



METRO ATLANTA FACTS AND FIGURES

Total Visitors

- 35.4 million total visitors in 2008, down from 37 million in 2007 and 38 million in 2006
- \$11 billion in direct spending in 2008, steady from 2006
Source: D.K. Shifflet and Associates, Ltd., 2008
- Atlanta visitors help support over 234,200 jobs
Source: Georgia Department of Labor, 2008

Business/Convention Visitors

- 11.8 million business visitors in 2008, down from 13.1 million in 2007;
- Business visitors spent \$5.3 billion in 2008 and 2007
Source: D.K. Shifflet and Associates, Ltd., 2008
- 55 Citywide conventions in 2009, *Source: ACVB*

Leisure Visitors

- 23.6 million leisure visitors in 2008, down slightly from 23.9 million in 2007
- The 23.6 million leisure visitors spent \$5.7 billion in 2008, down from the 23.9 million leisure visitors that spent \$6.1 billion in 2007
Source: D.K. Shifflet and Associates, Ltd., 2008

Lodging

- 5th largest supply of U.S. hotel rooms of 94,155 at 787 properties;
49,288 average daily occupancy
- Metro Atlanta Occupancy: 53.0%
 - Downtown: 53.6%
 - Midtown: 56.8%
 - Airport: 66.5%
 - Buckhead: 61.6%
- Metro Atlanta Average Room Rate: \$83.01
Source: Smith Travel Research, Year End 2009
- \$35.9 million in hotel/motel tax collections generated for the City of Atlanta in 2009
- Total hotel tax = 15% (4% State Sales tax, 7% Occupancy Tax and 4% City Sales Tax)
Source: City of Atlanta

Atlanta Area Information

- Mayor: Kasim Reed; GA Governor: Sonny Perdue
- Metro Atlanta: 28 counties, 8,480 square miles;
131 square miles in City of Atlanta
- Metro Atlanta Population: 5,138,223
City of Atlanta Population: 519,145
Sources: Census Bureau, 2008



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Airport, MARTA and Taxi

- Within a 2 hour flight of 80% of the U.S. population
 - Over 1,300 daily domestic departures
 - Over 150 U.S. destinations with non-stop service from Atlanta
 - Direct flights to 95 cities in 57 countries

Source: Hartsfield-Jackson Atlanta International Airport, 2008

- Metro Atlanta Rapid Transit Authority (MARTA) :
 - \$2.00 fare one-way; Visitor Pass Program discounts
 - 132 bus routes
 - 48 miles of rail track
 - Service population = 1.5 million+
- Taxicab rates range from \$30-38 one way to/from airport and central business district; rates approximately \$8 from business to business within central business district

Source: MARTA, 2008

Source: Atlanta Bureau of Taxicabs and Vehicles for Hire

Dining and Entertainment

- Over 500 Zagat-rated restaurants in Atlanta's variety of neighborhoods,
Source: www.zagat.com
- Over 30 major cultural, educational and sports attractions and venues,
Source: ACVB
- 348 public parks and 57 public golf courses
Source: City of Atlanta
- Over 950 shopping centers

Major Convention Centers

- Georgia World Congress Center
 - 1.4 million sq. ft. of exhibit space; 4th largest in U.S.
- Georgia International Convention Center
 - 150,000 sq. ft. of exhibit space

Weather

- July is the warmest month on average; highest temperature recorded was 105°F in 1980
- January is the coolest month on average; lowest temperature recorded was -9°F in 1899
- Most precipitation typically occurs in March

Source: The Weather Channel, 2008