

August 30, 2019

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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 **\$8,899,731.14** 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 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 September

| Meeting/Event: | Dates: | Attendance: | Total Est. Economic Impact (EEI): |
|-------------------------------------------------------------------------------------------------|---------------|--------------------|------------------------------------------|
| Newman Tennis Center 2019 Papa John's GeorgiaLina Junior Classic | 9/10-9/11 | 780 | \$281,291.60 |
| Greater Augusta Arts Council 2019 Arts in the Heart of Augusta | 9/20-9/22 | 95,000 | \$1,270,953.96 |
| United House of Prayer for All People 2019 92 nd Holy Convocation | 9/22-9/29 | 2,000 | \$1,961,268.69 |
| Wanda Sports Holdings 2019 IRONMAN 70.3 Augusta | 9/29 | 30,000 | \$5,059,116.39 |
| BsidesAugusta Information Security Conference 2019 | 9/29-10/5 | 1,000 | \$192,288.74 |