



2023
ANNUAL *Tourism*
CELEBRATION

**FEELING REALLY
GOOD ABOUT
TRAVEL & TOURISM**



**EFFECTIVE
PARTNERSHIPS**

=

**COMMUNITY
VITALITY**



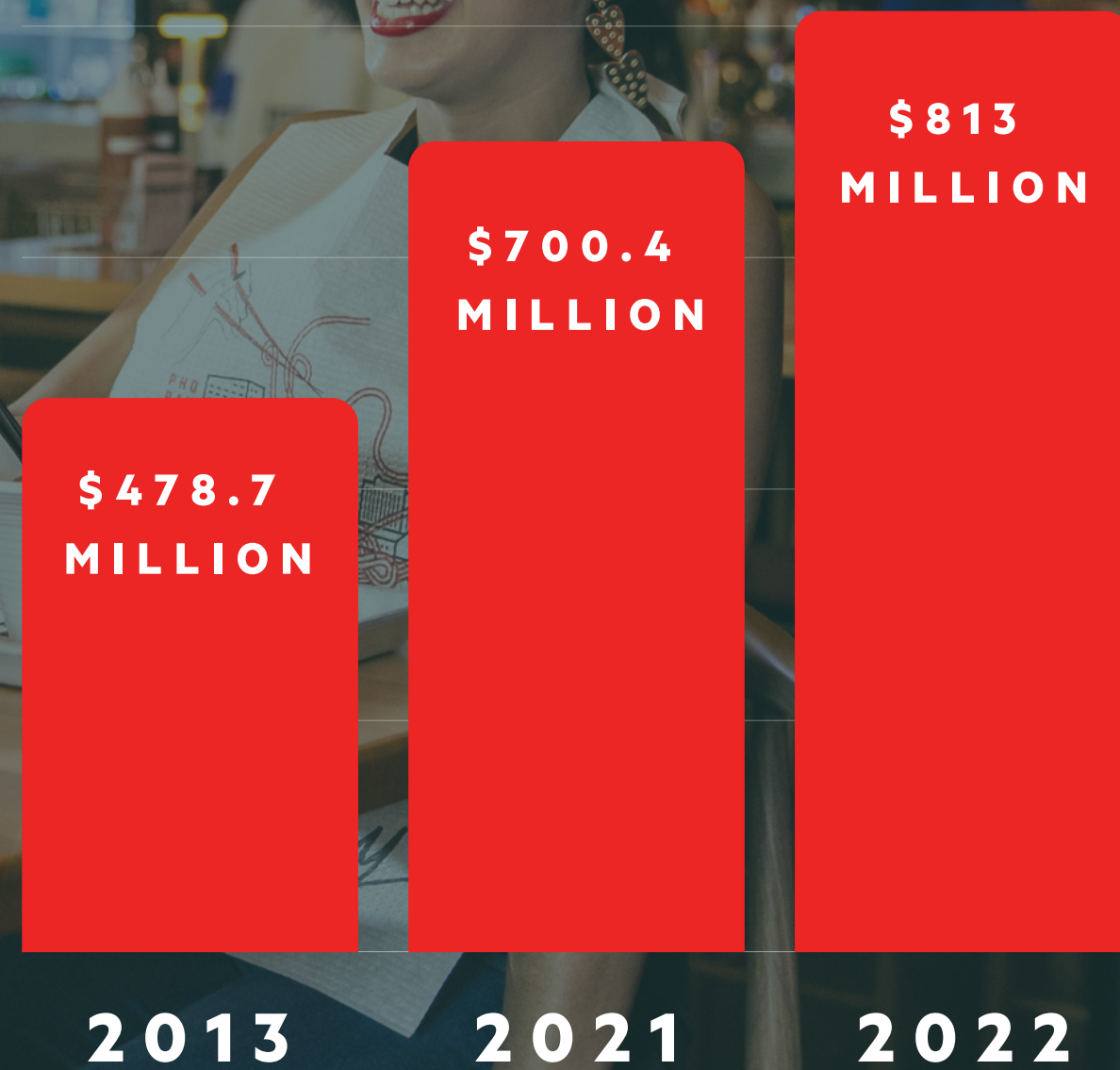
- 1. Strengthen Augusta's economic position**
- 2. Promote Augusta as an attractive destination**
- 3. Enhance Augusta's public image**
- 4. Provide opportunity for residents**



STRENGTHEN AUGUSTA'S ECONOMIC POSITION

VISITOR SPENDING

GROWTH TRENDS OF VISITOR SPENDING



HISTORIC METRICS

Upper Tier hotels reached an ALL time high

YTD Calendar Year	Occupancy 73.5%	ADR \$151.19	RevPAR \$111.07	Supply 597.6K	Demand 439.0K	Revenue \$66.4M
YTD YOY Change	▲ 10.7%	▲ 2.7%	▲ 13.8%	▲ 1.4%	▲ 12.3%	▲ 15.4%

Occupancy Three Year Trend

Richmond County, GA



Source: STR (trends)



PROMOTING AUGUSTA AS AN ATTRACTIVE DESTINATION

YEAR ROUND MEETINGS

JANUARY - DECEMBER 2023



109

MEETINGS, CONVENTIONS,
AND REUNIONS



171,000



ATTENDEES



\$32 MILLION

IN ECONOMIC VALUE TO OUR COMMUNITY



PROMOTING AUGUSTA AS AN ATTRACTIVE DESTINATION

AGS → NYC

AGS LEADERSHIP TEAM VISITS WITH POTENTIAL NEW AIRLINE



ENHANCE AUGUSTA'S PUBLIC IMAGE

• AUTHENTIC. ★ AUGUSTA

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

New
TO
AUGUSTA



ENHANCE AUGUSTA'S PUBLIC IMAGE

EARNED ACCOLADES

EARNED MEDIA & PR ACCOLADES

“6 UNEXPECTED DESTINATIONS TO TRAVEL TO THAT ARE FULL OF
BLACK HISTORY” **-ESSENCE**

“AUGUSTA IS ONE OF THE BEST WEEKEND GETAWAYS IN GEORGIA”
-SOUTHERN LIVING

7 OTHER WORTHY GEORGIA TRIPS BEYOND ATLANTA
-NATIONAL GEOGRAPHIC

“AUGUSTA KEEPS SURPRISING US.”

INFLUENCERS

@CHRISANDSARA_



PROVIDE OPPORTUNITY FOR RESIDENTS

PEOPLE, BUSINESSES & JOBS

Augusta-Richmond County, GA-SC L&H jobs reaching 2019-levels

Employment by Sector

August 2023, Augusta-Richmond County, GA-SC

	Jobs	Jobs Gained/Lost vs. 2019	% Change vs. 2019
Total Nonfarm	243.0K	0.0K	0.0%
Government	43.8K	-1.2K	-2.7%
Professional and Business Services	32.0K	-1.4K	-4.2%
Retail Trade	27.5K	1.1K	4.2%
Leisure and Hospitality	26.6K	-0.4K	-1.5%
Manufacturing	25.7K	2.4K	10.3%
Other Services	9.3K	0.4K	4.5%
Wholesale Trade	5.3K	-0.8K	-13.1%
Information	2.1K	-0.3K	-12.5%

Source: BLS

 TOURISM ECONOMICS



PROVIDE OPPORTUNITY FOR RESIDENTS

PEOPLE, BUSINESSES & JOBS



DESTINATION AUGUSTA'S
STRATEGIC PLAN
2023 - 2025



2024 ANTICIPATION

- 1. Outdoor Adventure Center at waterfront**
- 2. Festivals and Events**
- 3. Augusta & Co. 5th Anniversary**
- 4. New Arena Work to Begin**





AUGUSTA
ENTERTAINMENT
COMPLEX





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CELEBRATION