

February 2, 2018

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 February 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 **\$1,974,301.36** 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 Destinations International 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> 2018 Diocese of Savannah Youth Conference	02/02-02/04	300	\$217,662.27
<a href="#">Most Worshipful Prince Hall Grand Lodge of Georgia</a> 2018 Prince Hall Mid-Year Meeting	02/03	1,300	\$830,552.16
<a href="#">Georgia Organics</a> 2018 Annual Conference	02/16-02/17	800	\$269,014.46
<a href="#">CSRA Heat Volleyball Club</a> Winter Heat Club and Power Tournaments	02/17 & 02/24	3,524	\$429,709.22
<a href="#">Augusta Sports Council</a> 2018 Augusta University Half Marathon, 10k & 5k	02/24	4,000	\$168,910.93

###