



METRO ATLANTA DOMESTIC BUSINESS/CONVENTION VISITOR PROFILE

Business 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*

Business Visitor Trip Data

- 2008 Average Party Size = 1.65 persons
- 2008 Average Stay Length = 2.27 days
- 2008 Average Party Spend = \$744.9
- 2008 Spend per person per day = \$198.6
Source: D.K. Shifflet and Associates, Ltd., 2008

Top U.S. Hosts of Large Trade Shows

1. Las Vegas, 252 shows
2. New York, 127 shows
3. Chicago, 122 shows
4. Orlando, 100 shows
5. Atlanta, 97 shows

**Shows with over 5,000 net sq. ft. of exhibit space
Source: Tradeshow Week Data Book, 2009*

Convention/Meeting Facilities

1. [Georgia World Congress Center](#)
2. Georgia Dome; www.gadome.com
3. Philips Arena; www.philipsarena.com
4. AmericasMart; www.americasmart.com
5. Georgia International Convention Center; www.gicc.com
6. Gwinnett Center; www.gwinnettcenter.com
7. Cobb Galleria Centre; www.cobbgalleria.com
8. Boisfeuillet Jones Atlanta Civic Center; www.atlantaciviccenter.com
9. Hartsfield-Jackson Atlanta International Airport Executive Conference Center; www.atlanta-airport.com
10. Georgia Tech Global Learning and Conference Center; www.glcc.gatech.edu



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Other Facts

- 11,754 hotel rooms at 30 properties within a 1-mile radius of the Georgia World Congress Center
- 16,122 hotel rooms at 58 properties in Downtown and Midtown Atlanta
- 10,681 hotel rooms at 67 properties in Airport area
- 7,528 hotel rooms at 41 properties in Buckhead

Source: Smith Travel Research, Year End 2009

City-Wide Historical Bookings

Year	1500-4999 peak		Over 5000 peak		Totals	
	# of groups	Roomnights	# of groups	Roomnights	# of groups	Roomnights
2006	30	329,650	18	594,429	48	924,079
2007	45	472,808	17	490,586	62	963,394
2008	39	411,870	16	517,909	55	929,779
2009	43	419,203	12	330,241	55	749,444