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Augusta & Co. Wins Industry Award for Product Development

Augusta, GA – The Augusta Convention & Visitors Bureau (ACVB) is proud to announce that the newly established experience center, [Augusta & Co.](#), has received the Bill Hardman Sr. Product Development Champion Award presented by Governor Brian Kemp at the 2019 Georgia Governor’s Tourism Conference. This award honors a partner agency or individual for outstanding work in attracting capital investments for tourism projects.

One of the first of its kind, Augusta & Co. redefines the traditional visitors center experience and creates a unique identity for the city of Augusta, GA, going one step further to create a brand experience that showcases the city’s rich history, Southern hospitality, outdoor adventure, and maker culture. At Augusta & Co., local makers and artists are proudly put on display, helping to catalyze their business growth while providing multipurpose spaces for robust community programming and an immersive visitor experience. Being authentically rooted in its unique local character, Augusta & Co. allows visitors to feel connected to the locals through community takeover events, pop-up shops, and tastings at its sampling bar. Not only does Augusta & Co. act as a unique experience center, it’s also a city anchor, putting Augusta on the map to stimulate growth and investment.

Governor Kemp and many other state leaders were in attendance to celebrate the impact of Georgia’s tourism industry on both state and local economies. At the State level, visitor spending generated more than \$3.4 billion in tax revenues in 2018 alone.

The ACVB’s President & CEO Bennish D. Brown, Vice President of Destination Development Jennifer Bowen, and Vice President of Marketing Lindsay Fruchtl joined Governor Kemp and tourism industry professionals on stage to accept the award.

“Augusta & Co. is designed to tell Augusta’s story in a new and engaging way, encouraging frequent visits to see what’s new,” said Bowen. “It’s an honor to be recognized by our peers and Governor Kemp at the Georgia Governor’s Tourism Conference. Winning such a prestigious award really puts a stamp of validation on the product of which we are already so proud.”

To celebrate, Augusta & Co. is offering **20% off** of one in-store item Friday, September 13 through Sunday, September 15.

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Georgia Governors Tourism Conference: The premier educational and networking event in the state for travel professionals and destination marketers, honoring industry leaders and the economic impact tourism provides across the state of Georgia.