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### 2016 April Visitor Spending in Augusta

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 will generate at least \$3,603,185.61 in total estimated economic impact (EEI) during the month of April. Sporting events, conventions and meetings are listed in the chart below for greater detail. It is important to note this does not reflect Masters tournament guest spending in Augusta.

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 US 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.

The list below represents a portion of the total number of events in Augusta this month. 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, that have available websites, have been hyperlinked for those who would like to learn additional information.

### Arrivals for the Month of April

Meeting/Event:	Dates:	Attendance:	Total Estimated Economic Impact (EEI):
<a href="#">Augusta University Athletics</a> 2016 Jaguar Intercollegiate (Men)	04/01-04/02/2016	1,000	\$136,098.63
Lineage of Champions <a href="#">2016 Icebreaker Invitational</a>	04/01-04/03/2016	1,800	\$777,834.42
PQ Sports <a href="#">2016 Augusta Invitational Tournament</a>	04/01-04/03/2016	1,500	\$616,777.89
Augusta Disc Golf Association <a href="#">2016 National Collegiate Disc Golf Competition</a>	04/13-04/16/2016	1,650	\$478,442.56
Georgia Psychological Association <a href="#">2016 GPA Annual Meeting</a>	04/15-04/17/2016	250	\$194,425.52
Lineage of Champions <a href="#">2016 Southern Exposure Showcase</a>	04/22-04/24/2016	1,800	\$777,834.42
Sacred Heart Garden Festival <a href="#">2016 Garden Festival</a>	04/22-04/24/2016	7,000	\$263,050.00
The Color Run <a href="#">2016 The Color Run</a>	04/30/2016	3,000	\$232,336.72

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