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Contacts:

Bennish D. Brown  
Augusta Convention and Visitors Bureau  
President and CEO  
(706) 823-6600  
[Bennish@VisitAugusta.com](mailto:Bennish@VisitAugusta.com)

Brian J. Graham  
Augusta Sports Council  
CEO  
(706) 722-8326 ext. 4  
[Brian@AugustaSportsCouncil.org](mailto:Brian@AugustaSportsCouncil.org)



### **Augusta's River Region welcomes March 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 **\$2,839,601.59** in total estimated economic impact (EEI) during the month of March. 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 March**

<b>Meeting/Event:</b>	<b>Dates:</b>	<b>Attendance:</b>	<b>Total Est. Economic Impact (EEI):</b>
<a href="#">Newman Tennis Center</a> 2019 Southern States To 32	3/02-3/04	780	\$347,844.82
<a href="#">Augusta University</a> 21 <sup>st</sup> Annual ISL Conference	3/01-3/03	800	\$174,051.39
<a href="#">Foreign Language Assoc. of Georgia</a> FLAG Annual Conference 2019	3/08-3/10	250	\$96,824.10
<a href="#">Bethel AME Church</a> 2019 Augusta Annual Conference	3/12-3/15	200	\$122,205.96
<a href="#">National Association of Negro Business and Professional Women</a> 2019 Southeast Chapter Meeting	3/14-3/17	150	\$87,151.75
<a href="#">CSRA Shag Club</a> 2019 30 <sup>th</sup> Annual Shag Classic	3/15-3/17	550	\$53,381.67

<a href="#">Greenbrier High School Booster Club</a> 2019 TaxSlayer Border Classic Soccer	3/21-3/23	3,750	\$688,629.87
<a href="#">The Gathering of Christ Church</a> Passover 2019	3/21-3/24	2,000	\$647,701.51
<a href="#">Woodmen of the World Life Insurance</a> 2019 North Georgia Jurisdictional Convention	3/21-3/24	800	\$448,445.18
<a href="#">Livingstone College</a> National Alumni Association 2019 Spring Mtg	3/28-3/31	100	\$37,668.57

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