

A scenic view of the Atlanta skyline at sunset, reflected in a calm lake. The sky is filled with dramatic, dark clouds, and the city lights are beginning to glow. The water in the foreground is still, creating a clear reflection of the buildings and the sky. A small boat is visible on the water, leaving a gentle wake.

ATLANTA HOSPITALITY INDUSTRY UPDATE

JUNE 27, 2023

ABOUT ACVB

Mission

To sell and market metro Atlanta and Georgia globally as the premier conventions, meetings and tourism destination in the regional, national and international marketplace and favorably impact the Atlanta economy through conventions and tourism

Vision

To be the most hospitable convention city in the U.S. that is the easiest with which to do business

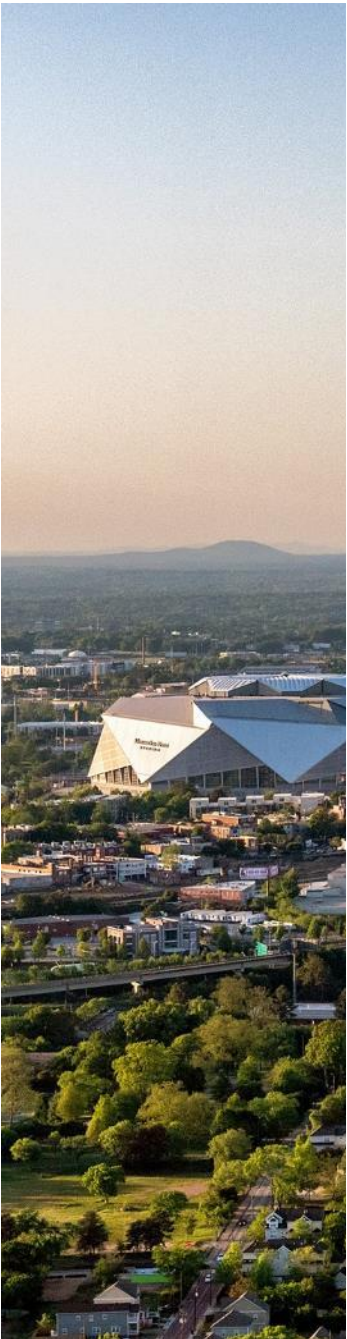
BY THE NUMBERS

Prior to the COVID-19 pandemic, metro Atlanta's hospitality industry:

- Created 305,000 jobs
- Welcomed 57 million visitors in 2019
- Represented \$16 billion in visitor spending annually

In 2022:

- 290,000 hospitality jobs in metro Atlanta
- Welcomed 48.5 million domestic visitors
- Record-high \$18 billion in visitors spending



YEAR-END HOTEL OCCUPANCY

	2019	2020	2022
DOWNTOWN	75 percent	35 percent	59 percent
MIDTOWN	72 percent	34 percent	62 percent
BUCKHEAD	75 percent	40 percent	61 percent
TOTAL CITY OF ATLANTA	74 percent	36 percent	60 percent

Money

BEST PLACES TO TRAVEL LIST IN 2023

**BEST PLACE TO LIVE
IN THE UNITED STATES IN 2023**



BEST IN TRAVEL 2022





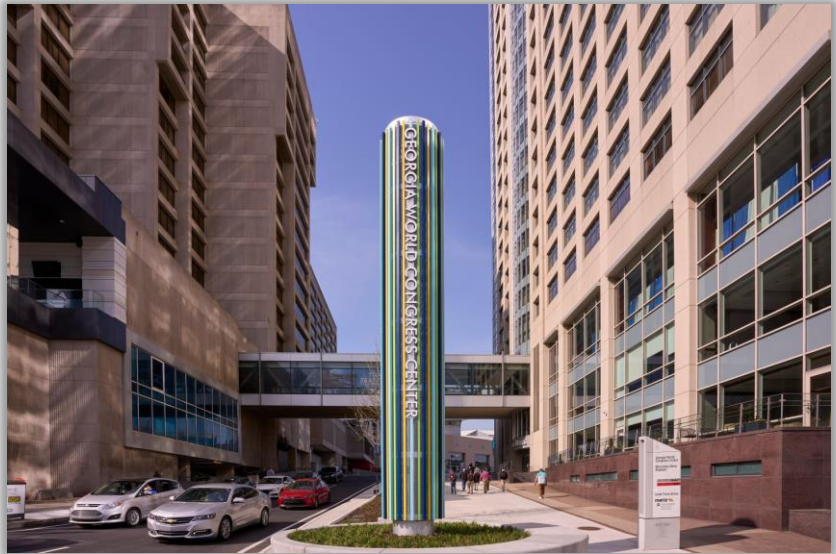
BEST OF THE WORLD 2022



NATIONAL
GEOGRAPHIC

TRAVEL

REIMAGINED CAMPUS AT GEORGIA WORLD CONGRESS CENTER



SIGNIA BY HILTON ATLANTA

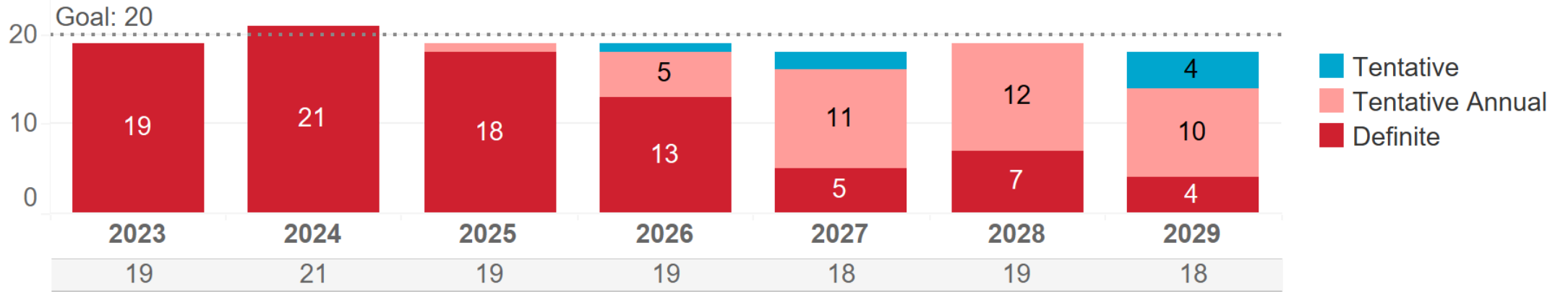


- Additional headquarter hotel on GWCCA campus
- 975 guest rooms
- Nearly 75,000 square feet of event space
- Opening January 2024

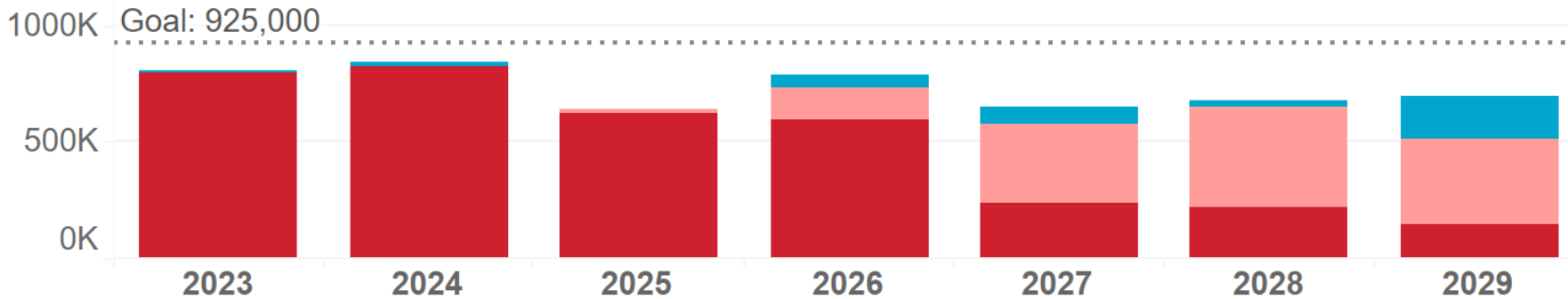


LARGE GROUPS FOR FUTURE YEARS

5,000+ on Peak Number of Events



2,500+ on Peak Room Nights



UPCOMING INDUSTRY EVENTS

August 2023

American Society of
Association Executives
(ASAE) annual meeting

July 2024 and July 2029

Global Business Travel
Association (GBTA)
annual convention



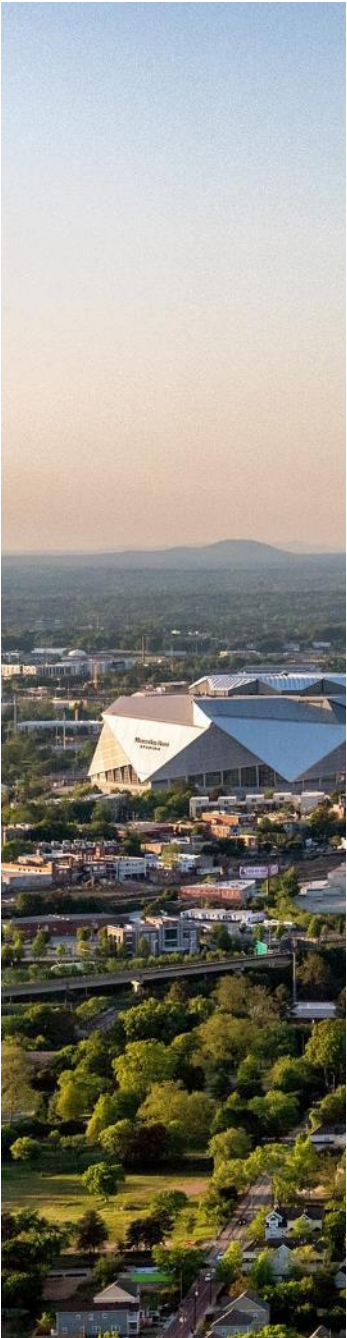


FUTURE SPORTING EVENTS

- College Football Playoff National Championship (2025)
- FIFA World Cup (2026)
- Bids for Super Bowl and NBA All-Star Game on the horizon

LOOKING AHEAD

- Group lead volume increasing
- Major convention road map is strong
- International travel trending upward



THANK YOU!

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

