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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. 237
Stacie@augustasportscouncil.org

2016 May Visitor Spending in Augusta

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 will generate at least **\$4,193,075.71** in total estimated economic impact (EEI) during the month of May. Sporting events, conventions and meetings are listed in the chart below for greater detail.

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 US 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.

The list below represents a portion of the total number of events in Augusta this month. 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, that have available websites, have been hyperlinked for those who would like to learn additional information.

Arrivals for the Month of May

Meeting/Event:	Dates:	Attendance:	Total Estimated Economic Impact (EEI):
Georgia Retired Educators Association 2016 GREA Annual Convention	05/02-05/05/2016	600	\$423,298.72
Georgia Independent School Association 2016 GISA State Boys and Girls Soccer Final Four	05/06-05/07/2016	2,000	\$180,082.00
Take Off Pounds Sensibly 2016 Annual Meeting	05/11-05/15/2016	400	\$522,134.80
PQ Sports 2016 Powerball Jam Classic	05/13-05/15/2016	1,250	\$535,072.47
Augusta Recreation & Parks Department 2016 GRPA State Track Meet	05/13-05/14/2016	3,200	\$985,563.59
Georgia High School Association 2016 GHSA State Boys & Girls Golf Championship	05/14-05/16/2016	2,000	\$817,611.47
Augusta Music Fest 2016 MusicFest	05/27-05/29/2016	3,000	\$142,806.00

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