



METRO ATLANTA FACTS AND FIGURES

Total Visitors

- 37.02 million total visitors in 2007, down from 38.05 million in 2006
- \$11.4 billion in direct spending in 2007, steady from 2006
Source: D.K. Shifflet and Associates, Ltd., 2007
- Atlanta visitors help support over 225,000 jobs
Source: Georgia Department of Labor, 2007

Business/Convention Visitors

- 13.11 million business visitors in 2007;
- The 13.11 million business visitors spent \$5.3 billion in 2007;
Source: D.K. Shifflet and Associates, Ltd., 2007
- 55 Citywide conventions in 2008, *Source: ACVB*

Leisure Visitors

- 23.92 million leisure visitors in 2007;
13.26 million of the 23.92 million spent at least one night in Atlanta
- The 23.92 million leisure visitors spent \$6.1 billion in 2007;
the 13.26 million overnight leisure visitors spent \$5.2 billion
Source: D.K. Shifflet and Associates, Ltd., 2007

Lodging

- 5th largest supply of U.S. hotel rooms of 92,256 at 772 properties;
53,619 average daily occupancy
- Metro Atlanta Occupancy: 58.8%
 - Downtown: 61.2%
 - Airport: 66.5%
 - Buckhead: 66.1%
- Metro Atlanta Average Room Rate: \$91.03
Source: Smith Travel Research, Year End 2008
- \$43.5 million in hotel/motel tax collections generated for the City of Atlanta in 2008
- Total hotel tax = 15% (4% State Sales tax, 7% Occupancy Tax and 4% City Sales Tax)
Source: City of Atlanta

Atlanta Area Information

- Mayor: Shirley Franklin; 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) :
 - \$1.75 fare one-way; Visitor Pass Program discounts
 - 130 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