
**Georgia World Congress Center and Georgia Dome
Economic Impact Analysis
FY 2016**

Prepared by:

Ken Heaghney
State Fiscal Economist
Fiscal Research Center
Andrew Young School of Policy Studies
Georgia State University

Submitted to

Georgia World Congress Center Authority

October 2016

Executive Summary

The Georgia World Congress Center (GWCC) and the Georgia Dome, including Centennial Olympic Park (GWCC complex) are important components of Georgia's economic infrastructure. This report quantifies the economic impact associated with the GWCC complex on the economy of Georgia over the course of Fiscal Year 2016. Economic impact is measured based on the incremental spending associated with the specific entity being examined. In the case of the GWCC complex, 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 2016 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 2016 these facilities delivered:

- Total economic output increase of \$1.51 billion;
- \$522.5 million in additional labor income;
- 15,764 in added jobs;
- \$87.1 million in additional state tax and fee revenue;
- \$39.5 million in additional sales tax revenues for local governments;
- \$18.2 million in additional hotel/motel tax revenues for local governments; and
- Total out-of-state attendance of over 1 million people generating over 2.6 million out-of-state visitor days.

The preponderance of the incremental output is associated with the spending by out-of-state attendees, \$1.21 billion out of a total impact of \$1.51 billion. This equates to about 79.9% of the total impact. Spending by exhibitors at events accounted for \$184.9 million in incremental output or about 12.3% of the total. Spending by sponsors or organizers accounted for \$118.9 million in incremental output or about 7.9% of the total impact.

GWCC activities accounted for the preponderance of the combined added output from the GWCC complex. GWCC events led to an additional \$1.09 billion in overall output. This accounts for 72.0% of the total added output. The Dome events accounted for \$413.0 million in additional output or about 27.4% of the total economic impact. Centennial Olympic Park events accounted for \$10.3 million in additional output or 0.7% of the total economic impact.

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 \$796.0 million while the total impact equaled \$1.51 billion. Thus, the multiplier is 1.90 and each dollar of initial direct spending generates an additional 90 cents in economic output for the state's economy.

Introduction

Large public facilities such as the Georgia World Congress Center, the Georgia Dome and Centennial Olympic Park (the GWCC Complex) 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 complex. 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 2016 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.

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 various GWCC complex facilities. 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,

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 \$1.51 billion in FY 2016. This amount represents the combined impact of various events at these facilities on output (sales or gross receipts). Of that total, \$1.21 billion or 79.9% results from spending by out-of-state attendees, approximately \$184.9 million or 12.3% results from spending by exhibitors and \$118.9 million or 7.9% results from spending by sponsoring organizations.

Of the \$1.51 billion total impact in FY 2016, approximately \$796.0 million results from the initial or direct spending by out-of-state attendees, exhibitors and sponsors. Approximately \$713.3 million is the added spending (indirect and induced spending or multiplier) impact. Dividing the total output impact (\$1,509 million) by the total initial spending by out-of-state attendees, exhibitors and sponsoring organizations (\$796.0 million) yields an overall multiplier of 1.90. On average, therefore, each dollar of initial spending generates an additional 90 cents in economic output for the state's economy.

The economic impact generated by the GWCC complex also had a positive impact on Georgia's labor market. The GWCC, the Georgia Dome and Centennial Olympic Park combined to add \$522.5 million in labor income and 15,764 jobs. In addition, this economic activity generated additional tax revenues for state and local governments. Combined the entities contributed \$87.1 million in tax and fee revenues to the State and \$57.6 million to local governments. The latter figure includes \$18.2 million in hotel/motel taxes.

The Georgia World Congress Center

In FY 2016, the GWCC accounted for \$1.09 billion or 72.0% of the combined economic impact on output from the entire GWCC complex. It generated \$376.6 million in labor income and 11,244 jobs. GWCC events generated \$62.3 million in tax and fee revenues received by the state and \$41.1 million in tax revenues received by local governments. This includes about \$13.2 million in hotel/motel tax revenues.

The Georgia Dome

In FY 2016, the Georgia Dome accounted for \$413.0 million or 27.4% of the combined economic impact on output from the entire GWCC complex. The Georgia Dome generated \$142.5 million in labor income and 4,418 jobs. In addition, the events at the facility added \$24.2 million to tax and fee revenues received by the state government and about \$16.0 million in tax revenues received by local governments. This includes \$4.7 million in hotel/motel tax revenues.

Centennial Olympic Park

In FY 2016, Centennial Olympic Park accounted for \$10.3 million or 0.7% of the combined economic impact on output from the entire GWCC complex. The Centennial Olympic Park generated \$3.38 million in labor income and 103 jobs. In addition, the events at the facility added \$624.9 thousand to tax revenues received by the state government and about \$482.0 thousand in tax revenues received by local governments. This includes \$208.8 thousand 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, the Georgia Dome, and Centennial Olympic Park 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 various facilities within the GWCC complex 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, the Georgia Dome, and Centennial Olympic Park 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, an exhibitor may arrive before the event starts and leave after its conclusion as it sets up and breaks down its exhibit. Also, attendees may only stay for part of the event. Fifth, IMPLAN Professional Version 3.1 modeling system was used to estimate 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 involved several steps. First, each event was classified to a group; each of which has its own spending characteristics. For GWCC events, eight 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 amount 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 1,034,431 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, events held at the GWCC complex generated over 2.6 million out-of-state visitor days through their various events in FY 2016.

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

information for events held at the Georgia Dome. 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 \$94.8 million and the total economic impact equaled \$184.9 million. Table 13 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 \$62.8 million and the total economic impact equaled \$118.9 million. Table 14 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 1.9. Thus, each dollar of direct spending on GWCC, Dome and Centennial Olympic Park events generates an additional 90 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

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. In addition, the State imposed a \$5 per night fee on hotel and motel room rentals starting on Jul1, 2015. This fee revenue was estimated by multiplying the rate times the number of room nights estimated by the EIC.

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, the Georgia Dome and Centennial Olympic Park. 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 2014. 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 15 details the estimated tax revenues from the events held at GWCC, the Dome and Centennial Olympic Park in FY 2016.

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 and the Georgia Dome. In FY 2016, the overall impact from this direct spending totaled \$1.509 billion. In addition, these events added over \$522.5 million in labor income and 15,764 jobs. These events led to an additional \$87.1 million in state tax and fee revenues and an additional \$57.6 million in local tax revenues including \$18.2 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 complex. 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 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.

**Georgia World Congress Center and Georgia Dome
Economic Impact Analysis
FY 2016**

Appendix

October 2016



Table 1
Economic Impact of the Georgia World Congress Center and
the Georgia Dome on Georgia's Economy
FY 2016

<u>Expenditure Category</u>	<u>Total Spending (\$ 2016)</u>	<u>Economic Impact on Output (\$ 2016)</u>	<u>Economic Impact on Labor Income (\$ 2016)</u>	<u>Economic Impact on Employment (# of Jobs)</u>
Grand Total	\$ 796,047,930	\$ 1,509,300,476	\$ 522,491,359	15,764
Attendees	638,483,905	1,205,422,984	410,160,524	12,815
Exhibitors	94,809,789	184,944,825	74,210,910	1,832
Sponsors	62,754,236	118,932,667	38,119,925	1,117
<u>Georgia World Congress Center</u>	<u>574,006,438</u>	<u>1,085,984,508</u>	<u>376,635,797</u>	<u>11,244</u>
Attendees				
Trade Shows	265,742,235	498,797,983	168,383,761	5,295
Conference Trade Shows/Corp	11,938,123	22,281,560	7,436,085	230
Convention w/o Exhibits - Conferences	71,580,120	134,273,328	45,325,618	1,433
Amateur Sports - Large	43,354,261	82,031,001	28,044,731	876
Amateur Sports - Local	4,356,205	8,239,138	2,814,490	88
Graduations	3,025,872	5,725,731	1,957,794	61
Consumer Shows	11,922,230	22,230,568	7,386,118	221
General Meetings	6,457,531	12,064,960	4,021,763	122
Exhibitors				
Trade Show Visitors	89,989,717	175,542,342	70,438,072	1,739
Conference Trade Exhibitors	3,966,183	7,736,807	3,104,469	77
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	853,889	1,665,676	668,369	17
General Meetings	0	0	0	0
Sponsors				
Trade Shows	37,703,034	71,701,399	23,062,837	670
Trade Show / Corp	1,922,162	3,655,414	1,175,752	34
Convention w/o Exhibits - Conferences	17,403,036	33,095,702	10,645,128	309
Amateur Sports	1,701,680	3,181,277	1,088,583	38
Consumer Shows Including Graduations	962,159	1,658,530	427,242	13
General Meetings	1,128,001	2,103,092	654,987	20
<u>Georgia Dome</u>	<u>216,466,092</u>	<u>412,976,328</u>	<u>142,472,996</u>	<u>4,418</u>
Attendees				
Spectator Events	211,991,949	404,604,457	139,705,765	4,332
General Meetings	3,183,643	5,977,648	2,014,905	62
Sponsors				
Spectator Events	1,210,631	2,246,722	705,875	22
General Meetings	79,870	147,502	46,450	1
<u>Centennial Olympic Park</u>	<u>5,575,400</u>	<u>10,339,640</u>	<u>3,382,566</u>	<u>103</u>
Attendees				
Entertainment Concerts	4,931,737	9,196,610	3,069,495	94
Sponsors				
Entertainment Concerts	643,663	1,143,030	313,071	9

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 2016

Category of Event	<u>Total Attendance</u>	<u>Percentage of Out-of-State Attendance</u>	<u>Out-of-State Attendance</u>
Grand Total	2,749,382	38%	1,034,431
Georgia World Congress Center	1,200,381	50%	597,388
Trade Shows	361,745	84%	304,744
Trade Show / Corp	23,754	91%	21,616
Convention w/o Exhibits - Conferences	129,951	91%	118,255
Amateur Sports - Large	98,263	91%	89,419
Amateur Sports - Local	81,991	11%	9,019
Graduations	131,693	5%	6,585
Consumer Shows	272,650	11%	29,992
General Meetings	100,334	18%	17,758
Georgia Dome	1,478,588	29%	422,440
Spectator Events	1,343,654	31%	413,141
General Meetings	134,934	7%	9,299
Centennial Olympic Park	70,413	21%	14,603
Entertainment Concerts	70,413	21%	14,603

Table 3
The Georgia World Congress Center and the Georgia Dome
Out-of-State Visitor Days - FY 2016

Category of Event	<u>Out-of-State Attendance</u>	<u>Wtd Avg Length of Stay (Days)</u>	<u>Total Number of Out-of-State Visitor Days</u>
Grand Total	1,034,431	2.5	2,615,753
Georgia World Contress Center	597,388	3.0	1,762,955
Trade Shows	304,744	3.1	931,343
Trade Show / Corp	21,616	2.3	49,663
Convention w/o Exhibits - Conferences	118,255	3.1	370,390
Amateur Sports - Large	89,419	2.8	251,282
Amateur Sports - Local	9,019	2.8	24,987
Graduations	6,585	2.7	17,603
Consumer Shows	29,992	3.0	89,009
General Meetings	17,758	1.6	28,678
Georgia Dome	422,440	1.9	821,151
Spectator Events	413,141	2.0	807,320
General Meetings	9,299	1.5	13,831
Centennial Olympic Park	14,603	2.2	31,647
Entertainment Concerts	14,603	2.2	31,647

Table 4
Trade Shows: Average Daily Expenditures
Per Out-of-State Visitor, FY 2016
(\$ 2016)

Expenditure Category	Daily Amount Per Attendee (\$)
Lodging	\$ 112.37
Transportation	\$ 21.81
Food & Beverage	\$ 98.00
Retail	\$ 27.89
Recreation	\$ 25.26
Total	\$ 285.33

Table 5
Trade Show / Corp: Average Daily Expenditures
Per Out-of-State Visitor, FY 2016
(\$ 2016)

Expenditure Category	Daily Amount Per Attendee (\$)
Lodging	\$ 120.53
Transportation	\$ 15.58
Food & Beverage	\$ 71.67
Retail	\$ 17.80
Recreation	\$ 14.80
Total	\$ 240.38

Table 6
Conventions w/o Exhibits and Conferences: Average Daily Expenditures
Per Out-of-State Visitor, FY 2016
(\$ 2016)

Expenditure Category	Daily Amount Per Attendee (\$)
Lodging	\$ 74.11
Transportation	\$ 15.57
Food & Beverage	\$ 71.15
Retail	\$ 17.71
Recreation	\$ 14.72
Total	\$ 193.26

Table 7
Amatuer Sports Large: Average Daily Expenditures
Per Out-of-State Visitor, FY 2016
(\$ 2016)

Expenditure Category	Daily Amount Per Attendee (\$)
Lodging	\$ 57.11
Transportation	\$ 15.10
Food & Beverage	\$ 43.92
Retail	\$ 39.20
Recreation	\$ 17.20
Total	\$ 172.53

Table 8
Amatuer Sports Local: Average Daily Expenditures
Per Out-of-State Visitor, FY 2016
(\$ 2016)

Expenditure Category	Daily Amount Per Attendee (\$)
Lodging	\$ 59.08
Transportation	\$ 15.10
Food & Beverage	\$ 43.84
Retail	\$ 39.15
Recreation	\$ 17.17
Total	\$ 174.34

Table 9
Consumer Shows: Average Daily Expenditures
Per Out-of-State Visitor, FY 2016
(\$ 2016)

Expenditure Category	Daily Amount Per Attendee (\$)
Lodging	\$ 80.21
Transportation	\$ 2.37
Food & Beverage	\$ 22.11
Retail	\$ 17.53
Recreation	\$ 11.72
Total	\$ 133.94

Table 10
General Meetings: Average Daily Expenditures
Per Out-of-State Visitor, FY 2016
(\$ 2016)

Expenditure Category	Daily Amount Per Attendee (\$)
Lodging	\$ 121.36
Transportation	\$ 14.60
Food & Beverage	\$ 51.21
Retail	\$ 20.99
Recreation	\$ 17.02
Total	\$ 225.17

Table 11
Georgia Dome Spectator Events: Average Daily Expenditures
Per Out-of-State Visitor, FY 2016
(\$ 2016)

Expenditure Category	Daily Amount Per Attendee (\$)	
Lodging	\$	71.20
Transportation	\$	26.31
Food & Beverage	\$	51.48
Retail	\$	63.50
Recreation	\$	50.11
Total	\$	262.59

Table 12
Georgia Dome General Meetings : Average Daily Expenditures
Per Out-of-State Visitor, FY 2016
(\$ 2016)

Expenditure Category	Daily Amount Per Attendee (\$)	
Lodging	\$	103.18
Transportation	\$	14.90
Food & Beverage	\$	56.59
Retail	\$	36.11
Recreation	\$	19.40
Total	\$	230.18

Table 13
Centennial Olympic Park Entertainment Concerts:
Average Daily Expenditure
Per Out-of-State Visitor, FY 2016
(\$ 2016)

Expenditure Category	Daily Amount Per Attendee (\$)	
Lodging	\$	82.48
Transportation	\$	2.97
Food & Beverage	\$	39.41
Retail	\$	20.39
Recreation	\$	10.58
Total	\$	155.84

Table 14
Trade Shows: Average Expenditures by Exhibitors
Per Out-of-State Visitor Day, FY 2016
(\$ 2016)

Expenditure Category	Daily Amount Per Attendee (\$)	
Business Services	\$	33.69
Food & Beverage	\$	23.05
Equipment	\$	20.39
Space Rental	\$	3.55
Other	\$	15.96
Total	\$	96.62

Table 15
Trade Shows: Average Expenditures by
Sponsoring Organizations per Out-of-State Visitor, FY 2016
(\$ 2016)

Expenditure Category	Daily Amount Per Attendee (\$)	
Space Rental	\$	8.42
F&B	\$	11.27
Other	\$	20.79
Total	\$	40.48

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 2016

Grand Totals	
Georgia Department of Revenues, Total	<u>\$ 87,097,971</u>
State Sales Tax Collections	42,678,385
State Personal Income Tax Collections	17,973,703
State Hotel/Motel Fee	7,210,980
State Collections - Other Taxes	19,234,904
Local Government, Total	<u>\$ 57,633,109</u>
Hotel/Motel Tax	18,164,360
Local Sales Taxes	39,468,749
 Georgia World Congress Center	
Georgia Department of Revenues, Total	<u>\$ 62,271,290</u>
State Sales Tax Collections	30,201,055
State Personal Income Tax Collections	12,956,271
State Hotel/Motel Fee	5,273,905
State Collections - Other Taxes	13,840,059
Local Government, Total	<u>\$ 41,140,148</u>
Hotel/Motel Tax	13,242,995
Local Sales Taxes	27,897,154
 Georgia Dome	
Georgia Department of Revenues, Total	<u>\$ 24,201,765</u>
State Sales Tax Collections	12,182,741
State Personal Income Tax Collections	4,901,071
State Hotel/Motel Fee	1,854,879
State Collections - Other Taxes	5,263,074
Local Government, Total	<u>\$ 16,010,983</u>
Hotel/Motel Tax	4,712,537
Local Sales Taxes	11,298,445
 Centennial Olympic Park	
Georgia Department of Revenues, Total	<u>\$ 624,916</u>
State Sales Tax Collections	294,589
State Personal Income Tax Collections	116,360
State Hotel/Motel Fee	82,196
State Collections - Other Taxes	131,771
Local Government, Total	<u>\$ 481,978</u>
Hotel/Motel Tax	208,828
Local Sales Taxes	273,150