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Fall continues with Augusta's River Region welcoming Statewide Associations, Sports Tournaments, and Leadership Conferences

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 **\$2,914,165.74** in total estimated economic impact (EEI) during the month of October. 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. For a curated list of October events in Augusta's River Region visit our [blog on VisitAugusta.com](http://blog.VisitAugusta.com).

Total EEI is calculated based on research commissioned by both the Georgia Department of Economic Development (GDEd) 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 October

Meeting/Event:	Dates:	Attendance:	Total Estimated Economic Impact (EEI):
Georgia Assoc of Housing & Redevelopment Authorities GAHRA Resident Leadership Development Conference	10/07-10/09/16	160	\$148,869.69
Newman Tennis Center 2016 Georgia State Junior Fall Open Championships	10/07-10/9/16	612	\$241,884.06
Georgia Theatre Conference 2016 52 nd Annual GTC Convention	10/12-10/15/16	1,200	\$688,048.87
National Wild Turkey Federation 2016 Leadership Conference	10/13-10/15/16	700	\$377,271.37
Independent Insurance Agents of Georgia IIAG Fall Insurance Extravaganza and Company Showcase	10/19-10/21/16	150	\$113,382.32
Aiken-Augusta Swim League AASL 2016 Fred Lamback Disability Swim Meet	10/21-10/23/16	400	\$125,793.58
Council on Auxiliaries/Volunteers of the Georgia Hospital Association (COA/V) 57 th Annual Conference	10/24-10/26/16	450	\$302,129.97

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