

October 2, 2017

Contacts:

Barry White
Augusta Convention and Visitors Bureau
President and CEO
(706) 823-6600
Barry@VisitAugusta.com

Stacie Adkins
Augusta Sports Council
CEO
(706) 722-8326 ext. 4
Stacie@AugustaSportsCouncil.org



Augusta's River Region welcomes October 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 **\$4,367,810.89** in total estimated economic impact (EEI) during the month of October. 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 October

Meeting/Event:	Dates:	Attendance:	Total Est. Economic Impact (EEI):
Augusta Westobou Festival, Inc. 2017 Westobou Festival	10/3-10/14	13,200	\$1,212,512.61
NAACP 75 th Annual GA State Convention & Civil Rights Conf.	10/5-10/8	250	\$139,164.27
Family Life 2017 Weekend to Remember	10/6-10/8	900	\$400,403.53
Newman Tennis Center 2017 Georgia State Junior Open	10/6-10/8	975	\$373,323.34
Stolkin Shriners Temple 22 and Stolkin Court 173 2017 Annual Joint Charity Ball	10/6-10/8	700	\$305,327.54
Association County Commissioners of Georgia 2017 Fall Legislative Leadership Conference	10/11-10/13	350	\$311,988.19
Council on Auxiliaries/Volunteers – GA Hospital Assoc. 58 th Annual Conference	10/16-10/18	450	\$321,903.08
Boys & Girls Club of the CSRA 2017 Boys & Girls Club Conference	10/18	150	\$130,300.04

Georgia Art Educators Association 2017 Fall Conference	10/19-10/21	300	\$241,117.42
Aiken-Augusta Swim League (AASL) 2017 Fred Lamback Disability Swim Meet	10/21-10/22	262	\$121,278.42
SORBA-CSRA 2017 FATS Flow Master	10/21	125	\$74,572.83
Together Georgia Provider Alliance 2017 Georgia Conference on Children and Families	10/25-10/27	500	\$311,988.19

###