



Atlanta Convention & Visitors Bureau Web site Increases Economic Impact of Visitors and sets site Visitation Record

ATLANTA (May 3, 2007) – According to Atlanta Convention & Visitors Bureau (ACVB), [Atlanta.net and network sites](#) received a record of 738,253 visitors in March. The number of visitors to Atlanta's official visitor Web sites was 174,000 more than the busiest month to-date in January 2007, and reflected a 42 percent increase over the first quarter of 2006.

Atlanta.net's visitor numbers increased significantly during March while hosting the official fan information Web site for the NCAA Men's Final Four, March 30-April 2. Atlanta.net/finalfour hosted 232,935 visits in March alone and a total of 357,159 for the first quarter of 2007. Without Final Four visitation, first quarter traffic increased 14 percent over 2006.

According to a 2006 survey to gauge the effectiveness of Atlanta.net, an estimated 56 percent of visitors to the Web site traveled to Atlanta and spent a collective \$1.9 billion during their stay. Of the individuals surveyed, about 16 percent decided to visit Atlanta after using Atlanta.net, indicating that the Web site was instrumental in their decision. As a result, Atlanta.net generated approximately \$300 million dollars of economic impact in 2006.

Atlanta.net users who visited Atlanta reported an average party size of 2.7 individuals with an average stay of 2.51 nights and a median trip expenditure of \$978.

The report is based on 2,763 survey responses received from 63,247 registered users of Atlanta.net that were emailed the survey by USDM.net[®]. The response data was analyzed and projections calculated by Majority Opinion Research of Atlanta. The sampling error for this report is +/- 1.68 percent.

Other key findings from the survey:

- Total Web site visitors, expenditures and average party size have consistently increased over the past four years
- 58 percent of respondents who visited Atlanta stated they are likely to visit again in the next 12 months (projects \$1.1 billion additional revenue to be realized in 2007)
- 33 percent of respondents who did not visit Atlanta in 2006 stated they are likely to visit Atlanta in 2007 (projects \$486 million additional revenue realized in 2006)
- Expenditures from Web site visitors returned more than \$6,400 for every dollar ACVB invested with USDM.net[®] for interactive marketing in 2006

“Since ACVB launched our Web initiative in 1995, the program has grown to include nine sites dedicated to niche markets for both leisure and group travel, said Gregory Pierce, executive vice president of ACVB. “Today, the majority of travelers now look to the Web for guidance on where to go, how to plan their trip and where to spend their money.”

The comprehensive Web strategy for marketing Atlanta as a destination now includes robust search engine optimization, key word buys and pay per clicks, monthly e-newsletters to registered users, targeted online media campaigns and ad buys, targeted micro-site strategy, link popularity, alignment with traditional media campaigns and an annual site visitation survey. The 2007 strategy includes an entire rebuild and rollout of Atlanta.net and anticipates more than six million visitors by the end of 2007.

According to the Travel Industry Association of America’s 2005 report, *Travelers' Use of the Internet*, a majority of online travelers (78 percent or 79 million Americans) turned to the Internet for travel or destination information in 2005, a significant increase from 65 percent of online travelers in 2004. Almost half of online travel planners use destination Web sites, such as those maintained by convention and visitor bureaus, to plan trips.

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

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