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### **Augusta's River Region welcomes February conference and sports arrivals**

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 **\$655,532.60** in total estimated economic impact (EEI) during the month of February. 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 February**

<b>Meeting/Event:</b>	<b>Dates:</b>	<b>Attendance:</b>	<b>Total Est. Economic Impact (EEI):</b>
<a href="#">Catholic Diocese of Savannah</a> 2017 Diocese of Savannah Youth Conference	2/16-2/19/17	300	\$213,692.27
<a href="#">PIPS of Augusta – Pinochle Club</a> 2017 President's Day Tournament	2/16-2/19/17	150	\$89,405.23
<a href="#">Augusta Sports Council</a> 2017 Augusta University Half Marathon, 10K & 5K	2/22-2/26/17	3,500	\$216,891.41

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