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### **Augusta's River Region welcomes September Summits, Sports, and Festival Season**

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 **\$10,626,827.65** in total estimated economic impact (EEI) during the month of September. 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 September**

<b>Meeting/Event:</b>	<b>Dates:</b>	<b>Attendance:</b>	<b>Total Estimated Economic Impact (EEI):</b>
<a href="#">Newman Tennis Center</a> 2016 Papa John's Georgialina Junior Classic USTA	09/10-09/11/16	600	\$197,107.80
<a href="#">Georgia Board of Regents</a> 2016 Georgia Summit Conference	09/14-09/16/16	855	\$858,429.71
<a href="#">Greater Augusta Arts Council</a> 2016 Arts in The Heart of Augusta Festival	09/16-09/18/16	88,000	\$1,775,807.00
<a href="#">Society of Human Resource Management (SHRM)</a> 2016 SHRM Georgia State Council Conference	09/18-09/20/16	400	\$361,633.73
<a href="#">Georgia Planning Association (GPA)</a> 2016 Joint GPA / SCAPA Fall Conference	09/20-09/24/16	400	\$291,069.26
<a href="#">2016 IRONMAN 70.3 Augusta</a> World Triathlon Corporation	09/22-09/25/16	9,000	\$4,725,532.21
<a href="#">Augusta Westobou Festival, Inc.</a> 2016 Westobou Festival	09/28-10/02/16	13,200	\$1,454,045.00

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