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Augusta's River Region welcomes January 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 **\$4,428,266.46** in total estimated economic impact (EEI) during the month of January. 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 January

Meeting/Event:	Dates:	Attendance:	Total Est. Economic Impact (EEI):
Newman Tennis Center 2018 Dasani Mayor's Cup Jr. Championships	01/5-01/7	975	\$405,512.40
Aiken-Augusta Swim League (AASL) 2018 ASL Winter Invitational Meet	01/12-01/14	1,714	\$618,376.60
Delta Sigma Theta Sorority 2018 Georgia State Conference/Founders Day	01/12-01/14	1,800	\$479,147.76
National Assoc. of Buffalo Soldiers Motorcycle Club 17 th Annual MLK Soldier Ride 2018	01/12-01/14	600	\$124,442.22
Atlantic Coast Cutting Horse Association 39 th Annual Augusta Futurity 2018	01/13-01/20	6,000	\$2,378,289.15
Armed Forces Communications and Electronics Assoc. C.E.R.T.S.	01/17-01/18	300	\$148,400.90
Church of the Living God International, Inc. 2018 Southeast Jurisdiction Meeting	01/19-01/21	375	\$155,018.00

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