



NEWS RELEASE

November 2, 2023

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 NOVEMBER CONFERENCES & 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 **\$6,259,939** in total estimated economic impact (EEI) in November 2023.

A portion of the total number of events and meetings in Augusta’s River Region in November 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 27,000 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):
CSI IT Management	10/29 -11/18	400	\$2,806,829.88
Georgia School Counselor Association	10/30 – 11/3	900	\$ 732,850.79
Georgia Council of the Blind	11/2 – 11/4	50	\$ 27,437.88
Society of 19th Century History	11/2 -11/5	45	\$ 43,309.56
Foodees Food Festival	11/2-11/6	3,000	\$ 52,368.39
National Sojourners Inc.	11/4 – 11/19	90	\$ 16,270.99

Georgia Association of School Business Officials	11/5 -11/10	600	\$ 782,494.59
Association County Commissioners of Georgia	11/5-11/7	55	\$ 14,886.01
2023 Head of the South Regatta	11/11 – 11/11	1,000	\$ 848,591.87
General Missionary Baptist Convention of Georgia	11/12 – 11/17	800	\$ 562,057.90
Alpha Phi Alpha Fraternity, Inc. – GA District Conference	11/16 -11/19	400	\$ 248,913.91
Augusta Symphony Guild Cotillion 2023	11/22 – 11/25	550	\$ 123,926.81
TOTAL:		7,890	\$6,259,939.00

###