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### **Augusta's River Region welcomes November Sports Tournaments and Statewide Conventions**

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 **\$2,745,157.30** in total estimated economic impact (EEI) during the month of November. 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 (GDEd) and Destination Marketing Association International (DMAI) 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 November**

<b>Meeting/Event:</b>	<b>Dates:</b>	<b>Attendance:</b>	<b>Total Estimated Economic Impact (EEI):</b>
<a href="#">Together Georgia Provider Alliance</a> Georgia Conference on Children and Families	11/02-11/04/16	420	\$ 248,752.74
<a href="#">Peach Belt Conference</a> 2016 Peach Belt Men's & Women's Soccer Championship	11/04-11/06/16	1,100	\$ 280,176.13
<a href="#">Georgia Association of School Business Officials (GASBO)</a> 2016 GASBO Conference	11/08-11/11/16	475	\$ 743,701.79
<a href="#">Episcopal Diocese of Georgia</a> The 195 <sup>th</sup> Convention of the Diocese of Georgia	11/10-11/12/16	300	\$ 251,840.67
<a href="#">Augusta Rowing Club</a> 2016 Head of the South Regatta	11/11-11/13/16	4,200	\$ 907,599.54

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