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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 ext. 4
Stacie@AugustaSportsCouncil.org

Augusta's River Region welcomes Families and Athletes for July Boost in Visitor Spending

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 **\$15,311,803.84** in total estimated economic impact (EEI) during the month of July. 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.

July's boost in total EEI from meetings and events is partially attributed to the number of family reunions that enjoy coming to Augusta. The Augusta CVB has assisted 16 family reunions arriving just during the month of July. These reunions average 105 attendees. The largest reunion being welcomed to Augusta this month is the Vereen Family Reunion with 200 guests and \$77,089.79 in total EEI.

Several sporting events are also responsible for this large amount of spending generated by tourism dollars. For example, Augusta Southern Nationals will welcome 25,000 people, 2,030 room nights, and generate \$5,550,165 in total EEI. Nike Peach Jam will bring 7,520 attendees, 4,500 room nights, and another \$4,751,373.16 in total EEI.

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 July

Meeting/Event:	Dates:	Attendance:	Total Est. Economic Impact (EEI):
Lineage of Champions 2017 Peach State Summer Showcase	7/12-7/16	3,250	\$1,839,667.33
Nike Peach Jam 2017 NIKE Peach Jam	7/12-7/16	7,520	\$4,751,373.16
Separation Sports 2017 Peach Invitational Tournament	7/12-7/16	1,000	\$269,397.53
Georgia State Golf Association 2017 Amateur Championship	7/13-7/16	645	\$711,391.43

<u>American Junior Golf Association</u> 2017 E-Z-GO Vaughn Taylor Championship	7/17-7/20	630	\$237,241.93
Stone/Brown Family 2017 Family Reunion	7/14-7/16	120	\$46,173.57
<u>United Grand Lodge of Georgia</u> 2017 United Grand Lodge of Georgia	7/19-7/23	200	\$153,582.01
<u>Augusta Southern National</u> 2017 Augusta Southern National Drag Boat Race	7/21-7/23	25,000	\$5,550,165.77
North Augusta Parks & Recreation 2017 Dixie Junior Boys State Baseball Tournament	7/22-7/27	675	\$557,856.66
257 th Personnel Service Group 2017 Reunion	7/28-7/30	150	\$119,907.52

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