An innovative experience center located in the heart of downtown, Augusta & Co. invites both the "company" of fellow Augustans, or that of visiting friends and family, to experience the authentic flavors of Augusta through its rotating art gallery, tasting bar, and curated local merchandise, while sharing can't-miss information on regional attractions and events. More than just an elevated shopping experience, Augusta & Co. is a community hub fully staffed with local Augusta Experts, eager to introduce guests to the "new" Augusta, alive with a revitalized arts & cultural scene, chef-driven restaurants, and outdoor adventures; stock up on everything from Augusta merchandise, to event calendars, and customized dining recommendations before venturing out into the city yourself!

Come see us at
1010 Broad Street
Visitor Information

Our digital trails include many additional stops throughout Augusta's River Region beyond this downtown map. Scan the QR codes to see them all at **visitaugusta.com/plan/experience-passes**

More trails at
visitaugusta.com

Augusta Black History Pass

Discover the stories that shaped Augusta. The Augusta Black History Pass is your curated guide to the powerful legacy of Augusta's African-American community—featuring access to museums, landmarks, and cultural sites that honor icons like Lucy Craft Laney and James Brown. Purchase your pass and explore history with purpose.

7 stops
—
Scan the code to see the full list

BH

The James Brown Journey Pass

Did you know that soul singer and legend James Brown grew up in Augusta, GA? Today, the James Brown legacy still shines brightly here, with the FREE James Brown Journey highlighting landmark and attraction that impacted the life and career of the "Godfather of Soul."

12 stops
—
Scan the code to see the full list

Augusta Outdoor Adventure Guide

Augusta has no shortage of natural beauty and stunning landscapes that you can explore with the FREE Augusta Outdoor Adventure Guide. Whether you're floating along the scenic Augusta Canal, hiking through the lush Phinizy Swamp Nature Park, kayaking the Savannah River, or biking the along the Augusta Riverwalk, this digital pass is your key to unlocking these unforgettable experiences in Augusta's River Region.

65 stops
—
Scan the code to see the full list

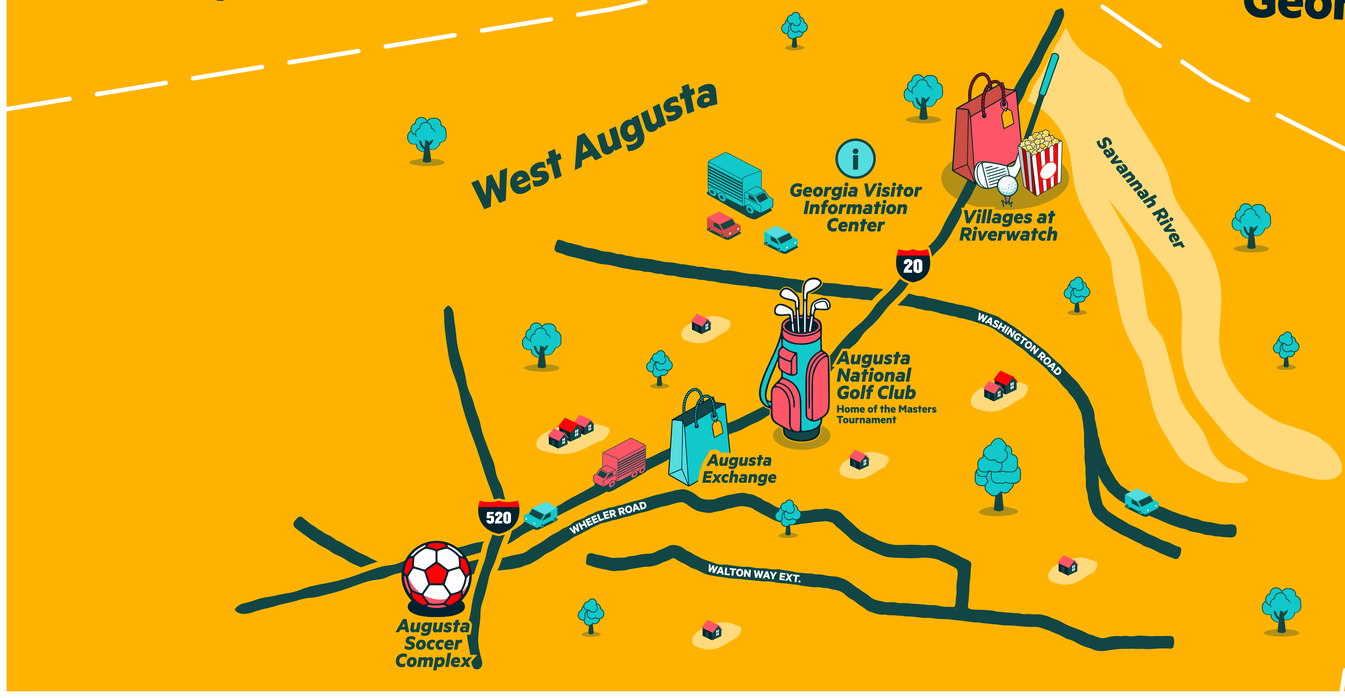
Bold Black-Owned Business Pass

Celebrate culture. Support local. Augusta's Bold Black-Owned Business Pass is your FREE digital passport to the city's best Black-owned restaurants, experiences, and nightlife. Sign up, check in, and get rewarded as you explore the bold flavors and vibrant spirit that define Augusta. Claim your pass and start exploring!

22 stops
—
Scan the code to see the full list

Augusta Coffee Trail Pass

Jumpstart the day. A mid-afternoon jolt. Or dessert's perfect partner. Coffee is pure pleasure for some, necessary fuel for others. Your daily fix deserves some local love from Augusta's best local coffee shops. Win prizes while exploring our vibrant coffee culture with this FREE digital pass.

14 stops
—
Scan the code to see the full list

Neighborhoods of Augusta, Georgia