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Augusta's River Region welcomes March conferences and sports 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 **\$5,186,151.61** in total estimated economic impact (EEI) during the month of March. 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 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 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 March

Meeting/Event:	Dates:	Attendance:	Total Est. Economic Impact (EEI):
Savannah River Dart Association 2017 Garden City Classic	3/3-3/5/17	500	\$1,556,159.16
Newman Tennis Center 2017 Southern States Top 32	3/4-3/5/17	540	\$167,644.19
Grace Baptist Church 2017 Grace Baptist Couples Retreat	3/10-3/11/17	100	\$46,975.29
Greenbrier High School Booster Club 2017 TaxSlayer Border Classic Soccer Invitational	3/16-3/18/17	4,925	\$877,906.96
Kappa Alpha Psi Fraternity 2017 Joint State Meeting	3/16-3/19/17	400	\$398,373.36
Augusta University Athletics 2017 3M Augusta Invitational	3/17-3/19/17	500	\$131,848.11
Woodmen of the World Life Insurance 2017 North Georgia Jurisdictional Convention	3/23-3/26/17	800	\$840,160.11
The Gathering of Christ Church Passover 2017	3/23-3/26/17	2,000	\$774,872.39