

Our strategic plan is based on input received from community, civic, and travel industry leaders. It serves as a guide for Augusta, Georgia to become a higher functioning community to make better things happen.

Destination Augusta is committed to creating a total visitor destination by focusing on the following strategic initiatives:

MISSION:

Destination Augusta develops and promotes our community, inspiring people to have unforgettable experiences.

VISION:

Augusta is a thriving community rich with experiences that attract people.

VALUES:

Destination Augusta has a passion for and an appreciation of the travel and tourism industry offering an authentic Augusta experience, built on leadership, innovation, inclusion, collaboration and fun!

STRATEGIC PLAN 2023 - 2025

1 Destination Augusta is strategic and innovative in marketing Augusta as a destination

Augusta must stand out as a unique visitor experience in a highly competitive travel region and Destination Augusta meets the highest industry standards and ROI.

- Brand management
- Use marketing to reach residents and in-market visitors
- Drive visitor growth by focusing on “need periods” when hotels have vacancies

2 Expand and enhance the visitor experience emphasizing outdoors

Augusta must continue to grow and improve the breadth and quality of the visitor experience to be a world-class destination.

- Focus on downtown and all experiences, events, etc. that attract visitors to Augusta
- Support and encourage growth of activities that extend the stay

3 Improve visitor mobility into and within Augusta

Augusta is a large, spread-out destination with many geographic areas where visitors gather. The visitor economy is dependent on efficient mobility.

- Partner with the airport to rebrand, expand airlift, and amplify the arrival experience
- Coordinate ongoing improvement of signage, wayfinding, etc. to key points of interest
- Support litter abatement and beautification efforts

4 Advocate and provide leadership on travel industry issues to propel Augusta forward as a destination

Partnership with other economic development entities is critical to drive economic growth for Augusta.

- Advocate for policies that encourage the film industry in Georgia and Augusta
- Advocate for expanded and improved accessibility [Diversity, Equity and Inclusion]
- Advocate for the support of local agencies in the reduction of crime and litter to create a safe, clean environment for visitors and residents