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Augusta's River Region welcomes November 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 **\$3,354,253.95** in total estimated economic impact (EEI) during the month of November. 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 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 November

Meeting/Event:	Dates:	Attendance:	Total Est. Economic Impact (EEI):
Augusta City Classic, Inc. 2017 Augusta City Classic Hall of Fame Game	11/4	3,000	\$500,918.92
GA Association of School Business Officials GASBO Annual Meeting 2017	11/7-11/10	475	\$238,586.63
Augusta Rowing Club 2017 Head of the South Regatta	11/10	4,200	\$1,650,120.42
New Era Baptist Convention 2017 New Era Baptist Annual Convention	11/12-11/16	300	\$174,330.60
Newman Tennis Center 2017 Dasani Mayor's Cup Jr. Championships	11/25-11/26	975	\$323,709.91

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