

Scorecard.

The Quarterly Report



January - March 2015

2015 State of Tourism Luncheon

February 12th, the Augusta CVB and Augusta Sports Council held the annual State of Tourism Luncheon celebrating Augusta's local hospitality industry and honoring more than 100 local Champions for assistance in recruiting

meetings and events. More than two hundred were in attendance to recognize our Augusta Champions who helped generate \$24,871,237.80 in direct visitor spending in 2014. Featured presentations also included Simon Medcalfe,

Associate Professor of Finance at GRU, on the significance of tourism to the local economy and a keynote address by urban-planning strategist Eric Zachrison, with Chicago-based Cannon Design.



Augusta's Downtown Sign

Follow the Signs

The installation phase to complete Augusta's directional signage program is underway. Managed by the Augusta CVB, the City's welcoming, vehicular way-finding system has received required permitting, locations for over two hundred new signs have been selected, and fabrication has begun. Installation is set to begin in late spring.

2015 First Quarter Direct Visitor Spending

Meetings and events working with the Augusta CVB

\$6,396,347.40

Marketing Augusta

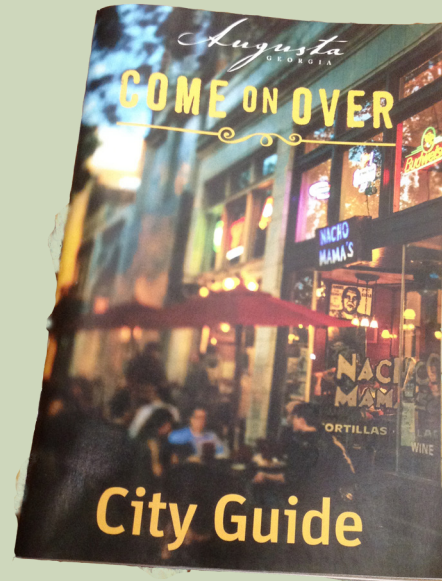
At the 2015 Tourism Grant signing day, March 19th, the Augusta CVB kicked off the annual marketing grant program. The CVB granted more than \$350,000 to 17 local non-profit, tourism industry partners to be used for marketing and advertising Augusta. This year, the CVB Grant Committee awarded, overall, more funds than the total granted amount in 2014.

Augusta Publicity

The Augusta CVB Marketing and Communications team has been working diligently with its PR agency, Laurie Rowe Communications, to attract travel writers and bloggers to Augusta. Several recent visits have resulted in publicity for the City of Augusta.



Come on Over



The 2015 Augusta City Guide hit the shelves in early February. The CVB distributes 50,000 copies to state and regional visitor centers, meeting and event attendees, and information requests from potential visitors to showcase our accommodations, events and entertainment, restaurants and shopping and much more.

You Might Have Seen Us In...

- Atlanta Journal Constitution
- Canadian Traveller
- Design & Build*
- ExploreGa.org
- Georgia Connector*
- Georgia State Travel Guide
- Jacksonville Free Press
- RootsRated.com
- Simply Buckhead*
- Southbound*

Upcoming Advertising

- America's Best Vacations Spring Newspaper Insert
- ExploreGa.org
- Georgia State Travel Guide
- Google
- Simply Buckhead*
- Southern Living*

1st Quarter ACVB Publicity

(Magazine, newspaper and on-line articles featuring Augusta)

Print Impressions
2,455,878

Digital Impressions
5,684,392

All Aboard - Golf Heritage Trolley Tours



Climb aboard the Augusta Trolley

Expanding on the Historic Trolley Tour of Augusta's downtown district, the CVB and Augusta Visitors Center are promoting SouthStar Trolley's new Golf Heritage Tours with local author and sports personality Stan Burdy. The current Golf Heritage Tour schedule is Monday mornings at 10:30 am for a minimum of eight passengers per tour.

The Historic Trolley Tour of Augusta is available every Saturday from 1:30 pm – 3:15 pm. Contact the Augusta Visitor Center for reservations to ride!

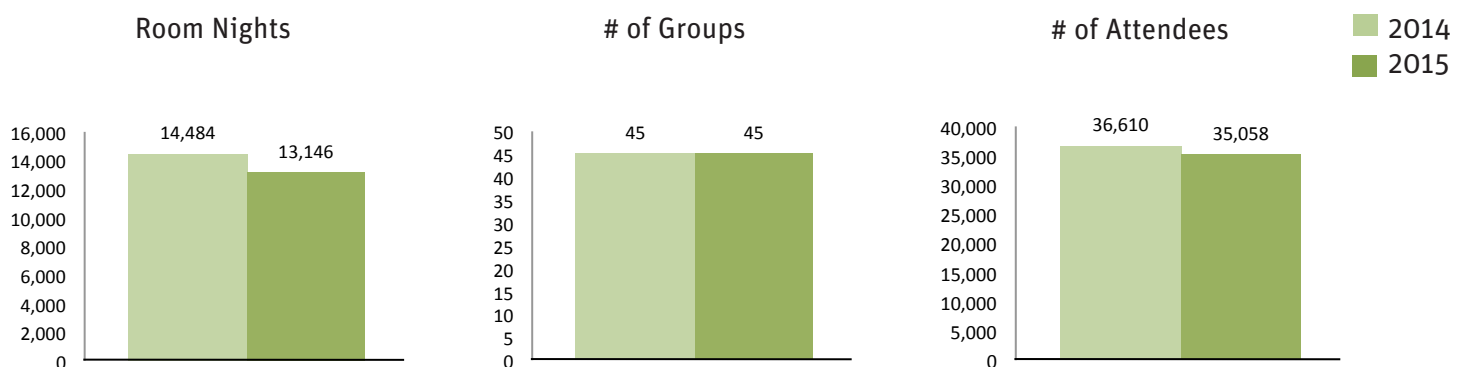
What Locals Love About Augusta

The CVB launched a new video promoting Augusta's vibrant community of arts, entertainment, attractions, and natural beauty. Unveiled at this year's State of Tourism event, the short video incorporates testimonials from locals about their favorite events, restaurants, and fun things to do in Augusta. Produced by Atomic Studios, the video is available at VisitAugusta.com and on YouTube. The video will also be used to promote Augusta to potential meeting and convention groups and to build attendance for upcoming meetings in Augusta.



Convention and Event Arrivals

These charts only reflect those conventions, meetings, sports groups and events the Augusta CVB worked with in the first quarter of 2014 and 2015.



Toni Seals-Johnson Named Certified GA Travel



Toni Seals-Johnson, Augusta Visitor Center Manager

Augusta Visitor Center Manager Toni Seals-Johnson achieved her certification as one of Georgia's certified travel counselors at this year's Regional Visitor Information Center Workshop. With proven knowledge of our state's history, culture, and geography, as well as directional information and the economic value of travel, Toni will

be officially recognized at the 2015 Governor's Tourism Conference. For 19 years, Toni has been a leading information specialist assisting Augusta visitors with the CVB. She receives rave reviews for her customer service and lasting first impression as she tirelessly helps people spend time and money in our community.

Second Quarter Arrivals - 2015

Here is a look at a few of the larger events in Augusta through the second quarter.

<u>Group</u>	<u>Month</u>	<u># of Attendees</u>	<u>Visitor Spending</u>
National Collegiate Disc Golf Championship	April	650	\$192,052.00
Rotary District 6920	April	400	\$126,350.00
Georgia United States Tennis Association	May	1,000	\$454,860.00
Military Order of the Purple Heart	June	70	\$40,432.00
Georgia Districts of Exchange Clubs	June	150	\$90,972.00

New Augusta Gift Items

The Augusta Visitor Center has added new golf-themed gift items and Georgia-made products to enjoy in time for spring and Masters, our busiest season for welcoming guests. We invite both visitors and Augustans to shop our merchandise, including locally designed Augusta t-shirts, golf-themed wine bottle holders and business card and penholders. Georgia products like Capital Bee Honey from Savannah, Georgia Peanuts, and new jams, jellies, and pickles from across the Peach State make great foodie gifts and add a little Southern flair to any pantry.



Capital Bee Honey available at the Augusta Visitor Center.