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**Georgia World Congress Center and Georgia Dome  
Economic Impact Analysis  
FY 2015**

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## Executive Summary

The Georgia World Congress Center (GWCC), the Georgia Dome and Centennial Olympic Park are important components of Georgia's economic infrastructure. This report quantifies the economic impact associated with these facilities on the economy of Georgia over the course of Fiscal Year 2015. Economic impact is measured based on the incremental spending associated with the specific entity being examined. In the case of these three facilities, the economic impacts result from the incremental spending by those who attend events at these facilities, the organizations that sponsor events at these facilities, and other entities such as exhibitors that participate in events. Note that spending by attendees is valued in an economic impact analysis only to the extent that it comes from out-of-state attendees. Spending by in-state attendees is assumed to represent a shift in spending from one activity to another within the state and therefore does not represent new or incremental spending in the regional economy.

This study utilized FY 2015 data on attendees, organizers and exhibitors at events at GWCC, the Dome and Centennial Olympic Park gathered by GWCC and the Atlanta Convention and Visitors Bureau, survey data regarding spending behaviors in the Atlanta travel market provided by Tourism Economics and economic multiplier analysis using the IMPLAN v3 regional economic model for Georgia.

The results of this analysis highlight the significant value of these facilities to Georgia and its economy. Specifically, in FY 2015 these facilities delivered:

- Total economic output increase of \$1.33 billion;
- \$504.6 million in additional labor income;
- 14,683 in added jobs;
- \$71.9 million in additional state tax revenue;
- \$36.7 million in additional sales tax revenues for local governments;
- \$19.4 million in additional hotel/motel tax revenues for local governments; and
- Total out-of-state attendance of over 950,000 people generating over 2.2 million out-of-state visitor days.

The preponderance of the incremental output is associated with the spending by out-of-state attendees, \$1.11 billion out of a total impact of \$1.33 billion. This equates to about 83.2% of the total impact. Spending by exhibitors at events accounted for \$148.0 million in incremental output or about 11.1% of the total. Spending by sponsors or organizers accounted for \$76.6 million in incremental output or about 5.7% of the total impact.

GWCC activities accounted for the preponderance of the combined added output from the three facilities. GWCC events led to an additional \$852.8 million in overall output. This accounts for 63.9% of the total added output. The Dome events accounted for \$471.9 million in additional output or about 35.4% of the total economic impact. Centennial Olympic Park events accounted for \$9.4 million in additional output or 0.7% of the total economic impact.

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The incremental direct spending associated with activities at these facilities represents only a portion of the overall impact. The additional spending at these facilities works its way through various channels in the state economy and multiplies the impact of the initial or direct spending to create a larger total economic impact. The IMPLAN modeling system was used to measure this multiplier effect. The direct spending by attendees, exhibitors and organizers totaled \$734.1 million while the total impact equaled \$1.33 billion. Thus, the multiplier is 1.82 and each dollar of initial direct spending generates an additional 82 cents in economic output for the state's economy.

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## Introduction

Large public facilities such as the Georgia World Congress Center, the Georgia Dome and Centennial Olympic Park regularly seek to measure the impact that the facility has on the regional economy. These studies provide stakeholders context for understanding the on-going benefits from the investment in the facilities. However, these studies should not be viewed as a comprehensive assessment of the role these facilities play in the regional economy.

This report quantifies the economic impact that flows from incremental spending associated with the GWCC, the Georgia Dome and Centennial Olympic Park. Three specific categories of spending are considered: 1) spending by out-of-state attendees, 2) spending by exhibitors, and 3) spending by organizations that sponsor events. The economic impacts are based on estimates of the direct spending by these groups and estimates of the multiplier effects from that initial direct spending. The latter are estimated via a regional input-output model for the Georgia economy.

GWCC, the Dome and Centennial Olympic Park have commissioned economic impact studies on an annual basis. Note that beginning with the economic impact study for FY 2011, these studies have incorporated several significant methodological changes that impact the results relative to prior studies. The Economic Impact Study for FY 2015 uses these methodological enhancements as well as updated and refined estimates of spending behaviors. The changes in methodology reflect recommendations from the Destination Marketing Association International (DMAI). DMAI activities previously included a survey called the ExPact Survey. This survey measured spending associated with various travel events across many locations. This survey was terminated after 2004. As replacement and enhancement to ExPact, DMAI is working with Tourism Economics, an Oxford Economics Company, to provide the Economic Impact Calculator (EIC) to direct marketing organizations such as GWCC.

The EIC provides GWCC several key enhancements compared to continued reliance on the 2004 ExPact Survey. First, estimates of spending by various entities participating in events are critical components of the analysis. The ExPact spending data had to be adjusted for travel related inflation to represent spending in that particular year. Thus, continuing to rely on this survey would mean using data that is already dated and would become increasingly so with each subsequent year. The EIC incorporates data from multiple surveys and government statistics which are regularly updated. Second, the ExPact survey had a national and regional orientation with particular focus on conferences and trade shows. EIC is oriented to specific destinations and provides a broader focus incorporating conferences, trade shows and business meetings. Thus, the EIC provides current data, data which is tailored to Atlanta event spending patterns and to the specific mix of events hosted in Atlanta.

Given these enhancements and in line with DMAI's strategy for supporting direct marketing organizations, GWCC has partnered with the Atlanta Convention and Visitors Bureau to adopt the EIC as its standard tool for measuring the direct spending from all events for economic Impact analysis as well as evaluating the economics of particular events.

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The new data source represented a step change in estimates of how much visitors spend in Atlanta compared to economic impact study spending analysis prior to FY 2011. In particular, this step represented a downward revision to the average daily spending amounts by visitors attending events; but it is believed that the estimates used in the EIC are more in line with the realities of the Atlanta travel market. The EIC incorporates continuing updates to reflect changes to visitor spending and should keep spending estimates more closely aligned with actual market conditions over time.

The EIC also allows for representing more event types in the analysis. This allows for better matching of spending levels with specific events held at the GWCC and the Georgia Dome. Finally, it incorporates the tendency of some visitors to come late or leave early from multi-day events and for some visitors to share hotel rooms while at events. Again, these improvements represent changes from economic impact studies conducted prior to FY 2012 but are believed to be more representative of actual visitor behavior and spending patterns.

### **Overview of the Georgia World Congress Center, Georgia Dome and Centennial Olympic Park**

The Georgia World Congress Center opened in 1976 and, since that time, it has played a significant role in the economic development of the regional economy. Subsequent to its opening, the Center has gone through major expansions; in 1985, 1992 and 2002. Today, the center boasts interior space of 3.9 million square feet; including 1.4 million square feet of prime, ground-level exhibit space, a 33,000 square foot ballroom, and 100 meetings rooms. These capabilities make GWCC one of the five largest convention centers in the U.S. and position GWCC as a world-class facility for conventions, exhibitions, corporate meetings and other events. The construction of the Georgia Dome in 1992 added a 71,500 seat domed stadium to the campus. The Dome features 102,000 square feet of column-free space and its many seating configurations accommodate a wide variety of functions including sporting events, conventions, trade shows, exhibits, cultural events and banquets. The 1996 opening of 21-acre Centennial Olympic Park provided additional outdoor gathering space for concerts, exhibits, receptions and charity events. The GWCC, the Georgia Dome, and Centennial Olympic Park have served as anchors for the development of one of the largest convention, sports and entertainment complexes in the world. Major attractions in the immediate area include the Georgia Aquarium, the World of Coca Cola, the College Football Hall of Fame and the Center for Civil and Human Rights; all with easy access to Atlanta's major convention center hotels and MARTA.

In addition, GWCC became the host site of Junior Achievement's Finance Park and BizTown beginning in September 2013. JA BizTown creates a unique opportunity where students are able to interact within a simulated macro-economy, and take on the role of employee, tax payer and consumer. During the visit to JA BizTown, students receive unique job assignments and work in teams at their assigned business. By the end of the simulation each student completes a day's work, develops a personal budget, deposits a paycheck at the bank and makes purchasing decisions. A Finance Park gives students the rare opportunity to experience their personal financial futures first-hand. Upon entering the center, students receive a 'life situation' with job, income, education, and family scenarios. Based on their adult persona,

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students visit businesses in the simulation to gather information to make financial decisions, such as managing a household budget, using banking services, and making purchasing and investment decisions.

## **Economic Impact Analysis**

### **Highlights**

In sum, the total economic impact of the GWCC, the Georgia Dome and Centennial Olympic Park totaled \$1.33 billion in FY 2015. This amount represents the combined impact of events at the three facilities on output (sales or gross receipts). Of that total, \$1.11 billion or 83.2% results from spending by out-of-state attendees, approximately \$148.0 million or 11.1% results from spending by exhibitors and \$76.6 million or 5.7% results from spending by sponsoring organizations.

Of the \$1.33 billion total impact in FY 2015, approximately \$734.1 million results from the initial or direct spending by out-of-state attendees, exhibitors and sponsors. Approximately \$600.0 million is the added spending (indirect and induced spending or multiplier) impact. Dividing the total output impact (\$1,334 million) by the total initial spending by out-of-state attendees, exhibitors and sponsoring organizations (\$734.1 million) yields an overall multiplier of 1.82. On average, therefore, each dollar of initial spending generates an additional 82 cents in economic output for the state's economy.

The economic impact generated by the GWCC, the Georgia Dome and Centennial Olympic Park also had a positive impact on Georgia's labor market. The GWCC, the Georgia Dome and Centennial Olympic Park combined to add \$504.6 million in labor income and 14,683 jobs. In addition, this economic activity generated additional tax revenues for state and local governments. Combined, the entities contributed \$71.9 million in tax revenues to the State and \$56.1 million to local governments. The latter figure includes \$19.4 million in hotel/motel taxes.

### **The Georgia World Congress Center**

In FY 2015, the GWCC accounted for \$852.8 million or 63.9% of the combined economic impact on output. It generated \$322.2 million in labor income and 9,206 jobs. GWCC events generated \$45.4 million in tax revenues received by the state and \$34.4 million in tax revenues received by local governments. This includes about \$11.4 million in hotel/motel tax revenues.

### **The Georgia Dome**

In FY 2015, the Georgia Dome accounted for \$481.3 million or 36.1% of the combined economic impact on output. The Georgia Dome generated \$178.9 million in labor income and 5,371 jobs. In addition, the events at the facility added \$25.9 million to tax revenues received by the state government and about \$21.2 million in tax revenues received by local governments. This includes \$7.7 million in hotel/motel tax revenues.

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## **Centennial Olympic Park**

In FY 2015, Centennial Olympic Park accounted for \$9.4 million or 0.7% of the combined economic impact on output. Centennial Olympic Park generated \$3.5 million in labor income and 106 jobs. In addition, the events at the facility added \$0.56 million to tax revenues received by the state government and about \$0.5 million in tax revenues received by local governments. This includes \$0.3 million in hotel/motel tax revenues.

## **Economic Impact Analysis Overview**

Economic impacts are the net changes in regional output, labor income and employment that result from the incremental dollars that flow into a region due to a given event, facility or enterprise. This study examines the net changes that result from the various events that are held at GWCC and the Georgia Dome and measures the resulting impact on the economy of the state of Georgia.

Economic impact analysis measures the change in output, labor income and employment that occur in a region's industries when they produce goods and services to serve the demand of consumers, businesses, investors or governments that are from outside the region. In this study, the demand for goods and services originates with events held at the GWCC and the Georgia Dome and the region of interest is the entire state of Georgia. The demand or spending by various entities that participate in these activities contributes to the economic impact to the extent that they represent incremental dollars that would not be spent in the regional economy absent the specific event. Thus, if an attendee at a GWCC meeting is from Georgia, it is assumed that the spending to attend the event by that person would be spent on other goods and services in Georgia if that person had not attended that event. Spending by in-state attendees represents a shift in demand from one set of goods and services in Georgia to another set of goods and services in Georgia and, therefore, has no net economic impact.

## **Methodology**

The process to estimate the economic impact of the GWCC and the Georgia Dome involved several steps. First, the GWCC Authority provided a list of events at each facility, the length of the event and the number of attendees at each event. Second, each event was classified to an event type for use in the EIC. Third, for each event type, the number of out-of-state attendees was calculated by applying assumptions about the percentage of attendees that come from out-of-state. Fourth, the EIC was used to estimate the direct spending by out-of-state attendees, exhibitors and sponsoring organizations for each event and for a number of spending components. Critical estimates and assumptions in this step include the number of visitors per room, the average daily spend by category for visitors, and the weighted average duration of stay of visitors. For example, an event may last 3 days but the duration of visits might range from one day to four or more days. For example, exhibitors may arrive before the event starts and leave after its conclusion as it sets up and breaks down its exhibit. Attendees may only stay for part of the event. Fifth, IMPLAN Professional Version 3.1 modeling system was used to estimate

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the economic impact of this facility related spending on Georgia output, employment and labor income. Finally, incremental tax revenues that results from these impacts were estimated.

IMPLAN is a regional input – output model which tracks how initial spending by category works its way through a regional economy. As part of this tracking, it uses sector multipliers to estimate the indirect impact of industries buying from other industries and the induced effects of household expenditures.

### **Out-of-State Attendees**

Spending by out-of-state attendees is the largest component of total spending and generates the largest portion of total economic impact. Estimating spending by out-of-state attendees at the GWCC and the Georgia Dome involved several steps. First, each event was classified to a group; each of which has its own spending characteristics. For GWCC events, seven types of events were used; trade shows, trade shows / corporate, conventions without exhibits – conferences, amateur sports large, amateur sports local, consumer shows, and general meetings. For the Dome, six types of events were used. However, five of these event types are grouped into a larger category called spectator events for reporting purposes. The other event type for the Dome is general meetings.

Second, for each event, the estimated number of attendees and the duration of the event are tracked. In addition, GWCC and ACVB have developed estimates of the portion of attendees that are out of state for each event type and the number of attendees per room. This information is input into the EIC which estimates the number of out-of-state visitor days based on the length of events and the number of out-of-state visitors. This estimation explicitly accounts for the fact that some portion of attendees at events arrive after the start of the event and some portion leave before the event is over. Thus, simply taking the total number of out-of-state visitors and multiplying by the length of the event miss-states the number of out-of-state visitor days. In addition, the calculator estimates the average daily spend by category of spending for attendees, exhibitors and organizers of events based on the type of event.

Table 2 reports total attendance, the percentage of out-of-state attendees and the number of out-of-state attendees. Events at the GWCC, the Georgia Dome and Centennial Olympic Park attracted an estimated 950,873 out of state visitors to the facilities. As noted, it is the spending by the out-of-state attendees plus that by exhibitors and sponsors that creates economic impact.

Table 3 lists the number of out-of-state attendee days. This is calculated within the EIC. Also listed is the approximate length of stay which was calculated by dividing the number of out-of-state days by the number of out of state attendees. As shown in Table 3, the GWCC, the Georgia Dome and Centennial Olympic Park generated over 2.2 million out-of-state visitor days through their various events in FY 2015.

### **Spending by Out-of-State Attendees**

The Calculator was used to calculate the amounts spent by out-of-state attendees. Spending varies by each event type. Tables 4 through 10 lists the average daily amount spent per out-of-state attendee for several types of spending for each type of event held at the GWCC. Tables 11 and 12 lists the same



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information for events held at the Georgia Dome and Table 13 lists this information for Centennial Olympic Park events. The Calculator uses an average per diem for each spending category differentiated by event type. Note that for lodging, the Calculator explicitly accounts for the propensity of some attendees to share hotel rooms. Thus, the average daily spend per visitor day reflects both the average room rate as well as multiple occupancy by a portion of attendees.

Total spending by out-of-state attendees and type of event and in total is listed in Table 1.

### **Spending by Exhibitors**

Spending by Exhibitors also represents an important source of economic impact. The Calculator was used to estimate expenditures by exhibitors at various events. Exhibitors participate only in trade shows and conferences at GWCC. Table 1 indicates that total direct spending equaled \$73.2 million and the total economic impact equaled \$148.0 million. Table 14 summarizes the spending by Exhibitors calculated as the average daily amount per out-of-state visitor day at trade shows held at GWCC.

### **Spending by Sponsors**

Spending by Sponsors is the third source of direct spending that creates economic impact. The EIC was used to estimate expenditures by sponsors at various events. Sponsor spending occurs at all event types. Table 1 indicates that total direct spending equaled \$44.5 million and the total economic impact equaled \$76.6 million. Table 15 summarizes the spending by Sponsors calculated as the average daily amount per out-of-state visitor day at trade shows held at GWCC.

### **Economic Multiplier Analysis**

The spending by spending category was assigned to various economic sectors modeled in IMPLAN. This system was used to estimate the total economic impact of spending by out-of-state attendees on output, labor income and employments. Table 1 also summarizes these results. As noted, the economic multiplier (ratio of total economic impact to direct spending) is 1.82. Thus, each dollar of direct spending on GWCC, the Georgia Dome and Centennial Olympic Park events generates an additional 82 cents in economic activity.

### **Tax Revenues Collected by State and Local Governments**

The economic activity generated by functions held at the GWCC, the Georgia Dome and Centennial Olympic Park also generates substantial tax revenues for Georgia's state government and local governments. The direct spending by attendees, exhibitors and sponsors generates state and local sales tax revenues. This revenue can be estimated based on spending by category since purchases in some categories are subject to sales tax and spending in other categories is exempt from sales tax. The additional economic activity also generates additional spending and thus additional state and local sales tax revenues. This spending is assumed to be broadly reflective of all spending in the state. The direct spending on lodging also generates hotel/motel tax revenues to local governments. The labor income created by the economic activity contributes income tax revenues to the state. Finally, the overall

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increase in economic activity is assumed to generate other state tax revenues such as motor fuel taxes, alcohol and tobacco taxes, corporate income taxes, motor vehicle taxes and other taxes.

The process to estimate sales taxes consisted of two steps. First, direct spending by component was divided into two categories, taxable and non-taxable. The amount of taxable spend was multiplied by the state sales tax rate of 4% and a local sales tax rate of 4%. This effectively assumes that the preponderance of the taxable direct spending occurs in Fulton or DeKalb counties. Second, total economic impact was reduced by the amount of direct spending. The residual was multiplied by an assumed portion of overall spending that is taxable and by the tax rate. The 4% rate was used for state revenues and a 3% rate was used for local taxes. This represents an average across all counties in Georgia.

Hotel / motel tax revenues were estimated by applying the hotel / motel tax rate to the direct spending on lodging. No additional hotel / motel tax revenue was assumed to be added from the follow-on spending.

The basis for estimating state individual income tax revenues is IMPLAN's estimate of labor income associated with the added economic activity due to events at the GWCC and the Georgia Dome. While Georgia's top individual income tax rate is 6%, the effective rate is lower due to exemptions, exclusions and deductions. To estimate the effective rate, aggregate income tax payments were divided by federal adjusted gross income for Georgia taxpayers for tax year 2012. This yields the average effective tax rate which equaled 3.44%. This percentage was applied to IMPLAN's estimate of the additional labor income generated by events at GWCC and the Georgia Dome.

Finally, revenue from other taxes was computed by comparing revenue from other state tax and fee sources to Georgia GDP. This ratio was applied to the increased economic output to derive the additional revenue from other tax types.

Table 16 details the estimated tax revenues from the events held at GWCC, the Georgia Dome and Centennial Olympic Park in FY 2015.

## **Conclusions**

This study estimates the economic impact from the direct spending of out-of-state visitors, exhibitors and sponsoring organizations of events held at the GWCC, the Georgia Dome and Centennial Olympic Park. In FY 2015, the overall impact from this direct spending totaled \$1.334 billion. In addition, these events added over \$506.6 million in labor income and 14,683 jobs. These events led to an additional \$71.9 million in state tax revenues and an additional \$56.1 million in local tax revenues including \$19.4 million in hotel/motel tax revenues.

These estimates represent new dollars that would not be spent in Georgia absent the events held at the GWCC, the Georgia Dome and Centennial Olympic Park. There are broader and longer-range impacts from the facilities that are beyond the scope of this analysis. For example, the facilities have provided an anchor for the development of the tourism facilities that surround the campus. These facilities attract

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visitors to the region unrelated to the events held at GWCC or the Georgia Dome. However, the many out of state visitors that come to events at GWCC or the Georgia Dome provide additional demand for these facilities and help build a financial base that supports these other facilities. Similarly, the availability of these other tourism facilities makes GWCC and the Georgia Dome more attractive destinations for their events. The economic impact from the synergies among the various facilities in the area is beyond the scope of this study. Rather, it measures only the impacts of the direct, incremental spending associated with the events held at the GWCC, the Georgia Dome and Centennial Olympic Park.

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**Georgia World Congress Center and Georgia Dome  
Economic Impact Analysis  
FY 2015**

**Appendix**

**September 2015**

**Table 1**  
**Economic Impact of the Georgia World Congress Center and**  
**the Georgia Dome on Georgia's Economy**  
**FY 2015**

<u>Expenditure Category</u>	<u>Total Spending (\$ 2015)</u>	<u>Economic Impact on Output (\$ 2015)</u>	<u>Economic Impact on Labor Income (\$ 2015)</u>	<u>Economic Impact on Employment (# of Jobs)</u>
<b>Grand Total</b>	<b>\$ 734,137,627</b>	<b>\$ 1,334,151,944</b>	<b>\$ 504,599,356</b>	<b>14,683</b>
Attendees	616,387,408	1,109,561,456	413,845,011	12,515
Exhibitors	73,245,336	147,982,483	65,974,137	1,481
Sponsors	44,504,883	76,608,006	24,780,209	688
<b>Georgia World Congress Center</b>	<b>467,298,714</b>	<b>852,847,014</b>	<b>322,175,204</b>	<b>9,206</b>
<b>Attendees</b>				
Trade Show Visitors	237,713,592	427,727,876	157,866,917	4,817
Conference Trade Visitors	22,769,764	40,639,068	14,564,083	438
Convention w/o Exhibits - Conferences	26,495,740	47,660,633	17,564,081	537
Amateur Sports - Large	44,635,651	80,255,637	30,065,527	911
Amateur Sports - Local	3,427,919	6,112,701	2,216,391	66
Graduations	1,812,379	3,233,962	1,175,666	35
Consumer Shows	10,025,199	17,665,463	6,029,346	175
General Meetings	4,798,396	8,551,041	3,065,423	91
<b>Exhibitors</b>				
Trade Show Visitors	65,566,086	132,467,577	59,057,220	1,325
Conference Trade Exhibitors	7,198,343	14,543,297	6,483,750	146
Convention w/o Exhibits - Conferences	0	0	0	0
Amateur Sports - Large	0	0	0	0
Amateur Sports - Local	0	0	0	0
Graduations	0	0	0	0
Consumer Shows	480,907	971,608	433,166	10
General Meetings	0	0	0	0
<b>Sponsors</b>				
Trade Shows	31,106,995	53,630,566	17,371,448	477
Trade Show / Corp	3,806,732	6,562,998	2,125,789	58
Convention w/o Exhibits - Conferences	4,978,426	8,583,058	2,780,096	76
Participation Sports	1,270,344	2,311,444	830,716	27
Consumer Shows	586,818	876,931	216,371	7
General Meetings	625,424	1,053,155	329,212	9
<b>Georgia Dome</b>	<b>261,633,241</b>	<b>471,946,938</b>	<b>178,897,161</b>	<b>5,371</b>
<b>Attendees</b>				
Spectator Events	254,472,227	459,261,475	174,360,933	5,234
General Meetings	5,183,453	9,333,982	3,474,334	106
<b>Sponsors</b>				
Spectator Events	1,128,730	1,924,140	616,777	18
General Meetings	848,831	1,427,341	445,117	13
<b>Centennial Olympic Park</b>	<b>5,205,672</b>	<b>9,357,992</b>	<b>3,526,992</b>	<b>106</b>
<b>Attendees</b>				
Entertainment Concerts	5,053,090	9,119,617	3,462,309	104
<b>Sponsors</b>				
Entertainment Concerts	152,582	238,374	64,683	2

Source: GWCC Authority/ACVB, Tourism Economics, IMPLAN and Fiscal Research Center, Andrew Young School of Policy Research, Georgia State University

**Table 2**  
**The Georgia World Congress Center and the Georgia Dome**  
**Total Attendance, FY 2015**

Category of Event	<u>Total Attendance</u>	<u>Percentage of Out-of-State Attendance</u>	<u>Out-of-State Attendance</u>
<b>Grand Total</b>	<b>2,469,582</b>	<b>39%</b>	<b>950,873</b>
<b>Georgia World Contress Center</b>	<b>952,246</b>	<b>54%</b>	<b>514,956</b>
Trade Shows	343,970	86%	294,665
Trade Show / Corp	30,439	91%	27,699
Convention w/o Exhibits - Conferences	54,170	91%	49,295
Amateur Sports - Large	107,279	91%	97,624
Amateur Sports - Local	62,687	11%	6,896
Graduations	77,705	5%	3,885
Consumer Shows	208,017	11%	22,882
General Meetings	67,979	18%	12,010
<b>Georgia Dome</b>	<b>1,467,840</b>	<b>29%</b>	<b>425,071</b>
Spectator Events	1,344,393	31%	411,492
General Meetings	123,447	11%	13,579
<b>Centennial Olympic Park</b>	<b>49,496</b>	<b>22%</b>	<b>10,846</b>
Entertainment Concerts	49,496	22%	10,846

**Table 3**  
**The Georgia World Congress Center and the Georgia Dome**  
**Out-of-State Visitor Days - FY 2015**

<b>Category of Event</b>	<b>Out-of-State Attendance</b>	<b>Wtd Avg Length of Stay (Days)</b>	<b>Total Number of Out-of-State Visitor Days</b>	<b>Wtd Avg Number of Visitors Per Room</b>
<b>Grand Total</b>	<b>950,873</b>	<b>2.4</b>	<b>2,238,113</b>	<b>1.4</b>
<b>Georgia World Contress Center</b>	<b>514,956</b>	<b>2.6</b>	<b>1,361,762</b>	<b>1.6</b>
Trade Shows	294,665	2.8	812,637	1.6
Trade Show / Corp	27,699	3.3	90,999	1.2
Convention w/o Exhibits - Conferences	49,295	2.7	130,719	2.3
Amateur Sports - Large	97,624	2.3	226,464	2.2
Amateur Sports - Local	6,896	2.0	13,943	1.2
Graduations	3,885	1.9	7,503	1.2
Consumer Shows	22,882	2.6	59,029	1.2
General Meetings	12,010	1.7	20,468	1.2
<b>Georgia Dome</b>	<b>425,071</b>	<b>2.0</b>	<b>848,773</b>	<b>1.2</b>
Spectator Events	400,646	2.0	789,609	1.2
General Meetings	24,425	2.4	59,164	1.2
<b>Centennial Olympic Park</b>	<b>10,846</b>	<b>2.5</b>	<b>27,578</b>	<b>1.2</b>
Entertainment Concerts	10,846	2.5	27,578	1.2

**Table 4**  
**Trade Shows: Average Daily Expenditures**  
**Per Out-of-State Visitor, FY 2015**  
**(\$ 2015)**

<b>Expenditure Category</b>	<b>Daily Amount Per Attendee (\$)</b>
<b>Lodging</b>	\$ 113.16
<b>Transportation</b>	\$ 30.09
<b>Food &amp; Beverage</b>	\$ 95.74
<b>Retail</b>	\$ 28.09
<b>Recreation</b>	\$ 25.44
<b>Total</b>	\$ 292.52

**Table 5**  
**Trade Show / Corp: Average Daily Expenditures**  
**Per Out-of-State Visitor, FY 2015**  
**(\$ 2015)**

<b>Expenditure Category</b>	<b>Daily Amount Per Attendee (\$)</b>
Lodging	\$ 125.46
Transportation	\$ 21.49
Food & Beverage	\$ 70.32
Retail	\$ 17.99
Recreation	\$ 14.96
<b>Total</b>	<b>\$ 250.22</b>

**Table 6**  
**Conventions w/o Exhibits and Conferences: Average Daily Expenditures**  
**Per Out-of-State Visitor, FY 2015**  
**(\$ 2015)**

<b>Expenditure Category</b>	<b>Daily Amount Per Attendee (\$)</b>
Lodging	\$ 77.72
Transportation	\$ 21.52
Food & Beverage	\$ 70.46
Retail	\$ 18.02
Recreation	\$ 14.98
<b>Total</b>	<b>\$ 202.69</b>



**Table 7**  
**Amatuer Sports Large: Average Daily Expenditures**  
**Per Out-of-State Visitor, FY 2015**  
**(\$ 2015)**

Expenditure Category	Daily Amount Per Attendee (\$)
Lodging	\$ 75.89
Transportation	\$ 21.01
Food & Beverage	\$ 43.16
Retail	\$ 39.65
Recreation	\$ 17.39
<b>Total</b>	<b>\$ 197.10</b>

**Table 8**  
**Amatuer Sports Local: Average Daily Expenditures**  
**Per Out-of-State Visitor, FY 2015**  
**(\$ 2015)**

Expenditure Category	Daily Amount Per Attendee (\$)
Lodging	\$ 125.55
Transportation	\$ 20.88
Food & Beverage	\$ 42.77
Retail	\$ 39.39
Recreation	\$ 17.28
<b>Total</b>	<b>\$ 245.85</b>

**Table 9**  
**Consumer Shows: Average Daily Expenditures**  
**Per Out-of-State Visitor, FY 2015**  
**(\$ 2015)**

<b>Expenditure Category</b>	<b>Daily Amount Per Attendee (\$)</b>	
Lodging	\$	118.03
Transportation	\$	3.01
Food & Beverage	\$	19.93
Retail	\$	17.51
Recreation	\$	11.35
<b>Total</b>	<b>\$</b>	<b>169.84</b>

**Table 10**  
**General Meetings: Average Daily Expenditures**  
**Per Out-of-State Visitor, FY 2015**  
**(\$ 2015)**

<b>Expenditure Category</b>	<b>Daily Amount Per Attendee (\$)</b>	
Lodging	\$	125.63
Transportation	\$	20.18
Food & Beverage	\$	50.23
Retail	\$	21.20
Recreation	\$	17.19
<b>Total</b>	<b>\$</b>	<b>234.43</b>

**Table 11**  
**Georgia Dome Spectator Events: Average Daily Expenditures**  
**Per Out-of-State Visitor, FY 2015**  
**(\$ 2015)**

Expenditure Category	Daily Amount Per Attendee (\$)	
Lodging	\$	114.96
Transportation	\$	34.85
Food & Beverage	\$	48.64
Retail	\$	62.01
Recreation	\$	48.74
<b>Total</b>	<b>\$</b>	<b>309.20</b>

**Table 12**  
**Georgia Dome General Meetings : Average Daily Expenditures**  
**Per Out-of-State Visitor, FY 2015**  
**(\$ 2015)**

Expenditure Category	Daily Amount Per Attendee (\$)	
Lodging	\$	103.22
Transportation	\$	13.55
Food & Beverage	\$	47.00
Retail	\$	24.97
Recreation	\$	14.66
<b>Total</b>	<b>\$</b>	<b>203.41</b>

**Table 13**  
**Centennial Olympic Park Entertainment Concerts:**  
**Average Daily Expenditure**  
**Per Out-of-State Visitor, FY 2015**  
**(\$ 2015)**

Expenditure Category	Daily Amount Per Attendee (\$)	
Lodging	\$	117.83
Transportation	\$	3.05
Food & Beverage	\$	34.71
Retail	\$	19.11
Recreation	\$	8.54
<b>Total</b>	<b>\$</b>	<b>183.23</b>

**Table 14**  
**Trade Shows and Conventions: Average Expenditures by Exhibitors**  
**Per Out-of-State Visitor Day, FY 2015**  
**(\$ 2015)**

Expenditure Category	Daily Amount Per Attendee (\$)	
Business Services	\$	28.13
Food & Beverage	\$	19.25
Equipment	\$	17.02
Space Rental	\$	2.96
Other	\$	13.32
<b>Total</b>	<b>\$</b>	<b>80.68</b>

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**Table 15**  
**Trade Shows: Average Expenditures by**  
**Sponsoring Organizations per Out-of-State Visitor Day, FY 2015**  
**(\$ 2015)**

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<b>Expenditure Category</b>	<b>Daily Amount Per Attendee (\$)</b>	
<b>Space Rental</b>	\$	8.56
<b>F&amp;B</b>	\$	8.99
<b>Other</b>	\$	20.73
<b>Total</b>	\$	38.28

**Table 16**  
**The Impact of the Georgia World Congress Center, the Georgia Dome**  
**and Centennial Olympic Park on Taxes Collected by**  
**by State and Local Government, FY 2015**

<b>Grand Totals</b>	
<b>Georgia Department of Revenues, Total</b>	<u>\$ 71,872,730</u>
State Sales Tax Collections	39,628,750
State Personal Income Tax Collections	17,358,218
State Collections - Other Taxes	14,885,762
<b>Local Government, Total</b>	<u>\$ 56,116,618</u>
Hotel/Motel Tax	19,437,712
Local Sales Taxes	36,678,906
 <b>Georgia World Congress Center</b>	
<b>Georgia Department of Revenues, Total</b>	<u>\$ 45,445,554</u>
State Sales Tax Collections	24,847,111
State Personal Income Tax Collections	11,082,827
State Collections - Other Taxes	9,515,616
<b>Local Government, Total</b>	<u>\$ 34,364,122</u>
Hotel/Motel Tax	11,433,429
Local Sales Taxes	22,930,692
 <b>Georgia Dome</b>	
<b>Georgia Department of Revenues, Total</b>	<u>\$ 25,913,066</u>
State Sales Tax Collections	14,493,269
State Personal Income Tax Collections	6,154,062
State Collections - Other Taxes	5,265,734
<b>Local Government, Total</b>	<u>\$ 21,224,328</u>
Hotel/Motel Tax	7,744,325
Local Sales Taxes	13,480,004
 <b>Centennial Olympic Park</b>	
<b>Georgia Department of Revenues, Total</b>	<u>\$ 514,110</u>
State Sales Tax Collections	288,370
State Personal Income Tax Collections	121,329
State Collections - Other Taxes	104,412
<b>Local Government, Total</b>	<u>\$ 528,168</u>
Hotel/Motel Tax	259,958
Local Sales Taxes	268,209

