

NEWS RELEASE

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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
Stacie@AugustaSportsCouncil.org

Augusta's Annual State of Tourism Luncheon to be hosted by the Augusta Convention and Visitors Bureau and Augusta Sports Council

The Augusta Convention and Visitors Bureau (ACVB) and the Augusta Sports Council (ASC) will hold the 2018 State of Tourism Luncheon on Wednesday, February 7th from 12pm to 1:30pm, at The Foundry at 250 Boy Scout Road.

At 11:30am, the ACVB and the ASC will recognize the 2017 Augusta Champions at an honorary reception. A Champion is a local resident who worked with the ACVB or ASC to host a meeting, event or reunion in Augusta. In 2017, more than 60 Augusta Champions helped generate a total estimated economic impact of \$41,874,672.80 for Augusta.

The 2018 State of Tourism luncheon will feature a presentation by national speaker, Adam Sacks, an authority on measuring the economic impact of visitor activity. Sacks, founder and President of Tourism Economics, created an economic impact calculator which is the national standard in determining the impact of conventions, meetings, and sporting events. Sacks' presentation will show how visitor spending positively effects Augusta's River Region.

"The Augusta CVB is pleased to partner with the Augusta Sports Council to host the 7th Annual State of Tourism Luncheon," said Barry White, President and CEO of the ACVB. "We're excited that the community will have the opportunity to hear economist Adam Sacks speak about the way tourism benefits every person in our region."

Following Sacks' presentation, Mayor Pro Tem Mary Davis will present a proclamation recognizing White's years of service to Augusta.

"Tourism is a tremendous economic driver for Augusta," said Stacie Adkins, CEO of the Augusta Sports Council. "We always look forward to partnering with the ACVB for this event. It's also a pleasure for us to join in publicly recognizing Barry for his years of service and work for Augusta's River Region."

Augusta is experiencing monumental growth which bodes well for both its residents and visitors. The ACVB and ASC are proud to enhance the region's economy by attracting visitors to Augusta's River Region.

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