



Overnight Leisure Visitors to Atlanta Increases in 2007

ATLANTA (Aug. 14, 2008) – A recent study conducted for Atlanta Convention & Visitors Bureau (ACVB) found that overnight leisure visitors to Atlanta increased from 12.96 million in 2006 to 13.26 million in 2007 and the length of stay for leisure visitors increased from 2.22 days to 2.32 days. Business travel also increased, particularly in the day business traveler segment.

The study, conducted by D.K. Shifflet and Associates, showed that while last year’s number of visitors declined by three percent from 38.1 million visitors in 2006 to 37 million visitors in 2007, visitation was still two percent higher than in 2005. Spending from 2006 to 2007 held steady at \$11.4 billion despite the decrease in visitors and pumping significantly more dollars in to the city’s economy were than the \$10.2 billion spent in 2005.

“As the second largest contributor to Atlanta’s economy, it’s critical that the hospitality industry has maintained its economic impact,” said Mark Vaughan, executive vice president of sales and marketing for ACVB.

Metro Atlanta	2007 Volume (in millions)	2006 Volume (in millions)	2007 Spending (in billions)	2006 Spending (in billions)
Total	37.02	38.05	\$11.4	\$11.4
Business	13.11	12.35	\$5.3	\$5.2
Leisure	23.92	25.70	\$6.1	\$6.2
Day	17.01	17.86	\$1.7	\$1.7
Overnight	20.02	20.19	\$9.7	\$9.8

Established in 1913, ACVB is a private, nonprofit organization created to favorably impact the Atlanta economy through conventions and tourism. For more information, visit www.atlanta.net.

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