



METRO ATLANTA FACTS AND FIGURES

Total Visitors

- 38.1 million total visitors in 2006, up from 36.4 million in 2005
- \$11.4 billion in direct spending in 2006, up from \$10.2 billion in 2005
Source: D.K. Shifflet and Associates, Ltd., Oct. 2007
- Atlanta visitors help support over 225,000 jobs
Source: Georgia Department of Labor, 2007

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*

Leisure Visitors

- 25.7 million leisure visitors in 2006;
13 million of the 25.7 million spent at least one night in Atlanta
- The 25.7 million leisure visitors spent \$6.2 billion in 2006;
the 13 million overnight leisure visitors spent \$5.1 billion
Source: D.K. Shifflet and Associates, Ltd., Oct. 2007

Lodging

- 5th largest supply of U.S. hotel rooms of 90,933 at 755 properties;
57,280 average daily occupancy
- Metro Atlanta Occupancy: 63.2%
 - Downtown: 66.1%
 - Airport: 69.6%
 - Buckhead: 69.0%
- Metro Atlanta Average Room Rate: \$89.93
Source: Smith Travel Research, Year End 2007
- \$46.1 million in hotel/motel tax collections generated for the City of Atlanta in 2007
- 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: 4,917,717;
City of Atlanta Population: 429,500
Sources: Census Bureau, 2006; Atlanta Regional Commission, 2006



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Airport, MARTA and Taxi

- Within a 2 hour flight of 80% of the U.S. population
 - 1,224 daily domestic departures; 178 U.S. cities with nonstop service
 - 741 weekly nonstop international departures; 80 international cities with nonstop service

Source: Hartsfield-Jackson Atlanta International Airport, 2007

- Metro Atlanta Rapid Transit Authority (MARTA) :
 - \$1.75 fare one-way; Visitor Pass Program discounts
 - 120 bus routes
 - 48 miles of rail track
 - Service population = 1.5 million+

Source: MARTA, 2006

- 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: 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