
Georgia World Congress Center Authority
Economic Impact Analysis
FY 2018

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Executive Summary

The Georgia World Congress Center Authority (GWCCA) including the Georgia World Congress Center, Centennial Olympic Park and the recently opened Mercedes-Benz Stadium (MBS) are important components of Georgia's economic infrastructure. This report quantifies the economic impact associated with the GWCCA complex on the economy of Georgia over the course of Fiscal Year 2018. Economic impact is measured based on the incremental spending associated with the specific entity being examined. In the case of the GWCCA 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 visitors is valued in an economic impact analysis only to the extent that it comes from out-of-state visitors. Spending by in-state visitors 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 2018 data on visitors, organizers and exhibitors at events at GWCC, MBS and Centennial Olympic Park gathered by GWCCA and the Atlanta Convention and Visitors Bureau (ACVB), survey data regarding spending behaviors in the Atlanta travel market provided by Tourism Economics and economic multiplier analysis using the IMPLAN regional economic model for Georgia. It also incorporates an independent economic impact analysis of the College Football Playoff National Championship game performed by Dr. Bruce Seaman on behalf of the Atlanta Football Host Committee.

The results of this analysis highlight the significant value of these facilities to Georgia and its economy. Specifically, in FY 2018 these facilities delivered:

- Total economic output increase of \$1.77 billion;
- \$590.9 million in additional labor income;
- 18,293 in added jobs;
- \$98.8 million in additional state tax and fee revenue;
- \$72.6 million in additional tax revenues for local governments; and
- Total out-of-state attendance of over 1.2 million people generating almost 3.0 million out-of-state visitor days.

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 visitors, exhibitors and organizers totaled \$922.1 million while the total impact equaled \$1.77 billion. Thus, the multiplier is 1.92 and each dollar of initial direct spending generates an additional 92 cents in economic output for the state's economy.

ES Table 1 shows key economic impact results by entity for FY 2018. As shown, spending by out of state visitors makes up the preponderance of the incremental output generated at the complex, about \$1.49

billion out of \$1.77 billion. Spending by exhibitors at events accounted for \$172.9 million in incremental output while spending by sponsors or organizers accounted for \$112.5 million in incremental output.

ES - Table 1									
<u>Economic Impact Summary by Entity</u>									
<u>FY 2018</u>									
	Direct Spending (\$M)	Share	Total Output \$M	Share	Multiplier	Labor Income (\$M)	Share	Jobs	Share
Visitors	776.0	84.2%	1,485.1	83.9%	1.91	486.6	82.3%	15,753	86.1%
Exhibitors	87.3	9.5%	172.9	9.8%	1.98	70.0	11.8%	1,533	8.4%
Sponsors	58.7	6.4%	112.5	6.4%	1.92	34.3	5.8%	1,006	5.5%
Total	922.1	100%	1,770.5	100%	1.92	590.9	100%	18,293	100%

ES Table 2 shows similar results by facility.

ES - Table 2									
<u>Economic Impact Summary by Facility</u>									
<u>FY 2018</u>									
	Direct Spending (\$M)	Share	Total Output \$M	Share	Multiplier	Labor Income (\$M)	Share	Jobs	Share
GWCC	563.2	61.1%	1,079.8	61.0%	1.92	362.7	61.4%	10,889	59.5%
MBS	355.3	38.5%	684.0	38.6%	1.93	226.1	38.3%	7,337	40.1%
Park	3.6	0.4%	6.7	0.4%	1.89	2.2	0.4%	67	0.4%
Total	922.1	100%	1,770.5	100%	1.92	590.9	100%	18,293	100%

GWCC activities accounted for the preponderance of the combined added output from the overall complex. GWCC events led to an additional \$1.08 billion in overall output. MBS events accounted for \$684.0 while Centennial Olympic Park events accounted for \$6.7 million in additional output.

Introduction

Large public facilities such as the Georgia World Congress Center, Mercedes-Benz Stadium and Centennial Olympic Park (the GWCCA 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 GWCCA complex. Three specific categories of spending are considered: 1) spending by out-of-state visitors, 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 estimates of spending by various entities are derived from

the Economic Impact Calculator (EIC) maintained by Tourism Economics, an Oxford Economics Company. Multiplier effects are estimated via IMPLAN, a regional input-output model for the Georgia economy.

Overview of Georgia World Congress Center, Mercedes-Benz Stadium 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 the fourth largest convention center in the U.S. and position GWCC as a world-class facility for conventions, exhibitions, corporate meetings and other events.

Mercedes-Benz Stadium replaced the Georgia Dome and hosted its first event in August 2017. The Dome was subsequently imploded and the site will be the future home of a 13 acre green space and a luxury hotel. MBS seats 71,000 with the ability to expand capacity to 75,000. MBS is the permanent home of the Atlanta Falcons of the NFL and Atlanta United of MLS. Atlanta United set the MLS record for single game attendance as well as season attendance in its first year of operation. In addition, MBS hosted the College Football Playoff Championship game in January 2018 and will host the Super Bowl in 2019. MBS has quickly assumed the Georgia Dome's mantle as a major destination site for sporting events of global significance.

The 1996 opening of 21-acre Centennial Olympic Park provided additional outdoor gathering space for concerts, exhibits, receptions and charity events. The GWCC, MBS, 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 Chick-fil-A 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. JA 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 MBS, and Centennial Olympic Park totaled \$1.77 billion in FY 2018. This amount represents the combined impact of various events at these facilities on output (sales or gross receipts). Of that total, \$1.49 billion or 83.9 % results from spending by out-of-state visitors, approximately \$172.9 million or 9.8 % results from spending by exhibitors and \$112.5 million or 6.4 % results from spending by sponsoring organizations.

Of the \$1.77 billion total impact in FY 2018, approximately \$922.1 million results from the initial or direct spending by out-of-state visitors, exhibitors and sponsors. Approximately \$848.4 million is the added spending (indirect and induced spending or multiplier) impact. Dividing the total output impact by the total initial spending by out-of-state visitors, exhibitors and sponsoring organizations yields an overall multiplier of 1.92. On average, therefore, each dollar of initial spending generates an additional 92 cents in economic output for the state's economy.

The economic impact generated by the GWCCA complex also had a positive impact on Georgia's labor market. The GWCC, MBS and Centennial Olympic Park combined to add \$590.9 million in labor income and 18,293 jobs. In addition, this economic activity generated additional tax revenues for state and local governments. Combined the entities contributed \$98.8 million in tax and fee revenues to the State and \$72.6 million to local governments. The latter figure includes \$21.7 million in hotel/motel taxes.

Georgia World Congress Center

In FY 2018, the GWCC accounted for \$1.08 billion or 61.0% of the combined economic impact on output from the entire GWCCA complex. It generated \$362.7 million in labor income and 10,889 jobs. GWCC events generated \$61.2 million in tax and fee revenues received by the state and \$42.8 million in tax revenues received by local governments. This includes about \$13.4 million in hotel/motel tax revenues.

Mercedes-Benz Stadium

In FY 2018, MBS accounted for \$684.0 million or 38.6% of the combined economic impact on output from the entire GWCCA complex. MBS generated \$226.1 million in labor income and 7,337 in jobs. In addition, the events at the facility added \$36.9 million to tax and fee revenues received by the state government and about \$29.5 million in tax revenues received by local governments. This includes \$8.1 million in hotel/motel tax revenues.

Centennial Olympic Park

In FY 2018, Centennial Olympic Park accounted for \$6.7 million or 0.4% of the combined economic impact on output from the entire GWCCA complex. The Centennial Olympic Park generated \$2.2 million in labor income and 67 jobs. In addition, the events at the facility added \$662 thousand to tax revenues received by the state government and about \$355 thousand in tax revenues received by local governments. This includes \$146,000 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, MBS 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 GWCCA 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 a visitor 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 visitors 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, MBS 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 visitors 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 visitors was calculated by applying assumptions about the percentage of visitors that come from out-of-state. Fourth, the EIC was used to estimate the direct spending by out-of-state visitors, 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, visitors may only stay for part of the event. Fifth, the IMPLAN 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. One caveat to this methodology was the impact of the College Football Playoff National Championship game. A separate economic impact assessment for that event was performed by Professor Bruce Seaman. The results of that analysis were incorporated into the overall impacts summarized in this report.

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 Visitors

Spending by out-of-state visitors is the largest component of total spending and generates the largest portion of total economic impact. Estimating spending by out-of-state visitors 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 MBS, six types of events were used. However, five of these event types are grouped into a larger category called spectator events for reporting purposes.

Second, for each event, the estimated number of visitors and the duration of the event are tracked. In addition, GWCC and ACVB have developed estimates of the portion of visitors that are out of state for each event type and the number of visitors 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 visitors 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 misstates the number of out-of-state visitor days. In addition, the calculator estimates the average daily spend amount by category of spending for visitors, exhibitors and organizers of events based on the type of event.

Table 2 reports total attendance, the percentage of out-of-state visitors and the number of out-of-state visitors. Events at the GWCC, MBS and Centennial Olympic Park attracted an estimated 1.24 million out-of-state visitors to the facilities. As noted, it is the spending by the out-of-state visitors plus that by exhibitors and sponsors that creates economic impact.

Table 3 lists the number of out-of-state visitor 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 visitors. As shown in Table 3, events held at the GWCCA complex generated just under 3.0 million out-of-state visitor days through their various events in FY 2018.

Spending by Out-of-State Visitors

The Calculator was used to calculate the amounts spent by out-of-state visitors. Spending varies by each event type. Tables 4 through 10 lists the average daily amount spent per out-of-state visitor 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 MBS and Table 13 lists the information for Centennial Olympic Park. 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 visitors 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 visitors.

Total spending by out-of-state visitors 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 \$87.3 million and the total economic impact equaled \$172.9 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 \$58.7 million and the total economic impact equaled \$112.5 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 visitors 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 1.92. Thus, each dollar of direct spending on GWCC, MBS and Centennial Olympic Park events generates an additional 92 cents in economic activity.

Tax Revenues Collected by State and Local Governments

The economic activity generated by functions held at the GWCC, MBS and Centennial Olympic Park also generates substantial tax revenues for Georgia's state government and local governments. The direct spending by visitors, 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 4.75%. This effectively assumes that the preponderance of the taxable direct spending occurs in Fulton County. 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 July 1, 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, MBS 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 GWCCA.

a complex.

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, MBS and Centennial Olympic Park in FY 2018.

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 GWCCA complex. In FY 2018, the overall impact from this direct spending totaled \$1.77 billion. In addition, these events added over \$590.9 million in labor income and supported 18,293 jobs. These events led to an additional \$98.8 million in state tax and fee

revenues and an additional \$72.6 million in local tax revenues including \$21.7 million in hotel/motel tax revenues.

These estimates represent new dollars that would not be spent in Georgia absent the events held at the GWCCA 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 MBS. However, the many out-of-state visitors that come to events at GWCC or MBS 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, MBS and Centennial Olympic Park 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, MBS and Centennial Olympic Park.

Georgia World Congress Center Authority
Economic Impact Analysis
FY 2018

Appendix

October 2018

Table 1
Economic Impact of the Georgia World Congress Center and
Mercedes-Benz Stadium on Georgia's Economy
FY 2018

<u>Expenditure Category</u>	<u>Total Spending</u> <u>(\$ 2018)</u>	<u>Economic Impact</u> <u>on Output</u> <u>(\$ 2018)</u>	<u>Economic Impact</u> <u>on Labor Income</u> <u>(\$ 2018)</u>	<u>Economic Impact</u> <u>on Employment</u> <u>(# of Jobs)</u>
Grand Total	\$ 922,054,192	\$ 1,770,495,954	\$ 590,932,977	18,293
Visitors	776,049,331	1,485,064,409	486,593,435	15,753
Exhibitors	87,319,970	172,926,233	70,012,061	1,533
Sponsors	58,684,891	112,505,312	34,327,482	1,006
Georgia World Congress Center	563,172,082	1,079,754,819	362,668,828	10,889
Visitors				
Trade Shows	268,392,798	510,356,002	165,551,531	5,352
Conferences				
Trade Show / Corp	33,427,290	63,626,290	20,679,049	679
Convention w/o Exhibits - Conference	32,308,927	61,500,258	19,937,125	636
Participation Sports				
Amateur Sports - Large	60,136,765	115,343,672	37,914,245	1,232
Amateur Sports - Local	6,679,361	12,805,298	4,206,529	136
Graduations	5,090,825	9,760,529	3,206,280	104
Consumer Shows	10,250,904	19,353,324	6,233,557	188
General Meetings / Other	3,527,810	6,689,782	2,155,136	67
Exhibitors				
Trade Shows	74,225,697	146,994,669	59,513,236	1,304
Conferences				
Trade Show / Corp	12,498,615	24,751,936	10,021,233	219
Convention w/o Exhibits - Conference	0	0	0	0
Participation Sports				
Amateur Sports - Large	0	0	0	0
Amateur Sports - Local	0	0	0	0
Graduations	0	0	0	0
Consumer Shows	595,659	1,179,627	477,592	10
General Meetings / Other	0	0	0	0
Sponsors				
Trade Shows	39,524,138	75,999,245	23,195,206	670
Conferences				
Trade Show / Corp	7,418,492	14,264,511	4,353,506	126
Convention w/o Exhibits - Conference	5,640,404	10,595,060	3,115,854	93
Amateur Sports	2,584,995	4,868,728	1,587,843	56
Consumer Shows Including Graduations	446,765	871,996	287,436	9
General Meetings	422,638	793,892	233,472	7
Mercedes-Benz Stadium	355,314,621	684,013,785	226,109,774	7,337
Visitors				
Spectator Events	349,482,273	674,088,456	222,974,777	7,241
General Meetings	3,356,831	5,126,778	1,666,305	54
Sponsors				
Spectator Events	2,188,026	4,258,512	1,309,740	38
General Meetings	287,490	540,039	158,952	5
Centennial Olympic Park	3,567,489	6,727,350	2,154,375	67
Attendees				
Entertainment Concerts	3,395,546	6,414,021	2,068,902	64
Sponsors				
Entertainment Concerts	171,943	313,329	85,473	3

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 Mercedes-Benz Stadium
Total Attendance, FY 2018

Category of Event	<u>Total Attendance</u>	<u>Percentage of Out-of-State Attendance</u>	<u>Out-of-State Attendance</u>
Grand Total	3,768,804	33%	1,241,396
Georgia World Congress Center	1,170,234	47%	554,192
Trade Shows	293,366	91%	266,963
Conferences			
Trade Show / Corp	105,594	56%	58,939
Convention w/o Exhibits - Conferences	60,297	91%	54,870
Participation Sports			
Amateur Sports - Large	128,407	91%	116,850
Amateur Sports - Local	139,532	11%	15,349
Graduations	157,650	5%	7,883
Consumer Shows	217,790	11%	23,957
General Meetings / Other	67,598	14%	9,382
Mercedes-Benz Stadium	2,548,920	27%	678,522
Spectator Events	2,504,328	34%	674,019
General Meetings	44,592	10%	4,503
Centennial Olympic Park	49,650	17%	8,682

Table 3
The Georgia World Congress Center and Mercedes-Benz Stadium
Out-of-State Visitor Days - FY 2018

Category of Event	<u>Out-of-State Visitors</u>	<u>Wtd Avg Length of Stay (Days)</u>	<u>Total Number of Out-of-State Visitor Days</u>
Grand Total	1,241,396	2.4	2,994,935
Georgia World Congress Center	554,192	3.1	1,699,378
Trade Shows	266,963	3.3	877,013
Conferences			
Trade Show / Corp	58,939	2.9	171,822
Convention w/o Exhibits - Conferences	54,870	3.0	163,446
Participation Sports			
Amateur Sports - Large	116,850	2.9	334,510
Amateur Sports - Local	15,349	2.4	37,090
Graduations	7,883	3.5	27,977
Consumer Shows	23,957	3.0	72,331
General Meetings / Other	9,382	1.6	15,189
Mercedes-Benz Stadium	678,522	1.9	1,276,036
Spectator Events	674,019	1.9	1,261,681
General Meetings	4,503	3.2	14,355
Centennial Olympic Park	8,682	2.4	19,521

Table 4
Trade Shows: Average Daily Expenditures
Per Out-of-State Visitor, FY 2018
(\$ 2018)

Expenditure Category	Daily Amount Per Attendee (\$)	
Lodging	\$	124.59
Transportation	\$	23.12
Food & Beverage	\$	103.00
Retail	\$	29.03
Recreation	\$	26.29
Total	\$	306.03

Table 5
Trade Show / Corp: Average Daily Expenditures
Per Out-of-State Visitor, FY 2018
(\$ 2018)

Expenditure Category	Daily Amount Per Attendee (\$)	
Lodging	\$	69.94
Transportation	\$	16.32
Food & Beverage	\$	74.68
Retail	\$	18.35
Recreation	\$	15.25
Total	\$	194.55

Table 6
Conventions w/o Exhibits and Conferences: Average Daily Expenditures
Per Out-of-State Visitor, FY 2018
(\$ 2018)

Expenditure Category	Daily Amount Per Attendee (\$)	
Lodging	\$	87.91
Transportation	\$	15.67
Food & Beverage	\$	54.27
Retail	\$	21.99
Recreation	\$	17.83
Total	\$	197.67

Table 7
Amatuer Sports Large: Average Daily Expenditures
Per Out-of-State Visitor, FY 2018
(\$ 2018)

Expenditure Category	Daily Amount Per Attendee (\$)	
Lodging	\$	58.42
Transportation	\$	16.26
Food & Beverage	\$	46.26
Retail	\$	40.90
Recreation	\$	17.94
Total	\$	179.78

Table 8
Amatuer Sports Local: Average Daily Expenditures
Per Out-of-State Visitor, FY 2018
(\$ 2018)

Expenditure Category	Daily Amount Per Attendee (\$)
Lodging	\$ 60.12
Transportation	\$ 15.94
Food & Beverage	\$ 45.74
Retail	\$ 40.51
Recreation	\$ 17.77
Total	\$ 180.09

Table 9
Consumer Shows: Average Daily Expenditures
Per Out-of-State Visitor, FY 2018
(\$ 2018)

Expenditure Category	Daily Amount Per Attendee (\$)
Lodging	\$ 85.39
Transportation	\$ 2.51
Food & Beverage	\$ 23.31
Retail	\$ 18.29
Recreation	\$ 12.22
Total	\$ 141.72

Table 10
General Meetings: Average Daily Expenditures
Per Out-of-State Visitor, FY 2018
(\$ 2018)

Expenditure Category	Daily Amount Per Attendee (\$)
Lodging	124.08
Transportation	15.30
Food & Beverage	53.52
Retail	21.74
Recreation	17.62
Total	\$ 232.26

Table 11
Mercedes-Benz Stadium Spectator Events: Average Daily Expenditures
Per Out-of-State Visitor, FY 2018
(\$ 2018)

Expenditure Category	Daily Amount Per Attendee (\$)
Lodging	78.60
Transportation	26.88
Food & Beverage	55.13
Retail	65.19
Recreation	51.20
Total	\$ 277.00

Table 12
Mercedes-Benz Stadium General Meetings : Average Daily Expenditures
Per Out-of-State Visitor, FY 2018
(\$ 2018)

Expenditure Category	Daily Amount Per Attendee (\$)	
Lodging	\$	120.12
Transportation	\$	15.77
Food & Beverage	\$	53.64
Retail	\$	23.72
Recreation	\$	17.87
Total	\$	231.11

Table 13
Centennial Olympic Park Events:
Average Daily Expenditure
Per Out-of-State Visitor, FY 2018
(\$ 2018)

Expenditure Category	Daily Amount Per Attendee (\$)	
Lodging	\$	93.68
Transportation	\$	5.11
Food & Beverage	\$	43.00
Retail	\$	20.25
Recreation	\$	11.90
Total	\$	173.94

Table 14
Trade Shows: Average Expenditures by Exhibitors
Per Out-of-State Visitor Day, FY 2018
(\$ 2018)

Expenditure Category	Daily Amount Per Attendee (\$)	
Business Services	\$	31.38
Food & Beverage	\$	9.51
Equipment	\$	21.87
Space Rental	\$	3.80
Other	\$	18.07
Total	\$	84.63

Table 15
Trade Shows: Average Expenditures by
Sponsoring Organizations per Out-of-State Visitor, FY 2018
(\$ 2018)

Expenditure Category	Daily Amount Per Attendee (\$)	
Space Rental	\$	9.38
F&B	\$	12.54
Other	\$	23.15
Total	\$	45.07

Table 16
The Impact of the Georgia World Congress Center, Mercedes Benz Stadium
and Centennial Olympic Park on Taxes Collected by
by State and Local Government, FY 2018

Grand Totals	
Georgia Department of Revenues, Total	<u>\$ 98,772,115</u>
State Sales Tax Collections	48,536,619
State Personal Income Tax Collections	20,328,095
State Hotel/Motel Fee	8,337,815
State Collections - Other Taxes	21,569,587
Local Government, Total	<u>\$ 72,611,721</u>
Hotel/Motel Tax	21,655,964
Local Sales Taxes	50,955,757
 Georgia World Congress Center	
Georgia Department of Revenues, Total	<u>\$ 61,199,740</u>
State Sales Tax Collections	28,210,318
State Personal Income Tax Collections	12,475,808
State Hotel/Motel Fee	5,157,095
State Collections - Other Taxes	15,356,519
Local Government, Total	<u>\$ 42,806,442</u>
Hotel/Motel Tax	13,374,778
Local Sales Taxes	29,431,664
 Mercedes-Benz Stadium	
Georgia Department of Revenues, Total	<u>\$ 36,910,661</u>
State Sales Tax Collections	20,129,655
State Personal Income Tax Collections	7,778,176
State Hotel/Motel Fee	3,124,490
State Collections - Other Taxes	5,878,340
Local Government, Total	<u>\$ 29,450,340</u>
Hotel/Motel Tax	8,134,880
Local Sales Taxes	21,315,460
 Centennial Olympic Park	
Georgia Department of Revenues, Total	<u>\$ 661,744</u>
State Sales Tax Collections	196,646
State Personal Income Tax Collections	74,111
State Hotel/Motel Fee	56,230
State Collections - Other Taxes	334,728
Local Government, Total	<u>\$ 354,939</u>
Hotel/Motel Tax	146,306
Local Sales Taxes	208,633