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Augusta's River Region welcomes May conferences 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 **\$4,893,071.29** in total estimated economic impact (EEI) during the month of May. 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 May

Meeting/Event:	Dates:	Attendance:	Total Est. Economic Impact (EEI):
Southern Intercollegiate Athletic Association (SIAC) SIAC Softball Championship 2017	5/4-5/6	980	\$737,141.40
Southern Intercollegiate Athletic Association (SIAC) SIAC Baseball Championship 2017	5/4-5/7	980	\$743,620.89
Pedestrians Education on Drivers Safety (PEDS) 2017 Georgia Walks Summit	5/4-5/5/17	130	\$59,698.57
American Association of Medical Assistants GA State Society of Medical Assistants 58 th Annual Confer	5/4-5/7/17	100	\$59,749.25
Augusta Recreation & Parks Department 2017 GRPA State Track Meet	5/5-5/6/17	6,000	\$1,638,706.44
Soul City Sirens 2017 Low Down Throw Down	5/5-5/7/17	700	\$328,829.05
Aiken-Augusta Swim League 2017 48 th Annual Junior Jaguar Invitational Meet	5/12-5/14/17	585	\$133,594.92
Ballroom Xplosion 2017 Ballroom Xplosion VII	5/18-5/21/17	800	\$527,456.95
Young Family 2017 Young Family Reunion	5/26-5/28/17	150	\$79,300.95

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