



Atlanta Announces Summer Sales Efforts
Hundreds of events booked and local tourism programs experience success

ATLANTA (Aug. 24, 2009) – Atlanta Convention & Visitors Bureau (ACVB) booked 131 tradeshows and events this summer generating an additional 275,000 future room nights.

The events are estimated to attract nearly 328,000 attendees and include the American Wind Energy Association, Asymmetrix Entertainment Inc., Emergency Medical Services Expo, National Safety Council and American Health Information Management Association. ACVB also reached out to 90 Midwest customers and updated potential clients about the city's new developments.

"We are aggressively pursuing those industry sectors showing growth in this challenging economy," said ACVB president & CEO, William Pate. "Our sales team is utilizing every opportunity to meet face to face with both customers and prospects to sell the benefits of meeting in Atlanta."

Atlanta's 2010 calendar year booking pace is 130 percent above target. Next year, the city is scheduled to host more than 50 tradeshows including 19 citywides. Future year bookings from 2011-2013 also remain strong with 341 tentative events targeted during the period.

Local tourism also received a boost this summer by several campaigns including Most Valuable Package (MVP) and Backyard Adventures. MVP sales are consistent with last year and feature five of the city's most popular attractions. Backyard Adventures encouraged Atlanta residents to vacation in their own backyard and has generated 2,093 room nights to date.

"Atlanta experienced a lot of pent up demand as residents and visitors decided to forgo their traditional vacations due to the economy and take advantage of all there is to see and do in Atlanta." Pate said.

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

Atlanta sales effort summary

- Booked 131 tradeshows and events
- Updated 90 Midwest meeting planners about Atlanta's newest developments
- Hosting more than 50 tradeshows including 19 citywides next year
- Targeting 341 tentative events for future years
- Launched two successful summer programs

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