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Augusta's River Region welcomes Families and Athletes for July Boost in Visitor Spending

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 **\$11,590,172** in total estimated economic impact (EEI) during the month of July. 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.

July's boost in total EEI from meetings and events is partially attributed to the number of family reunions that enjoy coming to Augusta. The Augusta CVB has assisted 28 family reunions arriving just during the month of July. These reunions average 125 attendees. The largest reunion being welcomed to Augusta this month is the MCFO-Mose & Carrie Foreman Oliver Reunion with 350 guests and \$126,336.89 in total EEI.

Several sporting events are also responsible for this large amount of spending generated by tourism dollars. For example, Nike Peach Jam will bring 7,520 attendees and generate \$5,942,382.82 in total EEI. The Lineage of Champions Peach State Summer Showcase will bring 3,250 attendees and generate \$1,788,733.63 in total EEI.

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 July

Meeting/Event:	Dates:	Attendance:	Total Est. Economic Impact (EEI):
Parnell/Smiley Family Reunion	7/19-7/22	100	\$40,879.78
Lee/Prescott/Roney Family Reunion	7/19-7/22	100	\$56,984.98
South Carolina Roots Family Reunion	7/18-7/23	200	\$136,671.13
Smiling Family Reunion	7/5-7/7	75	\$42,002.93

Burroughs/Barber Family Reunion	7/19-7/22	150	\$85,477.46
Bass Family Reunion	7/19-7/22	150	\$81,759.56
Stewart Family Reunion	7/27-7/29	125	\$55,086.13
Glover Family Reunion	7/26-7/29	60	\$32,767.05
Norman/Brown Family Reunion	7/20-7/22	75	\$31,735.47
Ingram/Chandler Family Reunion	7/27-7/29	60	\$26,383.29
Rouse/Morris/Shennel Family Reunion	7/20-7/22	150	\$69,531.87
Augusta University Cyber Innovation Center Grand Opening and Summit	7/10-7/11	200	\$116,961.07
Oree/Sharper Family Reunion	7/6-7/8	90	\$40,415.00
Hughes Family Reunion	7/26-7/29	80	\$38,323.07
United Grand Lodge of Georgia 2018 United Grand Lodge of Georgia	7/27-7/29	200	\$88,388.49
Thurmond Family Reunion	7/3-7/8	175	\$134,868.48
Jenkins Family Reunion	7/5-7/9	175	\$120,549.60
Harvey/Tukes/Loftly Family Reunion	7/6-7/8	150	\$33,615.70
Paschal/Bentley Family Reunion	7/27-7/29	125	\$55,242.81
Wadley-Bartow Homecoming Reunion	7/11-7/15	200	\$137,770.97
Lloyd Family Reunion	7/26-7/29	75	\$92,096.31
Murray/Williams Family Reunion	7/27-7/29	85	\$38,097.79
Stephens Family Reunion	7/26-7/29	100	\$56,984.98
Bethel AME Church 2018 Christian Education Leadership Congress	7/16-7/20	200	\$195,304.76
Gray Family Reunion	7/13-7/15	100	\$46,354.58
Burton Family Reunion	7/6-7/8	125	\$32,955.24
American Junior Golf Association 2018 E-Z-GO Vaughn Taylor Championship	7/14-7/19	650	\$286,495.19

North Augusta Parks & Recreation 2018 South Carolina Dixie Boys State Baseball Tournament	7/21-7/26	1,600	\$1,248,169.04
Sew Much Talent 2018 Sewing Retreat	7/19-7/22	75	\$42,041.67
McFadden Family Reunion	7/13-7/15	100	\$45,978.45
Robertson/Tisdell Family Reunion	7/20-7/22	120	\$54,873.22
MCFO-Mose & Carrie Foreman Oliver Reunion	7/13-7/15	350	\$126,336.89
White/Marshall Family Reunion	7/6-7/8	120	\$60,180.39
Nike Peach Jam 2018 NIKE Peach Jam	7/11-7/15	7,520	\$5,942,382.82
Blue Sky Sports 2018 Tri the Parks at Mistletoe State Park	7/14/18	570	\$67,181.24
Lineage of Champions 2018 Peach State Summer Showcase	7/10-7/15	3,250	\$1,788,733.63
Walker Family Reunion	7/13-7/15	90	\$40,590.67

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