



NEWS RELEASE

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Contacts:

Bennish Brown
Destination Augusta
President/CEO
(706) 823-6611
bennish@visitaugusta.com

Michelle Pippin
Augusta Sports Council
CEO
(706) 722-8326 ext. 1
michelle@augustasportscouncil.org

AUGUSTA’S RIVER REGION WELCOMES JUNE AND JULY CONFERENCES AND EVENTS

Augusta, GA – Destination Augusta and the Augusta Sports Council are pleased to announce that visitors attending meetings, reunions, events, and sporting events in Augusta’s River Region will generate at least **\$18,449,409** in total estimated economic impact (EEI) June through July 2023.

A portion of the total number of events and meetings in Augusta’s River Region June through July are listed in the chart below for more event detail. These are groups Destination Augusta, or the Augusta Sports Council 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.

Both Destination Augusta and the Augusta Sports Council agree that recruiting and hosting these various activities play a critical role in sustaining the nearly 30,000 jobs that are part of the Leisure and Hospitality Industry, the fourth largest employment sector in the metro area.

Total EEI is calculated based on research commissioned by both Explore Georgia and Destinations International 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.

Meeting/Event:	Dates:	Attendance:	Total Est. Economic Impact (EEI):
Kingdom Fellowship 2023 Youth Conference	6/1 – 6/3	350	\$187,368.29
Augusta Worship Center – Church of the Living God International, Inc. 2023 Missions Meeting	6/2 – 6/4	150	\$46,774.18
CSRA Tennis Association USTA Georgia State Championships	6/2 – 6/5	2,500	\$820,953.03
Georgia Association of Educators 2023 Leadership Development Academy	6/5 – 6/7	150	\$140,185.29

2023 Bicycle Ride Across Georgia (BRAG)	6/9 – 6/10	1,000	\$125,513.72
Augusta Toy and Comic Show JoeFest Toy and Comic Convention 2023	6/9 – 6/11	1,000	\$417,435.08
American Junior Golf Association 2023 Vaughn Taylor Championship presented by James Hardie	6/10 – 6/15	1,150	\$552,769.18
Via-Exito Signature EquipoVision Summer Convention 2023	6/15 – 6/18	5,000	\$2,294,852.46
American Guild of Organists 2023 Southeast Regional Convention	6/18 – 6/21	200	\$136,346.04
Augusta Pride 2023 Pride Augusta	6/22 – 6/25	14,000	\$1,437,705.37
Augusta Rowing Club 2023 US Rowing Southeast Masters Regional Championship	6/24 – 6/25	750	\$312,089.22
Mosley Family Reunion	6/30 – 7/4	200	\$152,901.43
Stolkin Shriners Temple All White Party	7/1 – 7/2	900	\$71,085.41
Nike Peach Jam 2023 Nike EYBL Peach Jam	7/3 – 7/9	9,750	\$10,839,825.67
2023 Jones Family Reunion	7/14 – 7/16	350	\$169,723.81
2023 East Family Reunion	7/20 – 7/23	125	\$78,049.76
2023 Robertson/Tisdell Family Reunion	7/21 – 7/23	100	\$51,027.19
2023 Williams Family Circle	7/21 – 7/23	110	\$53,342
2023 Luke Family Reunion	7/28 – 7/30	100	\$49,773.33
Augusta Worship Center – Church of the Living God International, Inc. 2023 Youth & Young Adult Meeting	7/28 – 7/30	125	\$62,215.01

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