



First Quarter Meetings Exceed Attendance by 16 percent

- Major conventions attract 20,000 additional attendees-

ATLANTA (April 12, 2010) - Seven out of nine major conventions held during the first quarter of 2010 exceeded attendance expectations by an average of 16 percent. Combined, the surge also drew an additional 20,000 attendees to the city.

Atlanta booked more than 15 major tradeshow in the first quarter, resulting in 330,000 total hotel room nights for future years. New bookings include International Dairy Foods Association (2011), the American Society of Association Executives (2013) and National Conference of State Legislatures (2013).

This year, Atlanta will host 19 citywide conventions including 11 of the country's 200 largest meetings. Some of those events are the Waste Expo, National Business Aviation Association and Custom Electronic Design & Installation Association.

1. Bronner Brothers International Mid-Winter Hair Show

Feb. 20-23, 2010

Feature in the movie Good Hair generated a 50 percent increase in attendance.

- Original estimate: 30,000
- Final attendance: 45,000
- Attendance increase: 50%

2. American Meteorological Society 90th Annual Meeting

Jan. 17-21, 2010

Weatherfest, a free community awareness event, collaborated with local weather personalities and drew more than 2,800 additional attendees.

- Original estimate: 6,500
- Final attendance: 9,128
- Attendance increase: 40%

3. 2010 Passion Conference

Jan. 2-5, 2010

The four day conference attracted an additional 2,000 students.

- Original estimate: 20,000
- Final attendance: 22,000
- Attendance increase: 10%

4. 2010 International Poultry Expo

Jan. 26-29, 2010

Profitability in the poultry industry increased interest and boosted attendance by 7 percent.

- Original estimate: 17,646
- Final attendance: 18,896
- Attendance increase: 7%



5. Cheersport 2010

Feb. 5-7, 2010

Fifty new teams participated in this year's competition boosting attendance by 6 percent.

- Original estimate: 17,600
- Final attendance: 18,700
- Attendance increase: 6%

6. 98th Thomas P. Hinman Dental Meeting

Mar. 25- 27, 2010

New branding campaign and logo generated additional interest in the event.

- Original estimate: 21,426
- Final attendance: 21,795
- Attendance increase: 1.7%

7. 2010 Healthcare Information and Management Systems (HIMSS) Conference and Exhibition

Mar. 1-4, 2010

The government's recent investment in electronic medical records and several webinars about how to take advantage of the new funding increased attendance.

- Original estimate: 27,627
- Final attendance: 27,855
- Attendance increase: .83%

Established in 1913, Atlanta Convention & Visitors Bureau is a private, nonprofit organization created to favorably impact the Atlanta economy through conventions and tourism.

For more information please contact ACVB Public Relations:

Lauren Jarrell

Director

404.521.6649

ljarell@atlanta.net

Suzanne Forte

Specialist

404.521.6632

sforte@atlanta.net

Sarah Solomon

Specialist

404.521.6645

ssolomon@atlanta.net

Amanda Latson

Coordinator

404.521.6398

alatson@atlanta.net