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### **2016 January Direct Visitor Spending in Augusta**

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/or sporting events in Augusta will generate at least **\$2,893,809.00** in direct visitor spending over the month of January. Sporting events, conventions and meetings are listed in the chart below for greater detail.

Direct visitor spending is calculated based on research commissioned by both the Georgia Department of Economic Development and Destination Marketing Association International in conjunction with globally recognized research vendors, the US 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.

The list below represents just a small portion of the total number of events in Augusta this month. 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, that have available websites, have been hyperlinked for those who would like to learn additional information. Family reunions will not be listed with websites.

#### **Arrivals for the Month of January**

<b>Meeting/Event:</b>	<b>Dates:</b>	<b>Attendance:</b>	<b>Visitor Spending:</b>
<a href="#">FBI National Academy Associates - Georgia Chapter</a> 2016 Winter Meeting	01/13-01/15/2016	200	\$75,810.00
<a href="#">National Association of Buffalo Soldiers</a> <a href="#">Motorcycle Club</a> Soldier Ride 2016	01/15-01/18/2016	250	\$202,160.00
<a href="#">Augusta Cutting Horse Futurity</a> 37 <sup>th</sup> Annual Augusta Futurity 2016	01/16-01/26/2016	7,900	\$2,529,921.00
<a href="#">Church of the Living God International, Inc.</a> 2016 Southeast Jurisdiction Meeting	01/22-01/24/2016	375	\$70,756.00

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