



ACVB Convention Bookings for 1st Quarter 2003

ATLANTA (April 30, 2003) – The Atlanta Convention & Visitors Bureau (ACVB) exceeded booking goals for the first quarter of 2003. More than 541,000 room nights were booked in the first quarter with an economic impact of more than \$1.8 billion.

New major meetings and events booked include:

Cheer Sport Limited

1/16-18/04

Total Attendance: 15,000

Economic Impact: \$7 million

Microsoft

7/16-21/04

Total Attendance: 16,500

Economic Impact: \$20 million

National Baptist Convention USA

9/5-9/05

Total Attendance: 40,000

Economic Impact: \$15 million

National Federation of Catholic Youth Ministry

10/27-30/05

Total Attendance: 30,000

Economic Impact: \$10 million

Southern Association of Colleges & Schools

12/4-7/05

Total Attendance: 4,000

Economic Impact: \$4.8 million

American Society of Clinical Oncology

6/3-6/06

Total Attendance: 25,000

Economic Impact: \$30 million

Annual meetings that were booked for future years include:

AmericasMart Atlanta

International Gift and Home Furnishings Market

1/10-19/06

Total Attendance: 71,000

Economic Impact: \$60 million

AmericasMart

International Gift and Home Furnishings Market

7/11-20/06

Total Attendance: 61,000

Economic Impact: \$50 million

Southeastern Conference (SEC) Football Championships

12/02/06

Total Attendance: 72,000

Economic Impact: \$25 million

“I’m very proud of our sales staff for their hard work and success in booking these meetings in this very challenging time,” said Spurgeon Richardson, ACVB president and CEO. “Atlanta has always been known as one of the top convention destinations in the country, and with our increased sales efforts, we will work to keep Atlanta in the forefront as the economy and business rebounds.”

Established in 1913, the ACVB is a private, nonprofit organization created exclusively to market metro Atlanta and Georgia as the premier conventions, meetings and leisure destinations in the regional, national and international marketplace and to favorably impact the Atlanta economy through conventions and tourism.

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