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Augusta's River Region welcomes July 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 **\$5,806,915.54** in total estimated economic impact (EEI) during the month of July. 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.

One of the top July events is the 24th annual Nike Elite Youth Basketball League (EYBL) Finals at the [Nike Peach Jam](#), hosted at Riverview Park Activities Center from July 10-14. The Finals will be held in North Augusta after 3 sessions held in Atlanta, Indianapolis and Dallas. Twenty-four teams have qualified and will be competing for the finals in the E17 age group, while 16 teams will be competing for the finals in the E15 and E16 age groups.

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.

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