

September 1, 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 September 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 **\$7,232,186.30** in total estimated economic impact (EEI) during the month of September. 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 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 September

Meeting/Event:	Dates:	Attendance:	Total Est. Economic Impact (EEI):
Newman Tennis Center 2017 Papa John's GeorgiaLina Junior Classic	9/09-9/10	780	\$244,694.46
Georgia Vocational Rehabilitation Agency GVRA Training Meeting 2017	9/11-9/14	300	\$245,406.35
Greater Augusta Arts Council 2017 Arts in the Heart	9/15-9/17	95,000	\$1,462,673.20
Harley/Brady Harley/Brady Wedding	9/16	400	\$178,082.45
World Triathlon Corporation 2017 IRONMAN 70.3 Augusta	9/24	9,000	\$4,716,615.99

###