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### **Augusta's River Region welcomes January conferences and sporting events**

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 **\$3,915,180.76** in total estimated economic impact (EEI) during the month of January. 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 calculated based on research commissioned by both the Georgia Department of Economic Development (GDEcD) 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.

#### **Arrivals for the Month of January**

<b>Meeting/Event:</b>	<b>Dates:</b>	<b>Attendance:</b>	<b>Total Est. Economic Impact (EEI):</b>
<a href="#">Georgia Young Farmers Association</a> 2019 Conference	1/30-2/3	600	\$328,224.27
<a href="#">Atlantic Coast Cutting Horse Association</a> 40 <sup>th</sup> Annual Augusta Futurity 2019	1/12-1/19	6,000	\$2,470,606.92
<a href="#">Church of the Living God International, Inc.</a> 2019 Southeast Jurisdiction Meeting	1/25-1/27	375	\$166,852.74
<a href="#">Newman Tennis Center</a> 2019 Dasani Mayor's Cup Jr. Championships	1/4-1/6	975	\$419,123.55
<a href="#">National Association of Buffalo Soldiers Motorcycle Club</a> Soldier Ride 2019	1/18-1/21	600	\$287,189.19
<a href="#">Armed Forces Communications and Electronics Association</a> CERTS 2019	1/15-1/18	300	\$99,395.54

<a href="#">Siege of Augusta</a> 2019 Siege of Augusta XXVIII	1/18-1/20	200	\$84,323.83
<a href="#">BrickUniverse LEGO Fan Convention</a> 2019 LEGO Fan Convention	1/25-1/27	800	\$33,529.94

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