



ANNUAL *Tourism* CELEBRATION

TODAY AT A GLANCE

- ★ **Get us all together**
- ★ **Recent highlights**
- ★ **Strategy for 2023 and beyond**



A close-up photograph of a car's side-view mirror. The mirror's frame is black. The reflection shows a paved road with a white dashed line, a blue sky with white clouds, and a portion of the car's body. The year '2019' is superimposed in large, bold, orange font across the center of the image. At the bottom of the image, there is a solid orange horizontal bar with a pattern of small, dark red dots.

2019

2022 Noteworthy Events & Accomplishments



Top 4 JOB SECTORS



Government

44k



Professional Services

33k



Retail

30k



Leisure & Hospitality

26k

2022



Candlewood Suites



Hyatt House



Sheraton

Masters of Hospitality

Hotel Revenue

Through September 22

\$103 M

15.4% ▲

Source: STR



Milestone **ANNIVERSARIES**



MICHELLE BOVIAN | 25 YEARS



JENNIFER BOWEN | 20 YEARS

WHERE ARE WE GOING?

STRATEGIC PLAN

2023 - 2025

Shared Community Values

DESTINATION
NEXT

Multi-User Diagnostic Assessment
Augusta, GA
Jun 24, 2022

MM
GY NextFactor
powered by
simpleview

- ★ **154 Respondents**
- ★ **Collective Priorities**
- ★ **Pathway to Success**

DestinationNEXT Planning Model



2023 Focus



**COMMUNITY
ALIGNMENT**



**SAFETY &
CLEANLINESS**



**DESTINATION
BRAND**



**NEW TOURISM
PRODUCTS &
FOCUS ON
THE RIVER**



MUSIC



**DYNAMIC
AUGUSTA
EXPERIENCES**



Authentic Augusta Experiences



The logo features the word "AUTHENTIC" in a white, distressed, sans-serif font, arched over a central red five-pointed star. Two yellow chevron shapes point outwards from the star. Below this, the word "AUGUSTA" is written in a larger, white, distressed, sans-serif font. Two yellow dots are positioned on either side of the "AUTHENTIC" text.

• AUTHENTIC • AUGUSTA

**A CURATED COLLECTION OF THE BEST SIGHTS
& EXPERIENCES OUR CITY HAS TO OFFER.**

HEART OF AUGUSTA TOUR

CYCLE THE SOUL CITY

SPRINGFIELD VILLAGE PARK



ECO EXPLORERS

BECOME A CITIZEN SCIENTIST

A photograph of two women standing indoors, looking at a tablet held by the woman on the right. The woman on the left is wearing a plaid shirt and holding a folder. The woman on the right is wearing a floral shirt. A small white dog is in the foreground. A red diagonal line separates this image from the one on the right.

TIME DETECTIVES

A photograph of a Black man wearing a white shirt, a white cap, and glasses, carrying a red golf bag. He is walking towards the left. The background is slightly blurred, showing an indoor setting with a blue patterned wall.

**THE BLACK CADDIES
OF AUGUSTA**



BRINGING UP A PRESIDENT

TEA WITH MRS. WILSON



MYSTERY AT THE MORRIS

THE REST OF THE STORY

THE CURATED PALETTE

INSPIRING CONTEMPORARY ART

PAINTING AUGUSTA
PUBLIC ART PROMENADE





CANAL TO CLOTH

A DAY AT THE MILL



THANK YOU

for coming!
SCAN FOR RECAP

