



ATLANTA™

**Convention & Visitors Bureau**

**Big City, *Southern Hospitality***



# Metro Atlanta Visitors

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Georgia

48 million

Metro-Atlanta

18.7 million

Almost 40% of Georgia's visitors come to Atlanta

\*Source: Travel Industry Association of America



# Metro Atlanta Visitors

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- Atlanta is recognized as one of the top cities for conventions
- Approximately 75 City-wide meetings are held annually in Downtown Atlanta

# Numbers June 2005 vs 2004 YTD\*

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	<u>2005</u>	<u>2004</u>	<u>%Change</u>	<u>National</u>
<b>Metro Occupancy</b>	62.4	59.6	4.7	2.8%
<b>Downtown</b>	64.1	61.7	3.9	
<b>Buckhead</b>	67.9	66.7	1.8	
<b>Airport</b>	71.5	66.9	6.9	
<b>Hotels 500+</b>	66.2	66.4	-0.3	
<b>Metro Demand</b>	10,424,658	9,910,055	5.2	3.3%
<b>Downtown</b>	1,833,238	1,776,257	3.2	
<b>Buckhead</b>	1,020,775	971,818	5	
<b>Airport</b>	1,314,695	1,219,020	7.8	
<b>Hotels 500+</b>	1,247,886	1,252,202	-0.3	
<b>Metro Avg Room Rate</b>	78.54	75.65	3.8	4.8%
<b>Downtown</b>	118.29	117.26	0.9	
<b>Buckhead</b>	111.38	99.87	11.5	
<b>Airport</b>	71.58	67.47	6.1	
<b>Hotels 500+</b>	129.48	126.69	2.2	

\*Source: Smith Travel Research

# Atlanta Among the Top Ten

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## Inventory YTD

ORLANDO, FL	116134
CHICAGO, IL	102414
LOS ANGELES-LONG BEACH,CA	97132
<b>ATLANTA, GA</b>	<b>93079</b>
WASHINGTON, DC-MD-VA	90566
DALLAS, TX	70845
SAN DIEGO, CA	54253
ANAHEIM-SANTA ANA, CA	53611
SAN FRANCISCO/SAN MATEO, CA	51699
NEW ORLEANS, LA	38456

## Nightly Demand YTD

ORLANDO, FL	87980
LOS ANGELES-LONG BEACH,CA	72509
WASHINGTON, DC-MD-VA	66229
CHICAGO, IL	62483
<b>ATLANTA, GA</b>	<b>58078</b>
DALLAS, TX	41773
SAN DIEGO, CA	39282
ANAHEIM-SANTA ANA, CA	39244
SAN FRANCISCO/SAN MATEO, CA	34937
NEW ORLEANS, LA	26812

# Atlanta Among the Top Ten

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## Occupancy YTD

ORLANDO, FL	75.8
LOS ANGELES-LONG BEACH, CA	74.7
ANAHEIM-SANTA ANA, CA	73.2
WASHINGTON, DC-MD-VA	73.1
SAN DIEGO, CA	72.4
NEW ORLEANS, LA	69.7
SAN FRANCISCO/SAN MATEO, CA	67.6
<b>ATLANTA, GA</b>	<b>62.4</b>
CHICAGO, IL	61.0
DALLAS, TX	59.0

## Average Room Rate YTD

WASHINGTON, DC-MD-VA	132.80
SAN FRANCISCO/SAN MATEO, CA	122.52
SAN DIEGO, CA	120.31
NEW ORLEANS, LA	115.80
CHICAGO, IL	105.07
LOS ANGELES-LONG BEACH, CA	102.44
ANAHEIM-SANTA ANA, CA	100.18
ORLANDO, FL	97.13
<b>ATLANTA, GA</b>	<b>78.54</b>
DALLAS, TX	77.96



# Future Priorities

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- Increase room nights & visitor spending
- Development and implementation of Brand Positioning for Atlanta
- Effectively Launch New Product Additions to the Hospitality Inventory
- Funding
- Public Issues and Advocacy



# New Product

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- Atlantic Station – October 2005
- Georgia Aquarium – November 2005
- High Museum – November 2005
- Hartsfield-Jackson Int'l Airport
  - New Runway – May 2006
- Olympic Museum – May 2006
- New World of Coke - 2007
- Atlanta Symphony Orchestra - 2011
- NASCAR Hall of Fame?????





# New Programs

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- Downtown City Pass
- Package Programs
- Transportation
  - Downtown Connector/Peachtree Trolley
- Signage
- Beautification
- Website – [www.atlanta.net](http://www.atlanta.net)



# Group Markets

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- Fighting for market share in this segment
- Will grow by concentrating on the following segments:
  - Corporate
  - Small to Medium Sized Meetings
  - Medical and Pharmaceutical



# Leisure Market

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- New product provides great opportunity
- Strong growth beginning this fall 2006
- Short term/Long term strategies required



# International Market

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- Will continue to grow
- Atlanta is ranked 15<sup>th</sup> among the top cities visited by overseas travelers
- Hartsfield-Jackson Int'l Airport is a valued asset to this community
- The airport is recognized as a Gateway

# City Wide Meetings 2001 - 2005

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<u>Year</u>	<u># Groups</u> ( > 1,500 rooms per night)	<u>Room Nights</u>
2002	48	853,160
2003	52	703,173
2004	57	879,665
2005	57	821,051
2006 YTD	36	683,187
2006 Projected	49	785,000

# Projections

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	Occupancy	Average Rate
2004* <sub>(actual)</sub>	59.5%	\$76.18
2005	62.4 %	\$80.67
2006	63.4%	\$84.67

\*Source: PKF

# Five Year Comparison

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	<u>Year End Occupancy</u>	<u>Avg Daily Rate</u>
2000	65.1%	\$78.63
2001	60.5%	\$77.42
2002	58.2%	\$75.27
2003	56.8%	\$72.67
2004	59.5%	\$76.18
2005*	62.4%	\$80.67

\*projected

Source: PKF and Smith Travel Research