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Augusta's River Region kicks off 2017 with annual association 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 **\$3,696,883.79** in total estimated economic impact (EEI) during the month of January. 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 Destination Marketing Association International (DMAI) 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 January

Meeting/Event:	Dates:	Attendance:	Total Est. Economic Impact (EEI):
Newman Tennis Center 2017 Dasani Mayor's Cup	1/07-1/09/17	675	\$282,388.23
National Association of Buffalo Soldiers Motorcycle Club Soldier Ride 2017	1/13-1/16/17	600	\$192,322.44
Atlantic Coast Cutting Horse Association 38 th Annual 2017 Augusta Futurity	1/15-1/21/17	5,250	\$1,681,672.77
Georgia Association of Museums & Galleries 2017 GAMG Annual Conference	1/18-1/21/17	200	\$138,507.88
Georgia-South Carolina Bulls Soccer Club 2017 Columbia County Spring Shootout	1/27-1/29/17	5,000	\$1,302,499.13

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