
Georgia World Congress Center Authority
Economic Impact Analysis
FY 2020

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Executive Summary

The Georgia World Congress Center Authority (GWCCA) including the Georgia World Congress Center, Centennial Olympic Park and 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 2020. 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 2020 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), 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. Note that this period includes the onset of COVID19 which effectively shut down the travel and tourism industries in Georgia beginning in March 2020. For instance, the NCAA final four basketball tournament was scheduled to be held at MBS in April of 2020 but had to be canceled due to COVID19. Thus, the data shown in this report are effectively only for 3 quarters of the FY, with COVID19 washing out the 4th quarter of FY 2020.

The results of this analysis highlight the significant value of these facilities to Georgia and its economy. Specifically, in FY 2020 these facilities delivered:

- Total economic output increase of \$1.34 billion;
- \$441.5 million in additional labor income;
- 13,785 in supported jobs;
- \$80.3 million in additional state tax and fee revenue;
- \$54.2 million in additional tax revenues for local governments; and
- Total out-of-state attendance of 1.0 million people generating 1.88 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 \$715.8 million while the total impact equaled \$1.34 billion. Thus, the multiplier is 1.88 and each dollar of initial direct spending generates an additional 88 cents in economic output for the state's economy.

ES Table 1 shows key economic impact results by entity for FY 2020. As shown, spending by out-of-state visitors makes up the preponderance of the incremental output generated at the complex, about \$1.22 billion out of \$1.34 billion. Spending by exhibitors at events accounted for \$32.5 million in incremental output while spending by sponsors or organizers accounted for \$96.2 million in incremental output.

ES - Table 1									
<u>Economic Impact Summary by Entity FY 2020</u>									
	Direct Spending		Total Output			Labor Income		Jobs	Share
	(\$M)	Share	(\$M)	Share	Multiplier	(\$M)	Share		
Visitors	646.4	90.3%	1,215.3	90.4%	1.88	399.9	90.6%	12,587	91.3%
Exhibitors	16.7	2.3%	32.5	2.4%	1.95	12.0	2.7%	348	2.5%
Sponsors	52.7	7.4%	96.2	7.2%	1.82	29.6	6.7%	850	6.2%
Total	715.8	100%	1,343.9	100%	1.88	441.5	100%	13,785	100%

ES Table 2 shows similar results by facility.

ES - Table 2									
<u>Economic Impact Summary by Facility FY 2020</u>									
	Direct Spending		Total Output			Labor Income		Jobs	Share
	(\$M)	Share	(\$M)	Share	Multiplier	(\$M)	Share		
GWCC	321.8	45.0%	603.7	44.9%	1.88	198.2	44.9%	6,144	44.6%
MBS	372.3	52.0%	699.5	52.0%	1.88	229.9	52.1%	7,221	52.4%
Park	21.7	3.0%	40.7	3.0%	1.88	13.4	3.0%	420	3.0%
Total	715.8	100%	1,343.9	100%	1.88	441.5	100%	13,785	100%

MBS activities accounted for the preponderance of the combined added output from the overall complex. MBS events led to an additional \$699.5 million in overall output. GWCC events accounted for \$603.7 million while Centennial Olympic Park events accounted for \$40.7 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.

Note that this report includes the onset of COVID19 which effectively shut down the travel and tourism industries in Georgia beginning in March 2020. For instance, the NCAA final four basketball tournament was scheduled to be held at MBS in April of 2020 but had to be canceled due to COVID19. Thus, the data shown in this report are effectively only for 3 quarters of the FY, with COVID19 washing out the 4th quarter of FY 2020. Thus, any comparisons to previous years' results should be made cautiously.

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, as well as 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, taxpayer 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

Table 1 shows a summary of the economic impact analysis as well as total spending by out-of-state visitors and by event type. The total economic impact of the GWCC, the MBS, and Centennial Olympic Park was \$1.34 billion in FY 2020. This amount represents the combined impact of various events at these facilities on output (sales or gross receipts). Of that total, \$1.22 billion or 90.4 percent results from spending by out-of-state visitors, approximately \$32.5 million or 2.4 percent results from spending by exhibitors and \$96.2 million or 7.2 percent results from spending by sponsoring organizations.

Of the \$1.34 billion total impact in FY 2020, approximately \$715.8 million results from the initial or direct spending by out-of-state visitors, exhibitors and sponsors. Approximately \$628.2 million is the added spending (indirect and induced spending or multiplier) impact (see Table 1). Dividing the total output impact by the total initial spending by out-of-state visitors, exhibitors and sponsoring organizations yields an overall multiplier of 1.88. On average, therefore, each dollar of initial spending generates an additional 88 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 \$441.5 million in labor income and supported 13,785 jobs. In addition, this economic activity generated additional tax revenues for state and local governments. Combined the entities contributed \$80.3 million in tax and fee revenues to the State and \$54.2 million to local governments. The latter figure includes \$16.2 million in hotel/motel taxes.

Georgia World Congress Center

In FY 2020, the GWCC accounted for \$603.7 million or 44.9 percent of the combined economic impact on output from the entire GWCCA complex (see Table 1). It generated \$198.2 million in labor income

and 6,144 jobs. GWCC events generated \$34.2 million in tax and fee revenues received by the state and \$22.3 million in tax revenues received by local governments. This includes about \$8.1 million in hotel/motel tax revenues (see Table 16).

Mercedes-Benz Stadium

In FY 2020, MBS accounted for \$699.5 million or 52.0 percent of the combined economic impact on output from the entire GWCCA complex (see Table 1). MBS generated \$229.9 million in labor income and supported 7,221 in jobs. In addition, the events at the facility added \$43.5 million to tax and fee revenues received by the state government and about \$30.0 million in tax revenues received by local governments. This includes \$7.5 million in hotel/motel tax revenues (see Table 16).

Centennial Olympic Park

In FY 2020, Centennial Olympic Park accounted for \$40.7 million or 3.0 percent of the combined economic impact on output from the entire GWCCA complex (see Table 1). The Centennial Olympic Park generated \$13.4 million in labor income and supported 420 jobs. In addition, the events at the facility added \$2.6 million to tax revenues received by the state government and about \$1.9 million in tax revenues received by local governments. This includes \$619,202 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 share of visitors that come from outside of Georgia. 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. As was discussed earlier, COVID19 had a tremendous negative impact on 4th quarter spending. This report makes no special allowances for this dramatic decline in revenues, other than to caution readers when comparing to previous years' results.

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. This analysis used IMPLAN model data for the year 2017, the latest available at the time.

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, eight types of events were used. However, these event types are grouped into a larger categories called major championships, Falcons, Atlanta United, and other sports and entertainment. Note the general meetings /other category formerly included in MBS (the Georgia Dome in some of these older reports) in previous years is now included in the Centennial Olympic Park section.

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 visitors from outside of Georgia. 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. Note for FY 2020 the length of stay has declined for MBS and park events, thus the number of out-of-state visitor days for these entities has also declined. This will have an impact on

spending per out-of-state visitor day in later tables. This change in combination with the COVID19 impacts will make comparisons with previous years' results difficult.

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 1.0 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 2.2 million out-of-state visitor days through their various events in FY 2020.

Spending by Out-of-State Visitors

The EIC was used to calculate the amounts spent by out-of-state visitors. Spending varies by each event type. Tables 4-10 list the average daily amount spent per out-of-state visitor for several types of spending for each category of event held at the GWCC. Tables 11 and 12 list the same information for events held at MBS and Table 13 lists the information for Centennial Olympic Park. The EIC uses an average per diem for each spending category differentiated by event type. Note that for lodging, the EIC 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 per room by a portion of visitors.

Spending by Exhibitors

Spending by Exhibitors also represents an important source of economic impact. The EIC was used to estimate expenditures by exhibitors at various events. Exhibitors mostly participate only in trade shows and conferences at GWCC. Total direct spending by exhibitors was \$16.7 million and the total economic impact equaled \$32.5 million (see Table 1). Table 14 summarizes the spending by exhibitors calculated as the average daily amount per out-of-state visitor day at those events that had exhibitors 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. Total direct spending by sponsors was \$52.7 million and the total economic impact was \$96.2 million (see Table 1). Table 15 summarizes the spending by sponsors calculated as the average daily amount per out-of-state visitor day at all events held at GWCC.

Economic Multiplier Analysis

The direct spending by category was assigned to various economic sectors and 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 supported employment. As noted, the economic multiplier (ratio of total economic impact to direct spending) is 1.88. Thus, each dollar of direct spending on GWCC, MBS and Centennial Olympic Park events generates an additional 88 cents in economic activity. (See Table 1 which also summarizes these results.)

Tax Revenues Collected by State and Local Governments

The economic activity generated by events held at the GWCC, MBS and Centennial Olympic Park also generates substantial tax revenues for Georgia's state and local governments. Sales tax and income tax, the two largest taxes by revenue source, are estimated using the data generated by IMPLAN as well as the spending data. State and local hotel and motel taxes can also be estimated. The remaining state taxes such as, motor fuel taxes, alcohol and tobacco taxes, corporate income taxes, motor vehicle taxes and other taxes are estimated in aggregate.

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 spending was multiplied by the state sales tax rate of 4 percent and a local sales tax rate of 4.95 percent. This effectively assumes that most of the taxable direct spending occurs in Fulton County. Second, sales tax generated from the indirect and induced spending is estimated. This spending is assumed to be broadly reflective of consumer spending in the state, of which it is estimated that 45 percent is subject to sales tax. As this spending occurs in counties around the state a local average sales tax rate of 3 percent is used.

Local 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 indirect and induced spending. In addition, Georgia 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 relies on 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 now 5.75 percent, the effective rate is lower due to exemptions, exclusions and deductions. To estimate the effective rate, aggregate income tax payments from the Georgia Department of Revenue (DOR) were divided by total labor income from IMPLAN for the fiscal years 2014-2018. This yields an estimate of the average effective tax rate of 3.71 percent. This percentage was applied to IMPLAN's estimate of the additional labor income generated by events at GWCCA.

Finally, revenue from other taxes was computed by using DOR tax collections for FY 2018. Using the DOR data it is possible to estimate the amount of other taxes that would be collected given the estimated amounts collected by the state for sales and income tax. In FY 2018, sales and income tax made up roughly 77 percent of all state tax collections and all other taxes accounted for the remaining 23 percent. We use these ratios to estimate the total amount of other taxes collected due to GWCCA events and allocate the amounts to the different venues based on their share of total economic output.

Table 16 details the estimated tax revenues from the events held at GWCC, MBS and Centennial Olympic Park in FY 2020.

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. COVID19 had a major impact on 4th quarter FY 2020 revenue, with almost all travel and tourism activity coming to a halt. However, the economic impact of the GWCCA complex in FY 2020 was still substantial, with an overall impact from direct spending totaling \$1.34 billion. In addition, these events added \$441.5 million in labor income and supported 13,785 jobs. These events led to an additional \$80.3 million in state tax and fee revenues and an additional \$54.2 million in local tax revenues including \$16.2 million in hotel/motel tax revenues.

These estimates represent new dollars that would not be spent in Georgia absent the events held at the GWCCA complex. There are additional positive impacts from these facilities that develop over the years and are beyond the scope of this analysis. For example, the facilities have provided an anchor for the development of the amenities and tourist attractions that surround the campus. These amenities and attractions bring 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 consistent demand for these facilities and help build a financial base that supports these other attractions. Similarly, the availability of these other tourism attractions makes GWCC, MBS and Centennial Olympic Park more appealing destinations for organizer's 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, indirect and induced spending associated with the events held at the GWCC, MBS and Centennial Olympic Park.

Georgia World Congress Center Authority

Economic Impact Analysis

FY 2020

Appendix

September 2020

**Table 1: FY 2020
Economic Impact of the Georgia World Congress Center and
Mercedes-Benz Stadium on Georgia's Economy**

<u>Expenditure Category</u>	<u>Total Spending (\$ 2019)</u>	<u>Economic Impact on Output (\$ 2019)</u>	<u>Economic Impact on Labor Income (\$ 2019)</u>	<u>Economic Impact on Employment (# of Jobs)</u>
Grand Total	\$ 715,762,787	\$ 1,343,920,732	\$ 441,509,702	13,785
Visitors	646,359,742	1,215,269,710	399,908,263	12,587
Exhibitors	16,660,372	32,472,226	11,952,169	348
Sponsors	52,742,673	96,178,796	29,649,270	850
<u>Georgia World Congress Center</u>	<u>321,817,921</u>	<u>603,698,251</u>	<u>198,204,662</u>	<u>6,144</u>
Visitors				
Trade Shows	127,869,862	240,417,774	79,114,170	2,490
Conferences				
Trade Show / Corp	38,627,645	72,626,750	23,899,252	752
Convention w/o Exhibits - Conferences	4,305,307	8,094,733	2,663,730	84
Participation Sports				
Amateur Sports - Large	71,248,992	133,960,604	44,082,357	1,387
Amateur Sports - Local	3,164,410	5,949,646	1,957,847	62
Conventions sports	0	0	0	0
Graduations	167,793	315,481	103,815	3
Consumer Shows	13,176,124	24,773,424	8,152,180	257
General Meetings / Other	4,516,684	8,492,159	2,794,511	88
Exhibitors				
Trade Shows	11,039,567	21,552,803	7,933,018	231
Conferences				
Trade Show / Corp	3,149,985	6,149,789	2,263,575	66
Convention w/o Exhibits - Conferences	0	0	0	0
Participation Sports				
Amateur Sports - Large	0	0	0	0
Amateur Sports - Local	0	0	0	0
Graduations	27,764	0	0	0
Consumer Shows	1,349,835	2,635,313	969,989	28
General Meetings / Other	0	0	0	0
Sponsors				
Trade Shows	25,726,266	46,913,082	14,462,009	415
Conferences				
Trade Show / Corp	9,198,518	16,773,939	5,170,943	148
Convention w/o Exhibits - Conferences	871,714	1,589,612	490,034	14
Amateur Sports	5,242,252	9,559,498	2,946,930	84
Consumer Shows Including Graduations	1,220,688	2,225,983	686,209	20
General Meetings	914,514	1,667,661	514,094	15
<u>Mercedes-Benz Stadium</u>	<u>372,278,920</u>	<u>699,476,528</u>	<u>229,863,989</u>	<u>7,221</u>
Visitors				
Spectator Events	347,579,885	653,511,161	215,050,627	6,769
Other	15,980,850	30,046,802	9,887,488	311
Exhibitors				
Spectator Events	159,476	311,349	114,599	3
Other	0	0	0	0
Sponsors				
Spectator Events	8,558,709	15,607,216	4,811,274	138
Other	0	0	0	0
<u>Centennial Olympic Park</u>	<u>21,665,946</u>	<u>40,745,952</u>	<u>13,441,051</u>	<u>420</u>
Visitors	\$19,722,189	37,081,175	12,202,286	384
Exhibitors	933,745	1,822,972	670,988	20
Sponsors	1,010,012	1,841,805	567,778	16

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

Updated 8/24/20

**Table 2: FY 2020
The Georgia World Congress Center and Mercedes-Benz Stadium
Total Attendance**

Category of Event	Total Attendance	Percentage of Out-of-State Attendance	Out-of-State Attendance
Grand Total	3,259,182	31%	1,000,370
Georgia World Congress Center	663,485	53%	350,164
Trade Shows	163,470	91%	148,758
Conferences			
Trade Show / Corp	69,966	91%	63,669
Convention w/o Exhibits - Conferences	9,065	91%	8,249
Participation Sports			
Amateur Sports - Large	104,800	91%	95,368
Amateur Sports - Local + Conv w/ sports	61,157	11%	6,727
Graduations	11,000	5%	550
Consumer Shows	165,350	11%	18,189
General Meetings / Other	78,677	11%	8,654
Mercedes-Benz Stadium	2,139,491	28%	592,883
Major Championships	185,465	91%	168,773
Falcons	712,974	18%	125,483
Atlanta United	648,750	18%	114,180
Other Sports and Entertainment	592,302	31%	184,447
Centennial Olympic Park	456,206	13%	57,323
Consumer Show	318,763	11%	35,064
Concerts / Festival	51,000	25%	12,750
Amateur Sports - Local	71,993	11%	7,919
General Meetings / Other	14,450	11%	1,590

**Table 3: FY 2020
The Georgia World Congress Center and Mercedes-Benz Stadium
Out-of-State Visitor Days**

Category of Event	Out-of-State <u>Visitors</u>	Wtd Avg Length of Stay <u>(Days)</u>	Total Number of Out-of-State <u>Visitor Days</u>
Grand Total	1,000,370	2.2	2,203,121
Georgia World Congress Center	350,164	2.7	957,206
Trade Shows	148,758	2.7	401,565
Conferences			
Trade Show / Corp	63,669	2.0	124,904
Convention w/o Exhibits - Conferences	8,249	1.6	13,294
Participation Sports			
Amateur Sports - Large	95,368	3.4	320,498
Amateur Sports - Local + Conv w/ sports	6,727	2.0	13,602
Graduations	550	1.5	818
Consumer Shows	18,189	3.8	68,579
General Meetings / Other	8,654	1.6	13,947
Mercedes-Benz Stadium	592,883	1.9	1,148,509
Major Championships	168,773	2.4	407,059
Falcons	125,483	1.7	209,836
Atlanta United	114,180	1.7	190,934
Other Sports and Entertainment	184,447	1.8	340,680
Centennial Olympic Park	57,323	1.7	97,406
Consumer Show	35,064	1	64,825
Concerts / Festival	12,750	1.4	17,174
Amateur Sports - Local	7,919	1.1	13,239
General Meetings / Other	1,590	1.5	2,169

**Table 4: FY 2020
Trade Shows: Average Daily Expenditures
Per Out-of-State Visitor (\$ 2019)**

Expenditure Category	Daily Amount Per Attendee (\$)
Lodging	\$169
Transportation	\$40
Food & Beverage	\$73
Retail	\$21
Recreation	\$15
Total	\$318

**Table 5: FY 2020
Trade Show / Corp: Average Daily Expenditures
Per Out-of-State Visitor (\$2019)**

Expenditure Category	Daily Amount Per Attendee (\$)
Lodging	\$169
Transportation	\$47
Food & Beverage	\$65
Retail	\$16
Recreation	\$11
Total	\$309

Table 6: FY 2020
Conventions w/o Exhibits and Conferences: Average Daily Expenditures
Per Out-of-State Visitor '(\$ 2019)

Expenditure Category	Daily Amount Per Attendee (\$)
Lodging	\$169
Transportation	\$57
Food & Beverage	\$67
Retail	\$19
Recreation	\$12
Total	\$324

Table 7: FY 2020
Amatuer Sports Large: Average Daily Expenditures
Per Out-of-State Visitor (\$ 2019)

Expenditure Category	Daily Amount Per Attendee (\$)
Lodging	\$69
Transportation	\$36
Food & Beverage	\$62
Retail	\$38
Recreation	\$18
Total	\$222

**Table 8: FY 2020
Amatuer Sports Local: Average Daily Expenditures
Per Out-of-State Visitor '(\$ 2019)**

Expenditure Category	Daily Amount Per Attendee (\$)
Lodging	\$69
Transportation	\$46
Food & Beverage	\$62
Retail	\$38
Recreation	\$18
Total	\$233

**Table 9: FY 2020
Consumer Shows: Average Daily Expenditures
Per Out-of-State Visitor '(\$ 2019)**

Expenditure Category	Daily Amount Per Attendee (\$)
Lodging	\$89
Transportation	\$24
Food & Beverage	\$30
Retail	\$36
Recreation	\$14
Total	\$192

**Table 10: FY 2020
General Meetings: Average Daily Expenditures
Per Out-of-State Visitor '(\$ 2019)**

Expenditure Category	Daily Amount Per Attendee (\$)
Lodging	\$169
Transportation	\$57
Food & Beverage	\$67
Retail	\$19
Recreation	\$12
Total	\$324

**Table 11: FY 2020
MBS Spectator Events: Major Championships, Falcons, Atlanta United
Average Daily Expenditures Per Out-of-State Visitor (\$ 2019)**

Expenditure Category	Daily Amount Per Attendee (\$)
Lodging	\$75
Transportation	\$68
Food & Beverage	\$60
Retail	\$58
Recreation	\$66
Total	\$328

**Table 12: FY 2020
MBS Other Sports and Entertainment
Average Daily Expenditures Per Out-of-State Visitor (\$ 2019)**

Expenditure Category	Daily Amount Per Attendee (\$)
Lodging	\$98
Transportation	\$55
Food & Beverage	\$57
Retail	\$40
Recreation	\$39
Total	\$289

**Table 13: FY 2020
Centennial Olympic Park Events:
Average Daily Expenditure
Per Out-of-State Visitor (\$ 2019)**

Expenditure Category	Daily Amount Per Attendee (\$)
Lodging	\$79
Transportation	\$43
Food & Beverage	\$35
Retail	\$32
Recreation	\$13
Total	\$202

Table 14: FY 2020
GWCC: Average Expenditures by Exhibitors
Per Out-of-State Visitor Day (\$ 2019)

Expenditure Category	Daily Amount Per Attendee (\$)
Business Services	\$5
Food & Beverage	\$9
Equipment	\$1
Space Rental	\$2
Other	\$9
Total	\$26

Table 15: FY 2020
GWCC: Average Expenditures by
Sponsoring Organizations per Out-of-State Visitor (\$ 2019)

Expenditure Category	Daily Amount Per Attendee (\$)
Space Rental	\$10
Food & Beverage	\$19
Other	\$17
Total	\$45

Table 16: FY 2020
The Impact of the Georgia World Congress Center, Mercedes Benz Stadium
and Centennial Olympic Park on Taxes Collected by
by State and Local Government (\$ 2019)

Grand Totals	
Georgia Department of Revenues, Total	<u>\$80,309,796</u>
State Sales Tax Collections	\$35,370,977
State Personal Income Tax Collections	\$16,377,455
State Hotel/Motel Fee	\$6,453,664
State Collections - Other Taxes	\$22,107,700
Local Government, Total	<u>\$54,181,811</u>
Hotel/Motel Tax	\$16,223,569
Local Sales Taxes	\$37,958,242
Georgia World Congress Center	
Georgia Department of Revenues, Total	<u>\$34,184,004</u>
State Sales Tax Collections	\$13,599,136
State Personal Income Tax Collections	\$7,352,654
State Hotel/Motel Fee	\$3,300,795
State Collections - Other Taxes	\$9,931,419
Local Government, Total	<u>\$22,311,343</u>
Hotel/Motel Tax	\$8,062,934
Local Sales Taxes	\$14,248,409
Mercedes-Benz Stadium	
Georgia Department of Revenues, Total	<u>\$43,538,359</u>
State Sales Tax Collections	\$20,592,450
State Personal Income Tax Collections	\$8,526,238
State Hotel/Motel Fee	\$2,913,640
State Collections - Other Taxes	\$11,506,031
Local Government, Total	<u>\$29,969,646</u>
Hotel/Motel Tax	\$7,541,433
Local Sales Taxes	\$22,428,213
Centennial Olympic Park	
Georgia Department of Revenues, Total	<u>\$2,587,433</u>
State Sales Tax Collections	\$1,179,391
State Personal Income Tax Collections	\$498,563
State Hotel/Motel Fee	\$239,229
State Collections - Other Taxes	\$670,250
Local Government, Total	<u>\$1,900,822</u>
Hotel/Motel Tax	\$619,202
Local Sales Taxes	\$1,281,620