

August 1, 2017

Contacts:

Barry White  
Augusta Convention and Visitors Bureau  
President and CEO  
(706) 823-6600  
[Barry@VisitAugusta.com](mailto:Barry@VisitAugusta.com)

Stacie Adkins  
Augusta Sports Council  
CEO  
(706) 722-8326 ext. 4  
[Stacie@AugustaSportsCouncil.org](mailto:Stacie@AugustaSportsCouncil.org)



## Augusta's River Region welcomes August conferences and sports events

Augusta, GA – The Augusta Convention & Visitors Bureau (CVB) and the Augusta Sports Council (ASC) are pleased to announce that visitors attending meetings, reunions, events and sporting events in Augusta's River Region will generate at least **\$10,507,356.24** in total estimated economic impact (EEI) during the month of August. A portion of the total number of sporting events, conventions and meetings in Augusta's River Region this month are listed in the chart below for more event detail. These are groups the Augusta CVB or ASC have worked with at some point in the site selection and/or planning phase. Groups meeting in Augusta's River Region, that have available websites, have been hyperlinked for those who would like additional information.

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 U.S. Travel Association and Tourism Economics. Tourism Economics, a partner company of Oxford Economics, created the industry standard in event economic impact analysis using localized metrics that are updated annually.

### Arrivals for the Month of August

Meeting/Event:	Dates:	Attendance:	Total Est. Economic Impact (EEI):
<a href="#">Fort Gordon – Youth Challenge Academy</a> 2017 Ring Ceremony II	8/4-8/5	200	\$96,868.56
McKie/Butler/Johnson 2017 Family Reunion	8/4-8/6	400	\$172,903.13
<a href="#">Armed Forces Communications and Electronics Assoc.</a> 2017 Army TechNet	8/5-8/11	3,300	\$2,793,997.91
<a href="#">USSSA</a> 2017 Military Worlds Softball Tournament	8/10-8/13	5,500	\$3,438,628.52
<a href="#">Georgia United States Tennis Association</a> 2017 GA State Mixed Doubles Championships	8/11-8/14	1,400	\$865,684.17
<a href="#">Voter Registrars Association of Georgia</a> 2017 Annual Meeting	8/13-8/16	500	\$632,356.52
<a href="#">Fort Gordon – Youth Challenge Academy</a> 2017 Graduation II	8/19-8/20	2,000	\$276,951.84
<a href="#">Georgia-South Carolina Bulls Soccer Club</a> 2017 Aiken Soccer Cup	8/25-8/27	3,500	\$1,810,006.78

###