

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

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 Tradeshows*

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

- Georgia World Congress Center; www.gwcc.com
- Georgia Dome; www.gadome.com
- Philips Arena; www.philipsarena.com
- AmericasMart; www.americasmart.com
- Georgia International Convention Center; www.gicc.com
- Gwinnett Center; www.gwinnettcenter.com
- Cobb Galleria Centre; www.cobbgalleria.com
- Boisfeuillet Jones Atlanta Civic Center; www.atlantaciviccenter.com
- Hartsfield-Jackson Atlanta International Airport Executive Conference Center; www.atlanta-airport.com
- Georgia Tech Global Learning and Conference Center; www.glcc.gatech.edu

Other Facts

- 10,693 hotel rooms at 23 properties within a 1-mile radius of the Georgia World Congress Center
- 14,818 hotel rooms at 53 properties in Downtown and Midtown Atlanta
- 10,367 hotel rooms at 64 properties in Airport area
- 7,948 hotel rooms at 41 properties in Buckhead

Source: Smith Travel Research, Nov. 2007

Atlanta Convention and Visitors Bureau City-Wide Groups Booked as of December 31 ,2007

Year	1500-4999 peak night		Over 5000 peak night		Totals	
	# of groups	Roomnights	# of groups	Roomnights	# of groups	Roomnights
*2002	33	350,299	15	502,861	48	853,160
*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
2008	40	418,467	16	517,909	56	936,376
2009	28	291,023	13	383,739	41	674,762
2010	25	241,354	18	737,705	43	979,059
2011	9	91,676	7	243,470	16	335,146

* numbers reflect historical year-end totals