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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



Summer events season continues as Augusta's River Region welcomes reunions, state departments, and tournaments

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 **\$8,316,411.17** in total estimated economic impact (EEI) during the month of August. 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 August

Meeting/Event:	Dates:	Attendance:	Total Estimated Economic Impact (EEI):
Georgia Association of Assessing Officials (GAAO) GAAO Seminar 2016	08/09 – 08/10/16	120	\$46,807.16
Georgia Association of Fire Chiefs 2016 Georgia Fire Service Conference	08/09-08/14/2016	250	\$386,256.18
Georgia Forward Fall 2016 Young Gamechangers - August Session	08/11-08/12/2016	50	\$18,299.22
United States Specialty Sports Association (USSSA) 2016 Military World Softball Tournament	08/11-08/14/2016	5,500	\$3,527,719.05
Georgia United States Tennis Association 2016 Mixed Doubles Championships	08/11-08/14/2016	1,100	\$718,599.40
King/Jones/Perdue Family Reunion 2016 King/Jones/Perdue Family Reunion	08/12-08/14/2016	200	\$68,476.25
Tri Coach Georgia 2016 Augusta Ironman 70.3 Training Camp	08/12 – 08/14/16	125	\$46,745.66
Augusta Outdoor Expo 2016 Augusta Outdoor Expo	08/13/2016	3,500	\$462,612.81

Georgia Department of Human Services Division of Child Support Training	08/16-08/19/2016	480	\$645,216.83
Drug Free Athletes Coalition (DFAC) 2016 Augusta Natural Bodybuilding Championships	08/19-08/20/2016	400	\$89,170.43
Georgia-South Carolina Bulls Soccer Club 2016 Aiken Soccer Cup	08/26-8/28/2016	7,650	\$1,289,933.57
Georgia Rotary Student Program (GRSP) 2016 GRSP Conclave	08/26-08/28/2016	300	\$119,412.47

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