

UPDATE 2024 ATLANTA 24



2024 YTD : Praise for Atlanta's Hospitality Industry

"The City of Atlanta and the team we work[ed] with to put on MODEX has been nothing short of phenomenal. It is apparent that Atlanta is as committed to our show's success as we are and we enjoy working with them. Atlanta is extremely accessible and having the GWCC in the heart of downtown and walkable to nearby hotels, restaurants, and attractions is great."

"Atlanta has continuously provided a high quality experience for our attendees and worked collaboratively with us to address challenges"

"True partnership with the city and venue."

"The GWCC campus offers so much... the look on the faces of our attendees coming into general session on Day 1 in Mercedes-Benz Stadium was amazing!"

"The response from the attendees was very positive."

We are returning back to

Atlanta!
GEORGIA WORLD CONGRESS CENTER

FEBRUARY
24th
26th
2024

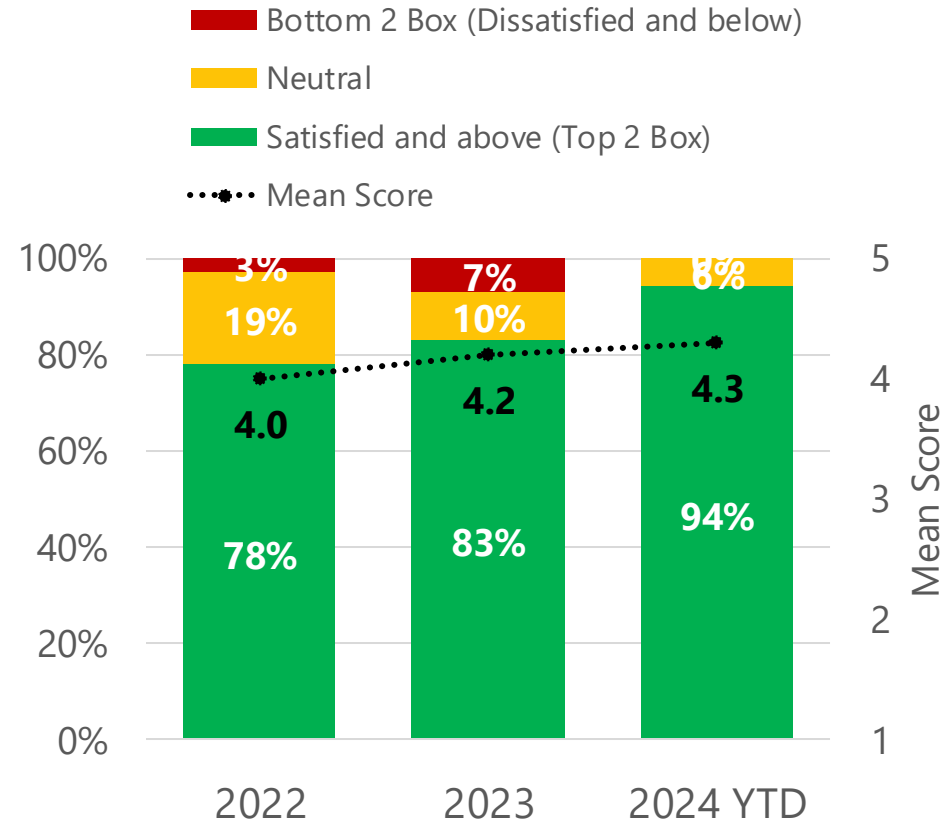
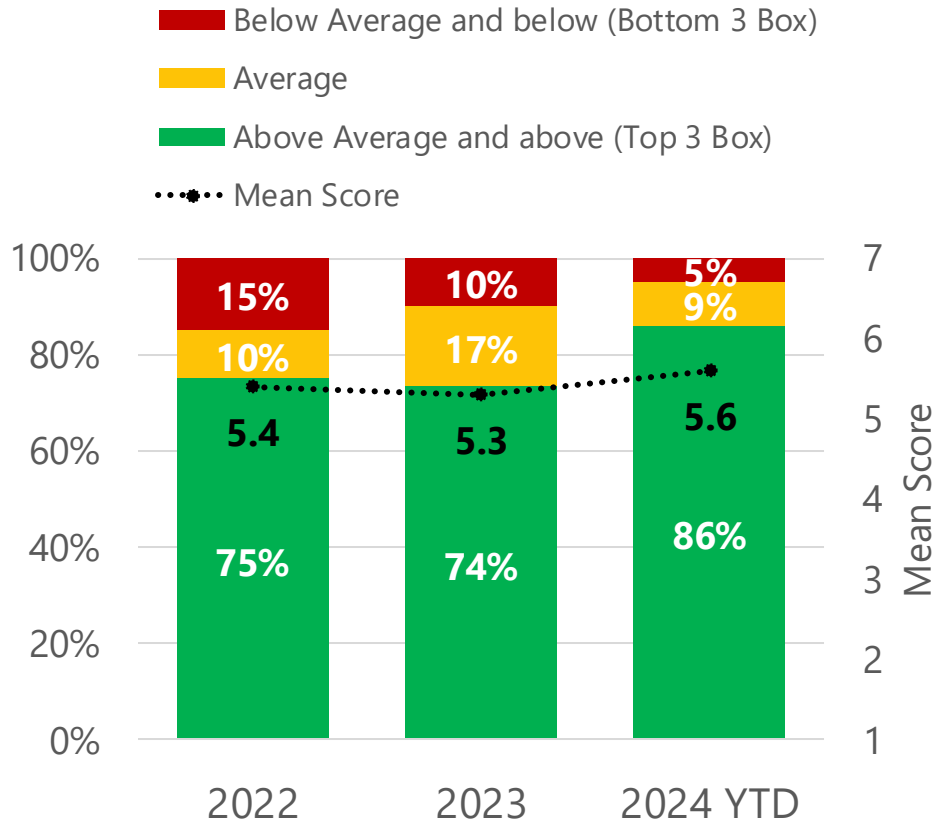
#ATLHOMECOMING2024

www.bronnerbros.com

PLANNER & ATTENDEE SATISFACTION GROWING

Q: Compared to other destinations where you have held meetings, **how does Atlanta rate in overall experience?** (7-point scale)

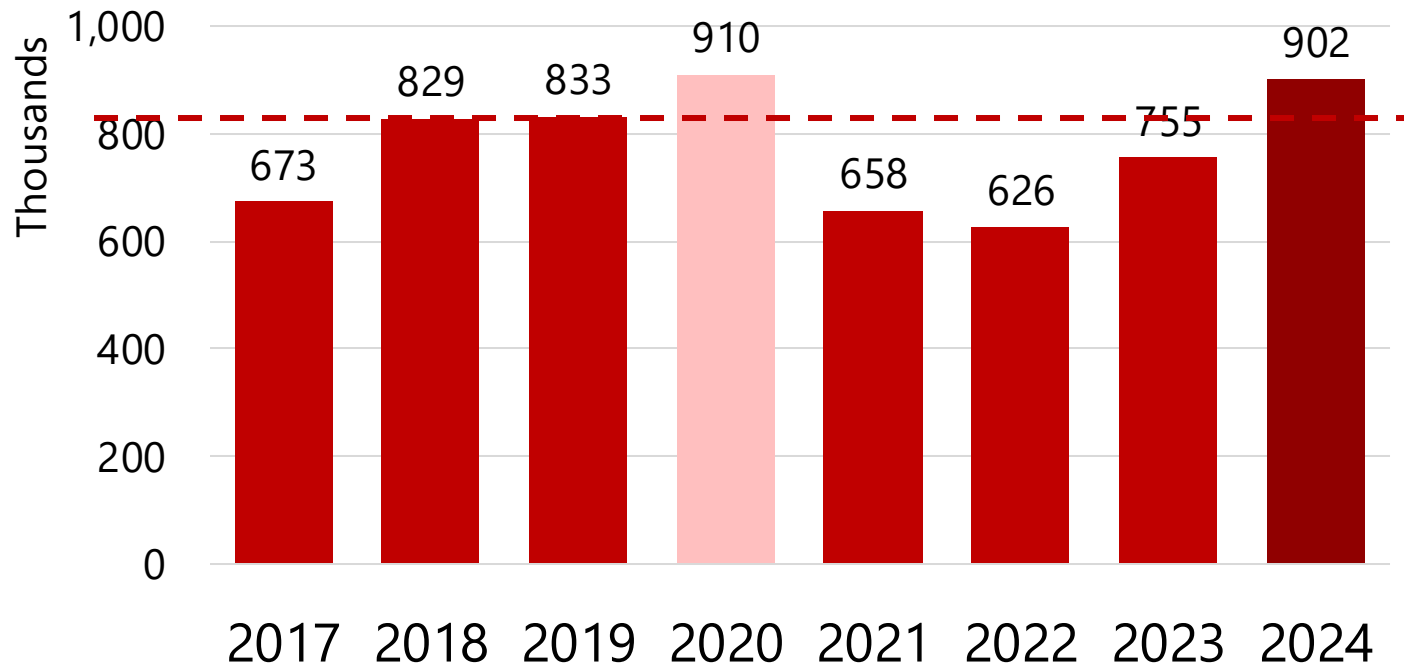
Q: **How satisfied do you believe your attendees** were with their experience in Atlanta (5-point scale)



Source: ACVB, 2024 YTD, n = 23 client responses; 2022 = 39; 2023 = 42

ACVB SALES ROOMS BLOCKED EACH YEAR FOR THE FUTURE

YTD



2024 vs. 2019

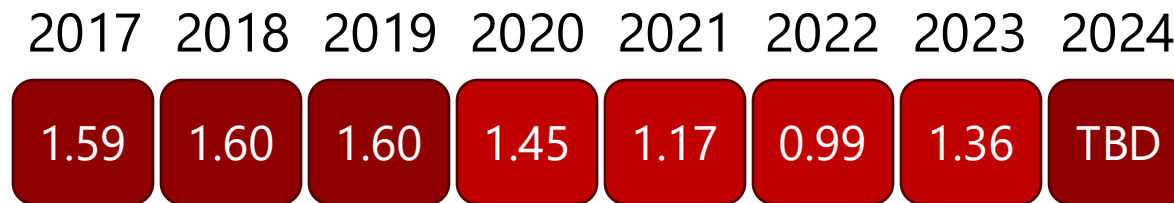
108%

2024 vs. 2023, YOY

+19%

YE

Millions

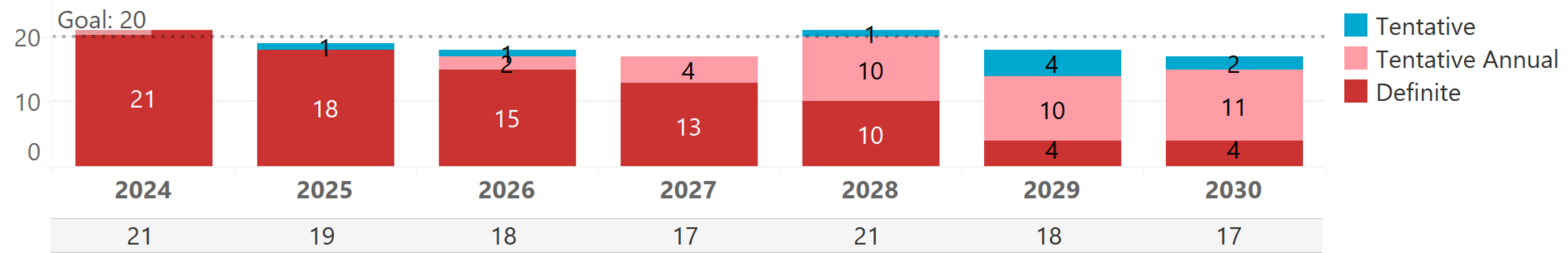


Side Note: 2020 had the strongest first half of the year in booking groups, but dropped in pace in the second half of the year leading to a lower year-end total than 2016-2019.

LARGE GROUPS FOR FUTURE YEARS

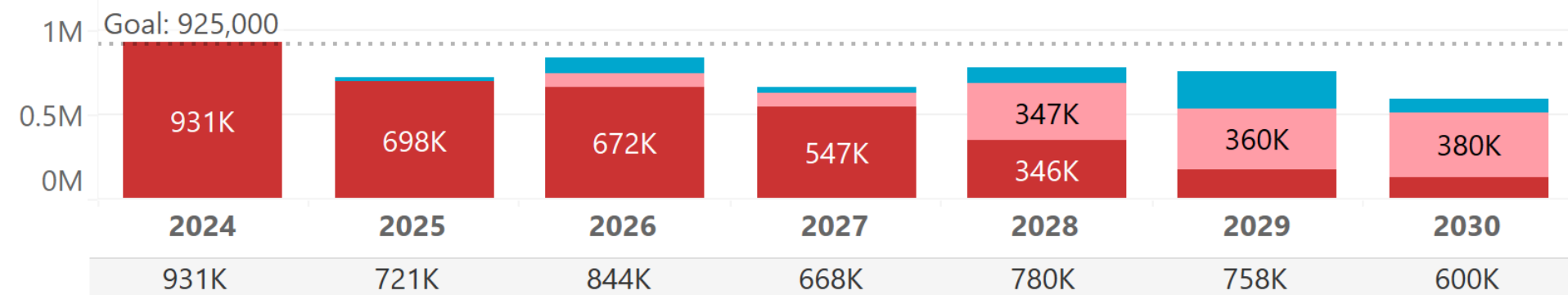
5,000+ on Peak

Number of Events



2,500+ on Peak

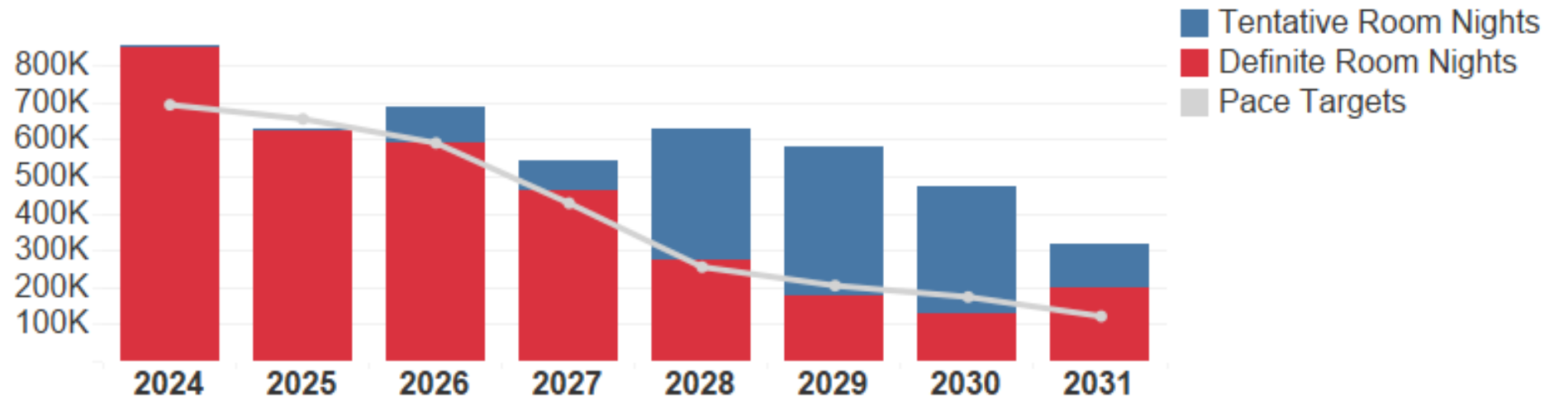
Room Nights



LONG-TERM PACE REPORT

GWCC Events, Pace Relative to 2021 - 2023

	2024	2025	2026	2027	2028	2029	2030	2031	Total
Definite Room Nights	854,699	624,147	593,036	460,193	275,320	179,744	128,580	197,552	3,313,271
Pace Targets	695,570	657,154	592,144	429,317	256,549	206,187	175,458	123,241	3,135,620
Variance	159,129	-33,007	892	30,876	18,772	-26,443	-46,878	74,311	177,651
Consumption Benchmark	698,489	698,489	698,489	698,489	698,489	698,489	698,489	698,489	5,587,913
Pace Percentage	123%	95%	100%	107%	107%	87%	73%	160%	106%
Total Tentatives	240	6,606	95,520	84,065	351,378	400,456	343,687	118,319	1,400,271
Annual Tentatives			40,311	70,445	253,287	240,701	206,333	118,319	929,396



ACVB SALES ROOMS BLOCKED BY HISTORY CATEGORY YTD 2024

New 35%

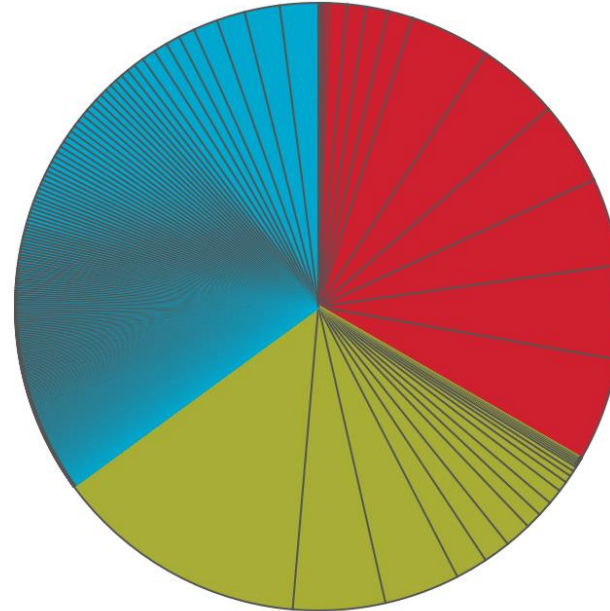
Groups that have never brought an event to Atlanta with 1,200+ on peak, or in the last 7 years.

- **Natl Society of Black Engineers 2024**
- **Osaic ConnectEd 2026**
- **Intl City/County Management Assoc 2028**
- **Rockwell Automation 2029**

Repeat 32%

Groups that do not meet in Atlanta annually but have held a meeting with 1,200+ on peak in Atlanta in the last 7 years.

- **American Society of Hematology 2036**
- **The NACS Show 2031**
- **American College of Cardiology 2031**
- **Sage Software 2025**



Annuals 33%

Groups that meet in Atlanta every year, or every year they meet if only biennial (MODEX).

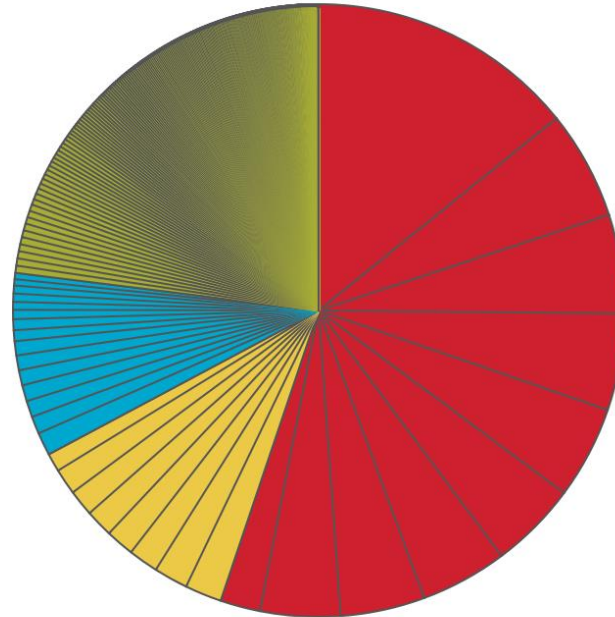
- **Atlanta Market at AmericasMart 2028**
- **SkillsUSA 2027**
- **IPPE 2027**
- **Cheersport 2027**

Side Note: Prior to Covid, Annuals also represented around 1/3 of booked room nights. During 2021-2022, however, annuals booked more important and represented half of our rooms. In 2023 and 2024, the share of rooms for annuals has returned to more normal levels.

ACVB SALES ROOMS BLOCKED BY PEAK SIZE CATEGORY YTD 2024

< 1,200 on Peak

- 22% of Total Rooms Blocked
- 450+ Events Turned Definite, 90% of Total Number of Groups Booked
- Recovered, 100% of 2019 Rooms Blocked YTD
- Highest Number of Groups Booked Since 2015



5,000+ on Peak

- 55% of Total Rooms Blocked
- 10 Events Turned Definite, 2% of Total Number of Groups Booked

1,200 – 2,499

- 10% of Total Rooms Blocked
- Beyond Recovered, 141% of 2019 Rooms Blocked YTD
- Highest Number of Rooms Blocked Since 2016

2,500 – 4,999 on Peak

- 13% of Total Rooms Blocked



Major Sporting Events in 2025+

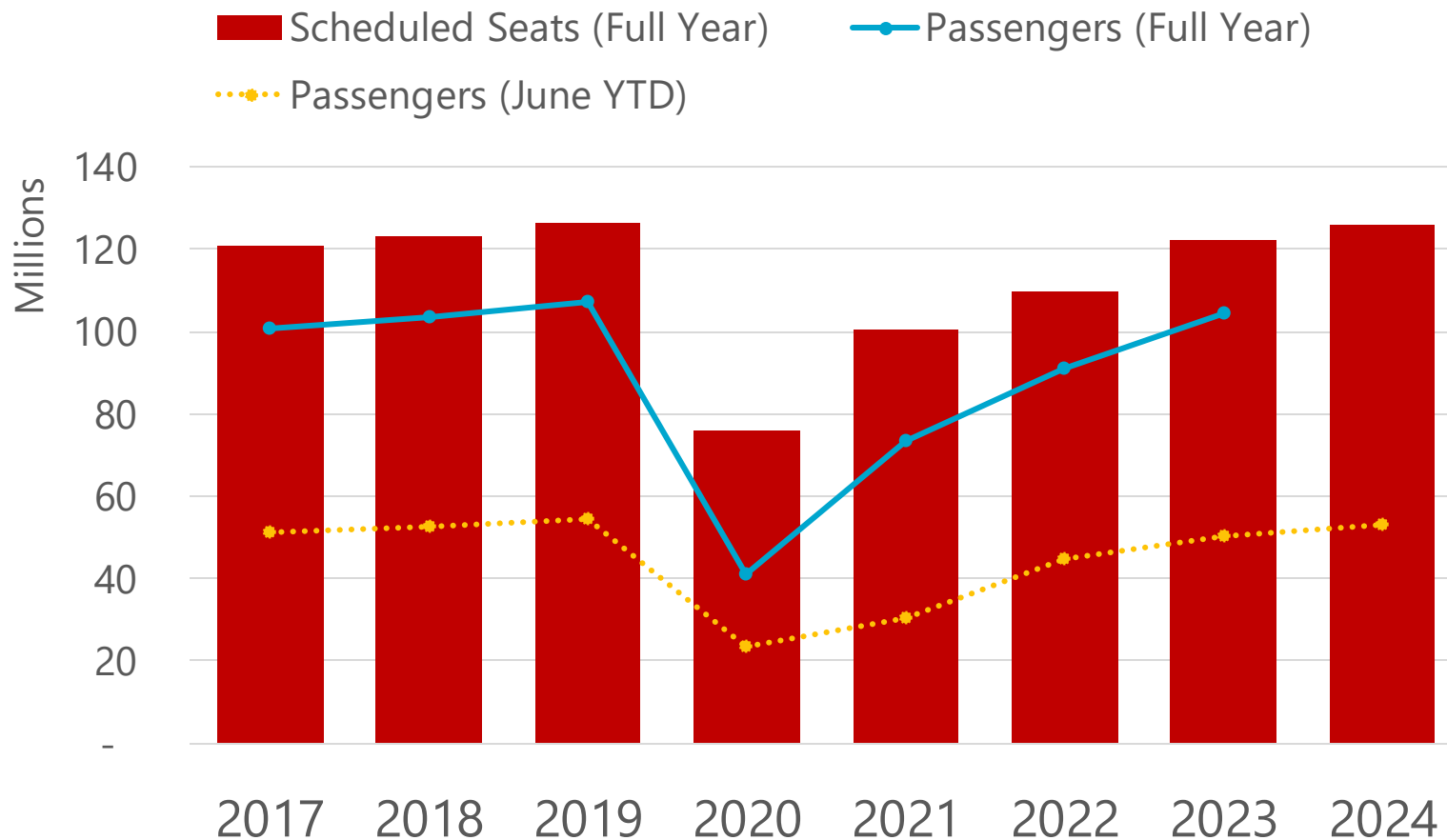
- College Football Playoff National Championship (2025)
- NCAA Men's Basketball Southeast Regional (2025)
- MLB All-Star Game (2025)
- NCAA Men's Final Four and Super Bowl bids



FIFA World Cup 2026

- Eight matches
 - Five group stage matches
 - Round of 32
 - Round of 16
 - Semifinal
- Economic boom to the region
 - Hundreds of thousands of fans to descend upon the city
 - Impact analysis by Metro Atlanta Chamber forecasts \$503.2 million in economic impact to Atlanta and the state of Georgia
- Television audience of 19 billion in 2022
- Approximately 50 percent of the entire world watched the FIFA World Cup

RECOVERY OF CAPACITY AND TRAVELERS AT ATL



Scheduled Seats
2024 vs. 2019

99.7%

Passengers (YTD)
2024 vs. 2019

97.9%

In 2024, ATL has non-stop flights to 79 international destinations. This is 8 more than 2023, and 3 more than 2019. It also ties with 2017 for the highest yearly level in the last 8 years.



MARTA upgrades

- 10-year capital program to renovate all 38 stations started earlier this year at Airport station
- Station rehab includes refreshed signage and wayfinding, enhanced lighting, landscaping and murals
- Improves the visitor experience as many guests, especially international travelers, use MARTA to traverse the city

MICHELIN GUIDE

A Taste Of Atlanta's Diverse Dining Scene

30

Recommended
Restaurants

10

Bib Gourmand
Restaurants

4

Special
Awards

2

Green
Stars



ONE STAR Restaurants

Atlas



Bacchanalia



Hayakawa



Lazy Betty

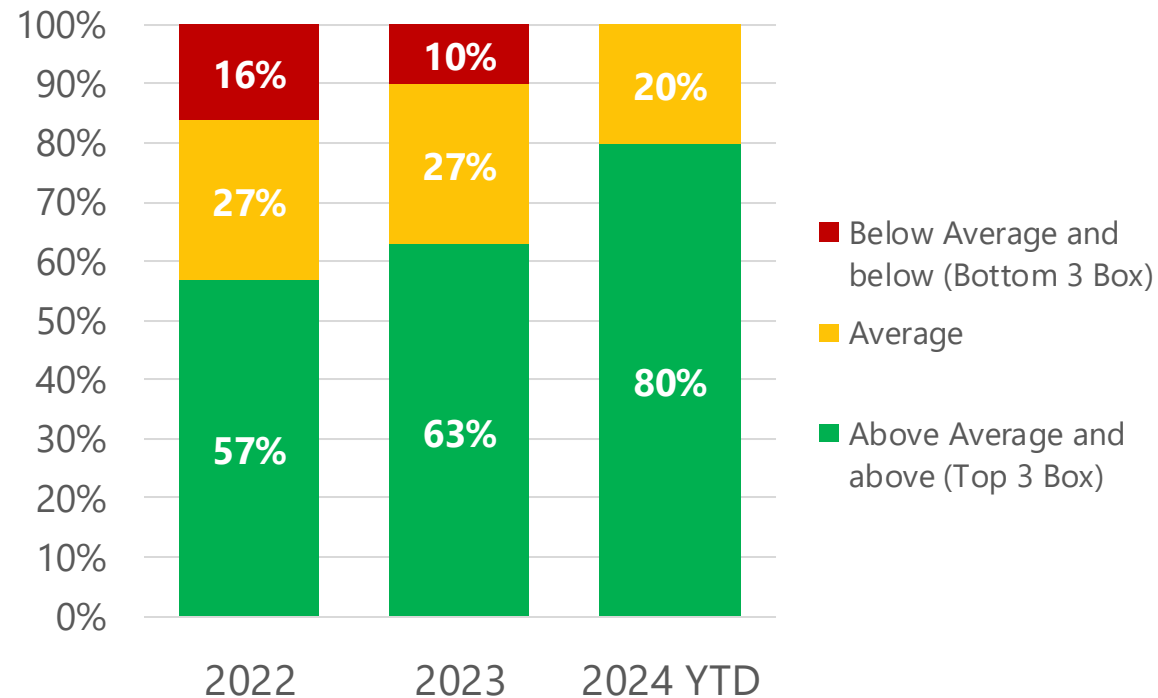


Mujō



RATINGS OF ATLANTA'S RESTAURANTS IMPROVED DRAMATICALLY IN 2024 WITH MEETING CUSTOMERS

Q: Compared to other destinations where you have held events / meetings, **how does Atlanta rate in: Restaurants?** (7-point scale)



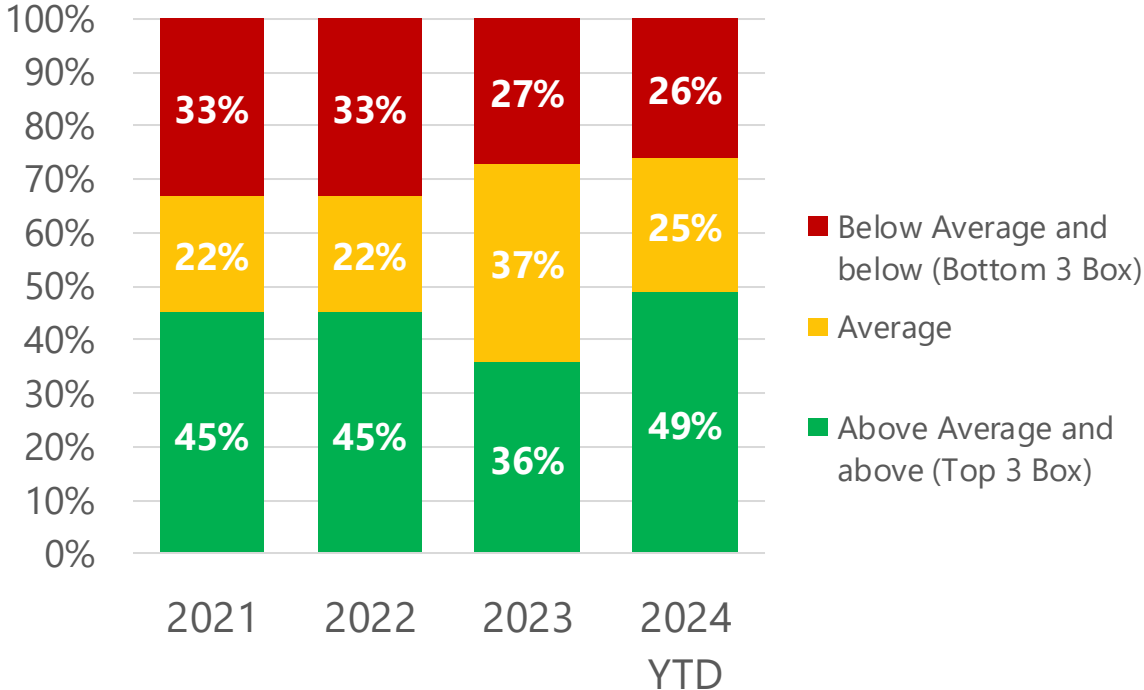
Safety & Security

11 public safety agencies sharing jurisdiction with more than 500 police dedicated providing services to the Downtown district



RATINGS OF ATLANTA'S SAFETY IMPROVING WITH MEETING CUSTOMERS

Q: Compared to other destinations where you have held events / meetings, **how does Atlanta rate in: Public Safety?** (7-point scale)



"After our ## 2022 conference, our attendee feedback was mostly focused around challenges with safety and security. We shared this with the ACVB and they partnered with us to have numerous conversations with the Atlanta community. As we review the survey feedback from this year, Atlanta exceeded expectations around safety and security. Thank you, Atlanta, for your continued partnership and focus on ensuring our ##### attendees felt safe."

"The CVB works very well with hotel partners and the downtown community to execute a citywide event. Safety is a major concern for us, and there is great communication on safety efforts amongst all agencies. They were responsive to our needs and kept us in the loop on everything..."

Source: ACVB, Quotes are from events in 2023



Atlanta Accolades



Best Destinations for Large Events
in the U.S. (No. 1)



Best Summer Travel Destinations
in North America (No. 1)



No. 1 State for Doing Business
(9+ Years Running)



More visitors, more development





CENTENNIAL
YARDS
ATLANTA

SOUTH DOWNTOWN
S
ATL







THE YARDS

SEATTLESS

SEATTLESS

LATON

KETSHIK



5 POINTS

ALABAMA

MLK

TED TURNER / SPRING

FOURTH

MITCHELL

TRINITY

GARNETT

PEACH TREE

PAYOR


54 EXISTING BUILDINGS

10 CONTIGUOUS CITY BLOCKS

24 ACRES OF LAND

1 INCREDIBLE OPPORTUNITY

SOUTH DOWNTOWN
5
ATL

An aerial photograph of a city center, likely downtown Atlanta, showing a dense urban environment with various buildings, streets, and green spaces. A central area is highlighted with a thick orange line and arrows, indicating a specific project or development. Two labels, 'HOTEL ROW' and 'BROAD STREET', are positioned above the highlighted area with lines pointing to specific locations. The 'HOTEL ROW' label is on the left, and the 'BROAD STREET' label is on the right. The highlighted area follows a path through the city, starting from the left, moving south, then east, and then north, ending near the 'BROAD STREET' label. The highlighted area includes several buildings, some of which are older and more historic in appearance, and some parking lots. The overall scene is a mix of modern and older architecture, with a prominent stadium-like building in the upper left corner.

HOTEL ROW

BROAD STREET

THE 'ELLE'

FOCUSED ACTIVATION ON EXISTING HISTORICAL BUILDINGS
TO CREATE thoughtful PLACEMAKING OPPORTUNITIES

Closing Thoughts

- Evolution of Downtown continues
- MICHELIN Guide continues to elevate Atlanta's dining scene
- Group lead volume increasing
- Major convention road map is strong
- International travel trending upward
- Safety, sustainability and community engagement becoming increasingly more important

THANK YOU!

[DiscoverAtlanta.com](https://www.DiscoverAtlanta.com)

