

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 in the middle ground.

# **ATLANTA HOSPITALITY INDUSTRY UPDATE**

APRIL 23, 2024

# ABOUT ACVB

## Mission

Favorably impact the Atlanta economy by selling and marketing Atlanta globally as the premier conventions, events and leisure destination

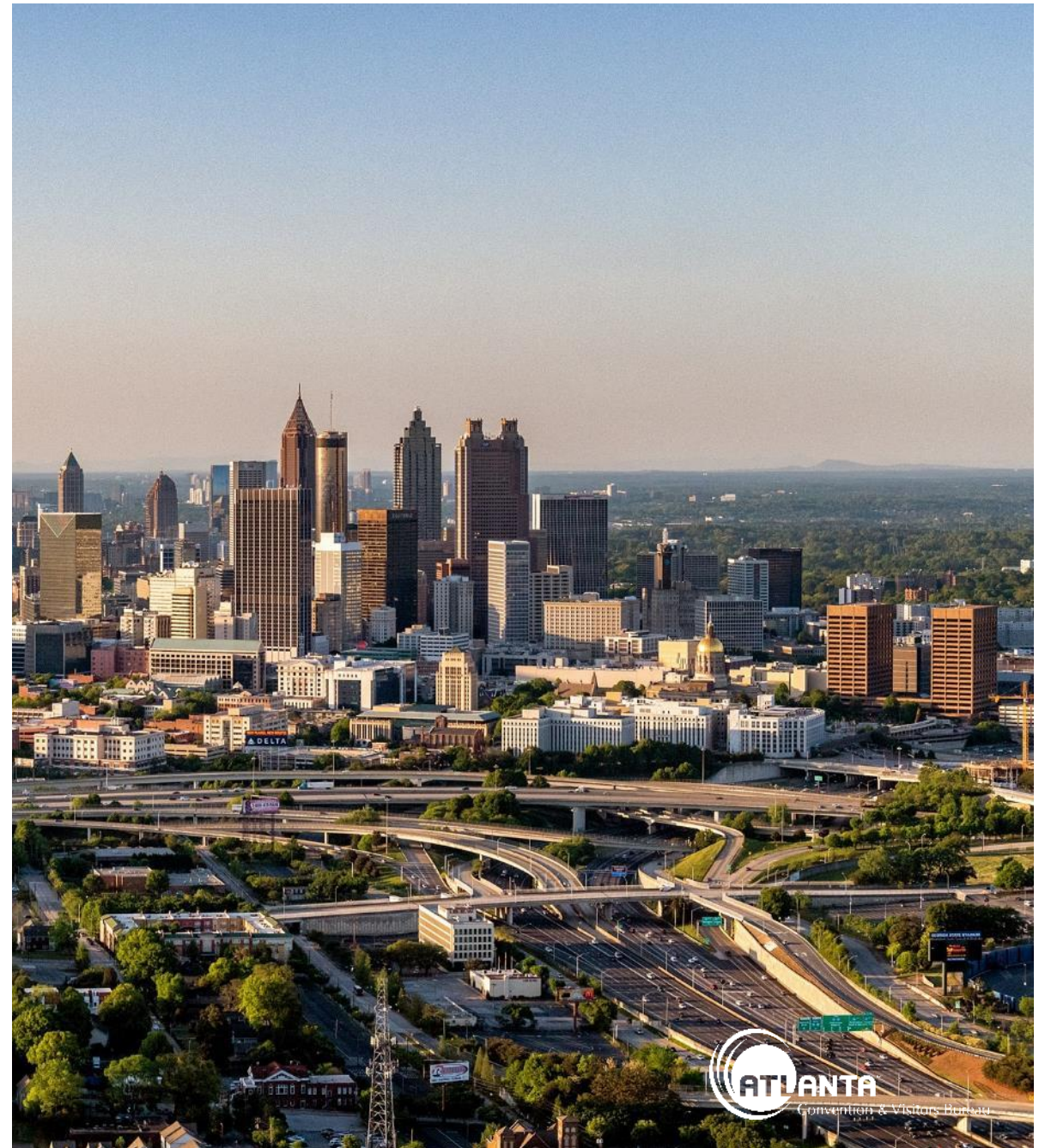
## Vision

To be the most welcoming, inclusive and easiest convention city to work with in the U.S.



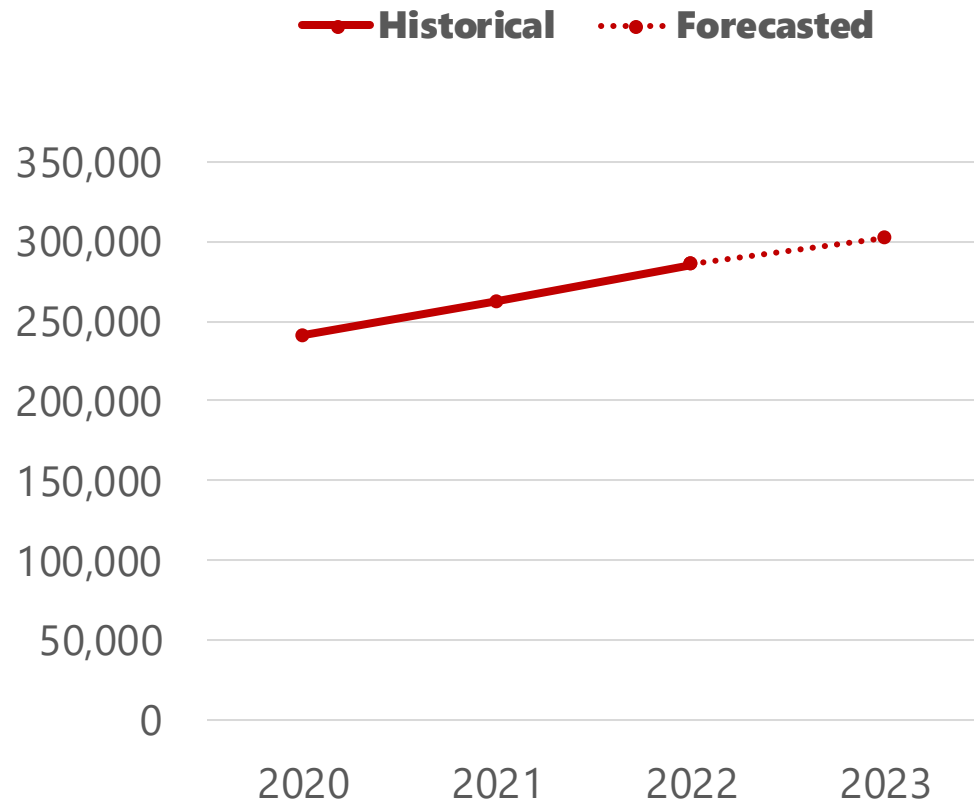
# 2022 BY THE NUMBERS

- 290,000 hospitality jobs in metro Atlanta
- Welcomed nearly 50 million visitors
- Record-high \$18 billion in visitor spending



# HOSPITALITY EMPLOYMENT

Average monthly employees in leisure and hospitality in Atlanta MSA

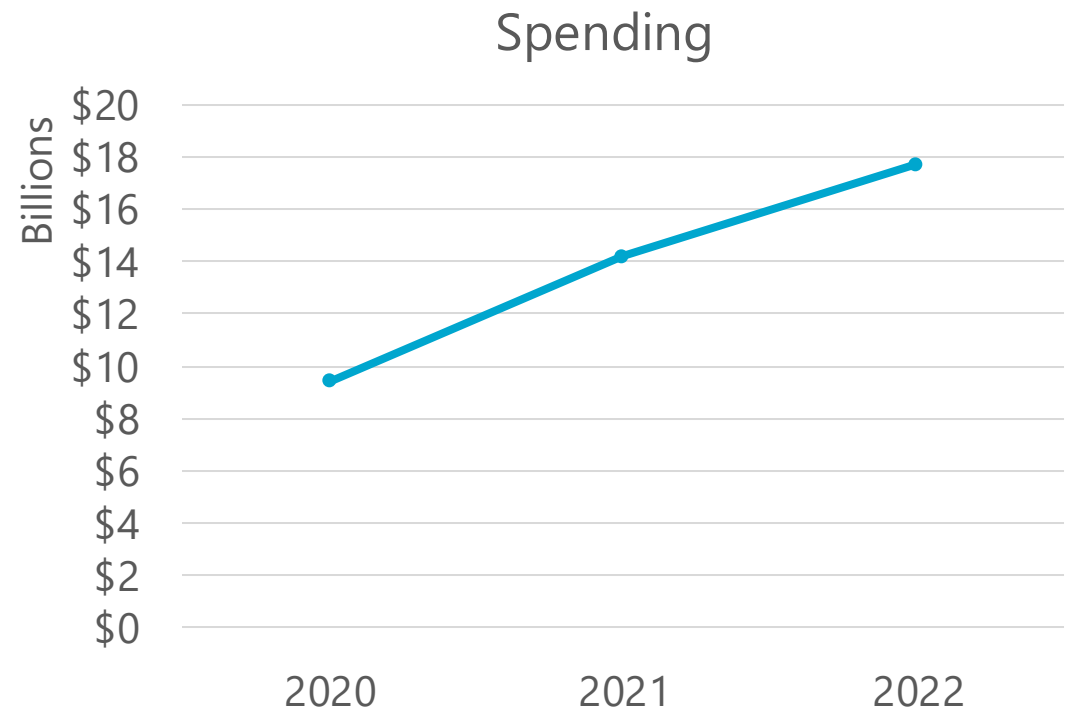
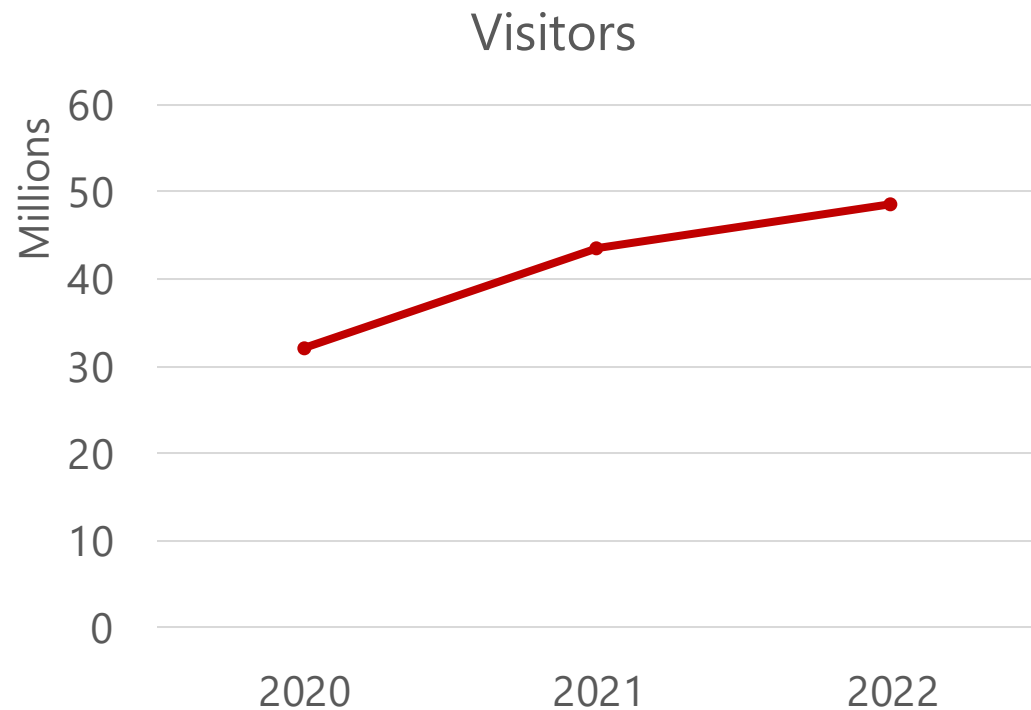


**300,000** people were estimated to be employed in leisure and hospitality jobs in metro Atlanta in 2023.



# DOMESTIC VISITATION AND SPENDING

Estimated domestic visitors to Atlanta MSA and their spending in and to Atlanta



Source: DK Shifflet / MMGY; Spending includes spending in market on all categories as well as some spending on travel to Atlanta (e.g. airfare)

# MICHELIN Guide Arrives in Atlanta

- Five restaurants received a MICHELIN Star in inaugural selection
- Atlanta boasts two restaurants earning a MICHELIN Green Star
- 45 total restaurants with 23 cuisine types reflected in Guide



MICHELIN

2023

ATLANTA



Convention & Visitors Bureau

DESTINATION PARTNER

# Money

**BEST PLACES TO TRAVEL LIST IN 2023**

**NAMED TO THE 'BEST PLACES TO LIVE  
IN THE UNITED STATES' LIST IN 2023 AND  
2024**

New data tracks changes in site-selection factors for major convention cities across the U.S. and around the world.

# Atlanta Named Top Convention City

Atlanta earned the No. 1 ranking in Northstar Meetings Group's December 2023 Convention Cities Index (CCI) as the best convention city in the United States. The index, which is updated biannually, uses a weighted ranking system in six categories to help meeting planners determine the best destinations for citywide events.

Cities were evaluated in the following areas:

- Indoor exhibit space
- Number of hotel rooms
- Hotel room costs
- Travel time to the nearest international airport
- Number of direct flights per month
- City's safety level for travelers (health and medical concerns, daytime/nighttime safety, LGBTQ+ safety, women's safety, theft and basic freedoms)





# Signia by Hilton Atlanta

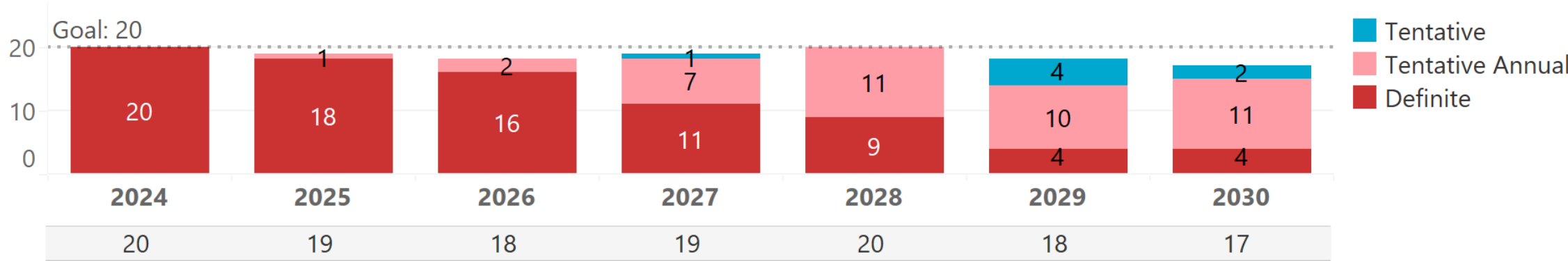
- Opened January 2024
- 976 hotel rooms
- One of 136 Hilton hotels in Atlanta (Hilton's largest market globally)
- Features eight food and beverage experiences, spa, beauty bar, rooftop pool and fitness center
- More than 100,000 square feet of flexible meeting space including the largest hotel ballroom in Georgia



# LARGE GROUPS FOR FUTURE YEARS

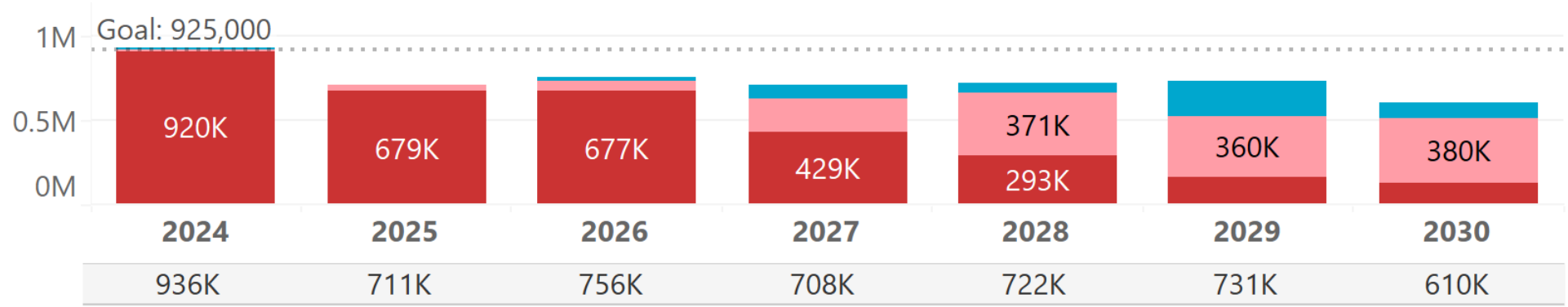
## 5,000+ on Peak

Number of Events



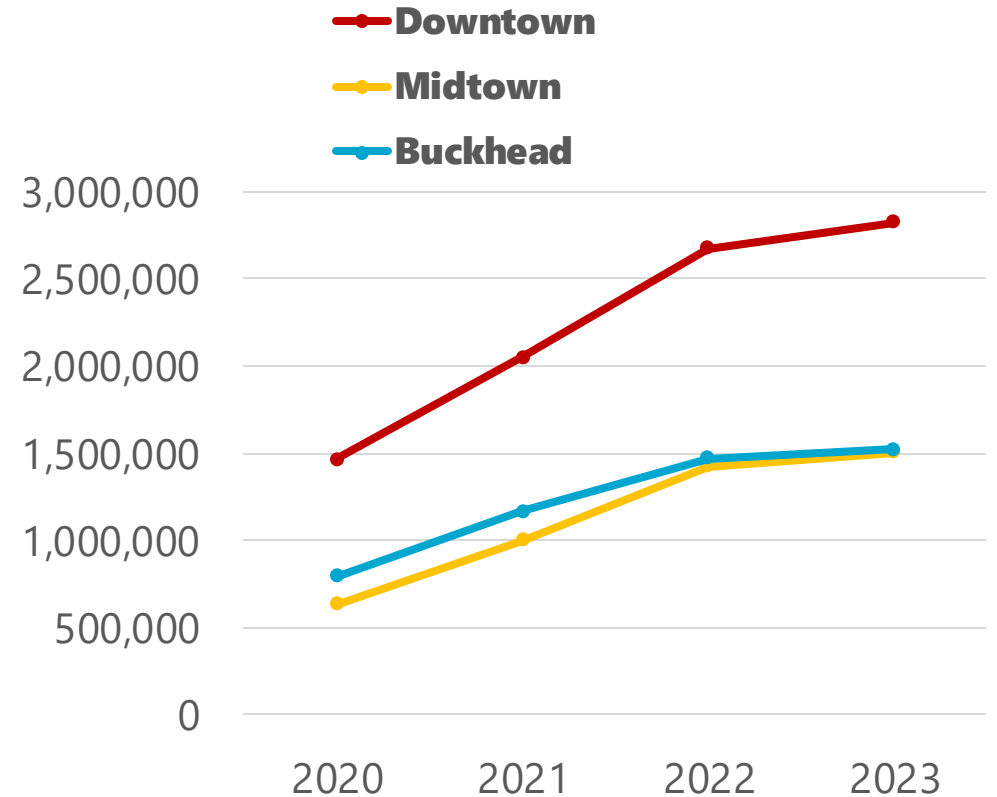
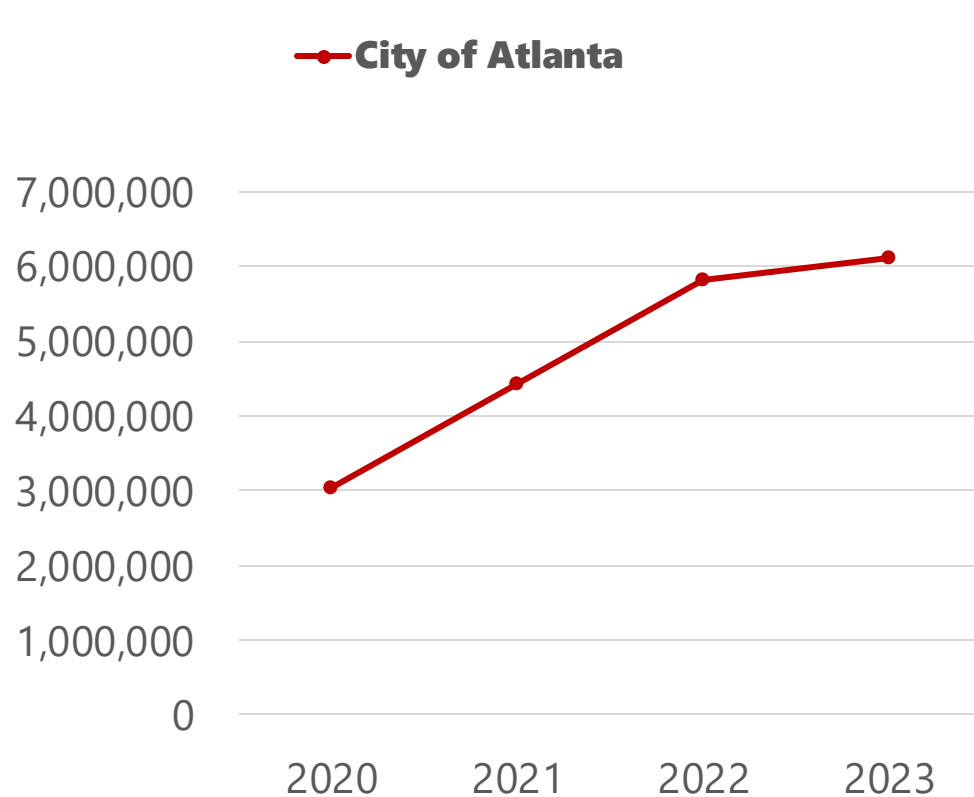
## 2,500+ on Peak

Room Nights



# HOTEL DEMAND CLIMBING

Room night demand





## **Strong Hotel Pipeline Through 2026**

2023: 1

2024: 8

2025: 12

2026: 3

New properties opening in Downtown, Midtown or Buckhead

# Upcoming Industry Events

July 2024 and July 2029

Global Business Travel Association  
(GBTA) annual convention

September 2024

Georgia Governor's Tourism  
Conference

December 2024

Travel South International Showcase



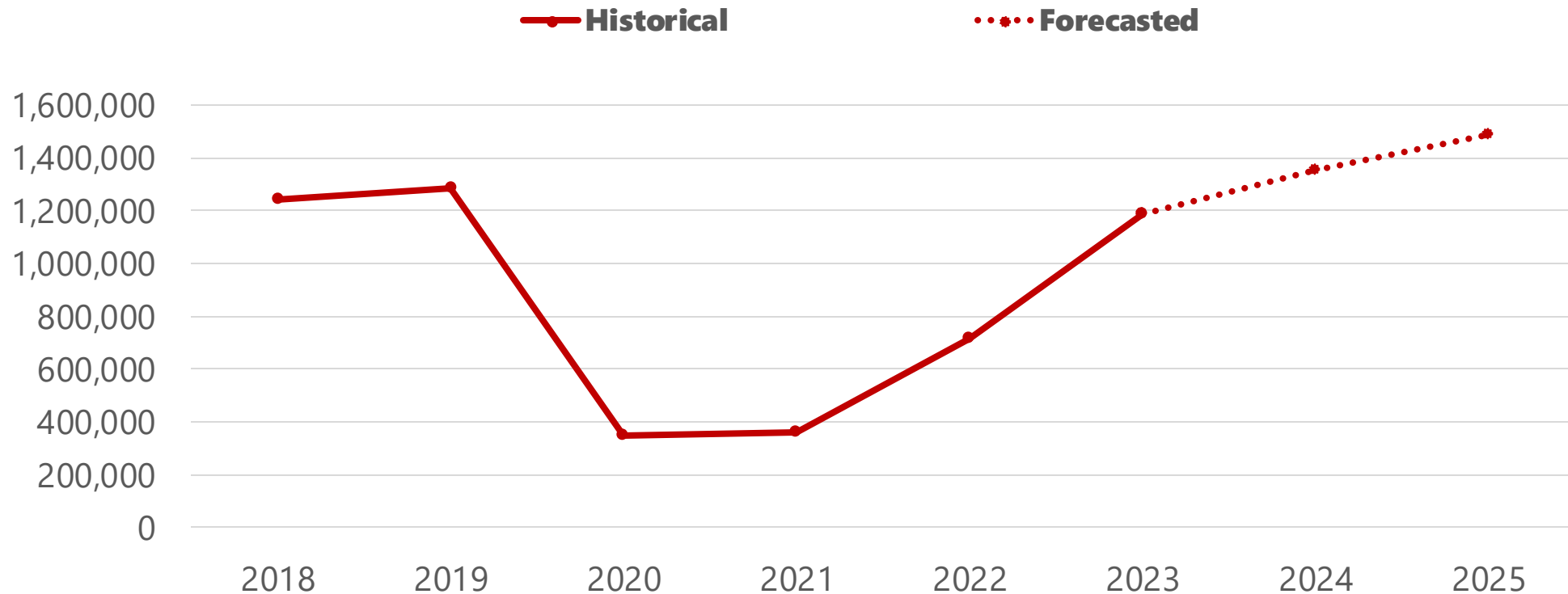
# INTERNATIONAL LIFT



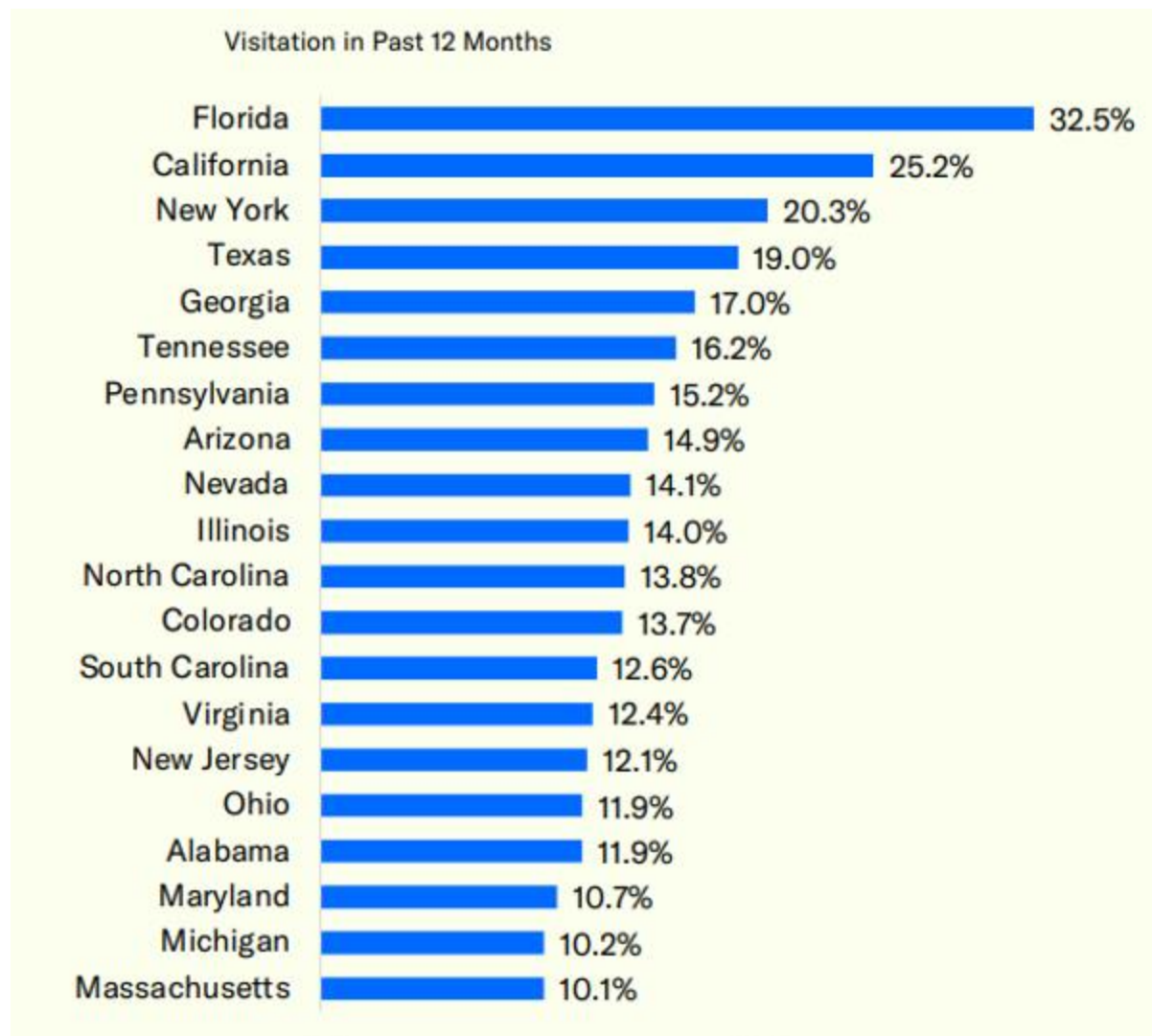
- 20,000 seats per day
- 96 departing flights per day
- 76 routes
  - 18 to Europe
  - 18 to Caribbean and Bermuda
  - 16 to Central and South America
  - 10 to Mexico
  - 6 to Canada
  - 4 to Africa
  - 2 to Asia
  - 2 to Middle East
- 44 countries
- 18 foreign carriers

# INTERNATIONAL VISITATION RETURNING

Estimated International Visitors to Atlanta



# Georgia Among Top States for Travel in Past 12 Months







# Future Sporting Events

- CONMEBOL Copa America (2024)
- College Football Playoff National Championship (2025)
- NCAA Men's Basketball Southeast Regional (2025)
- MLB All-Star Game (2025)
- NCAA Men's Final Four, Super Bowl and NBA All-Star Game (Future 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 Boston Consulting Group forecasted \$5 billion in new economic activity
    - Of that, \$415 million alone is estimated in net economic benefit for Atlanta
- Television audience of 19 billion in 2022
- Approximately 50 percent of the entire world watched the FIFA World Cup

# Closing Thoughts

- Evolution of Downtown continues
- MICHELIN Guide 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)

