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2016 March 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 **\$4,380,496.89** in direct visitor spending over the month of March. 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 (GDEcD) and Destination Marketing Association International (DMAI) 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 March

Meeting/Event:	Dates:	Attendance:	Visitor Spending:
Foreign Language Association of Georgia FLAG Annual Meeting 2016	03/02-03/06/2016	250	\$167,785.91
Fort Gordon – Youth Challenge Academy 2016 Graduation	03/05-03/06/2016	2,000	\$74,134.04
Daughters of the American Revolution 2016 DAR State Conference	03/10-03/13/2016	300	\$209,411.67
Augusta University Athletics 2016 3M Augusta Invitational	03/10-03/13/2016	125	\$122,658.77
The Bass Federation 2016 Student Angler Federation Georgia High School State Championship Series	03/11-03/13/2016	300	\$208,326.94
Miracle Making Ministries 2016 Tony Evans Worship	03/14-03/16/2016	8,000	\$1,885,264.54

Leadership Georgia 2016 Leadership Georgia	03/16-03/19/2016	180	\$80,645.57
Greenbriar High School Booster Club 2016 Regions Border Classic Soccer Invitational	03/17-03/19/2016	1,000	\$674,633.56
Aiken-Augusta Swim League 2016 Northeast Divisional Swim Meet	03/18-03/20/2016	450	\$493,250.98
Savannah River Dart Association 2016 Garden City Classic	03/25-03/27/2016	500	\$367,761.02

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