



## METRO ATLANTA DOMESTIC BUSINESS/CONVENTION VISITOR PROFILE

### Business/Convention Visitors

- 12.4 million business visitors in 2006;  
5.7 million of the 12.4 million visited Atlanta for a convention
- The 12.4 million business visitors spent \$5.2 billion in 2006;  
the 5.7 million conventioners spent \$2.4 billion  
*Source: D.K. Shifflet and Associates, Ltd., Oct. 2007*
- 62 Citywide conventions in 2007, *Source: ACVB*

### Business Visitor Trip Data

- 2006 Average Party Size = 1.59 persons
- 2006 Average Stay Length = 2.49 days
- 2006 Average Party Spend = \$668
- 2006 Spend per person per day = \$169  
*Source: D.K. Shifflet and Associates, Ltd., Oct. 2007*

### Top U.S. Hosts of Large Trade Shows

1. Las Vegas, 250 shows
2. Chicago, 150 shows
3. New York, 145 shows
4. Atlanta, 100 shows
5. Orlando, 91 shows

*\*Shows with over 5,000 net sq. ft. of exhibit space  
Source: Tradeshow Week Data Book, 2007*

### Convention/Meeting Facilities

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



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### Other Facts

- 10,695 hotel rooms at 23 properties within a 1-mile radius of the Georgia World Congress Center
- 14,820 hotel rooms at 53 properties in Downtown and Midtown Atlanta
- 10,361 hotel rooms at 64 properties in Airport area
- 7,847 hotel rooms at 40 properties in Buckhead

Source: Smith Travel Research, Year End 2007

### City-Wide Historical Bookings

### City-Wide Groups Booked as of June 30, 2008

Year	1500-4999 peak		Over 5000 peak		Totals	
	# of groups	Roomnights	# of groups	Roomnights	# of groups	Roomnights
*2003	41	427,217	11	275,956	52	703,173
*2004	42	458,881	15	420,784	57	879,665
*2005	45	475,913	16	412,168	61	888,081
*2006	30	329,650	18	594,429	48	924,079
*2007	45	472,808	17	490,586	62	963,394