + GOVERNANCE

As of December 31, 2023, total current assets equaled \$2,720,167 of which \$330,328 are unrestricted and \$2,389,840 are restricted for tourism grants and wayfinding, or board designated. Liabilities equal \$1,622,037 of which \$53 are payables, \$37,425 are payroll liabilities and accrued interest, and \$1,584,559 are the deferred rent revenue, note on 1010 Broad Street, and Federal Disaster loan.

DESTINATION
AUGUSTA 

WWW.VISITAUGUSTA.COM

