

# STATE OF THE SETTRA REGION GENERAL SESSION: ATLANTA, GEORGIA

## **SETTRA Spring Symposium March 19, 2013**

**Moderator: Tom Van Hying, Mississippi  
Development Authority Tourism Division**

**Joanne Hinson, Arkansas Department of  
Parks and Tourism**

**Eric Johnson, Atlanta Convention & Visitors Bureau**

**Cheryl Schutz, DK Shifflet & Associates**

**Dr. Steve Morse, University of Tennessee-Knoxville**

*A Research Perspective on*

# **The State of Atlanta's Visitor Industry**

Eric Johnson

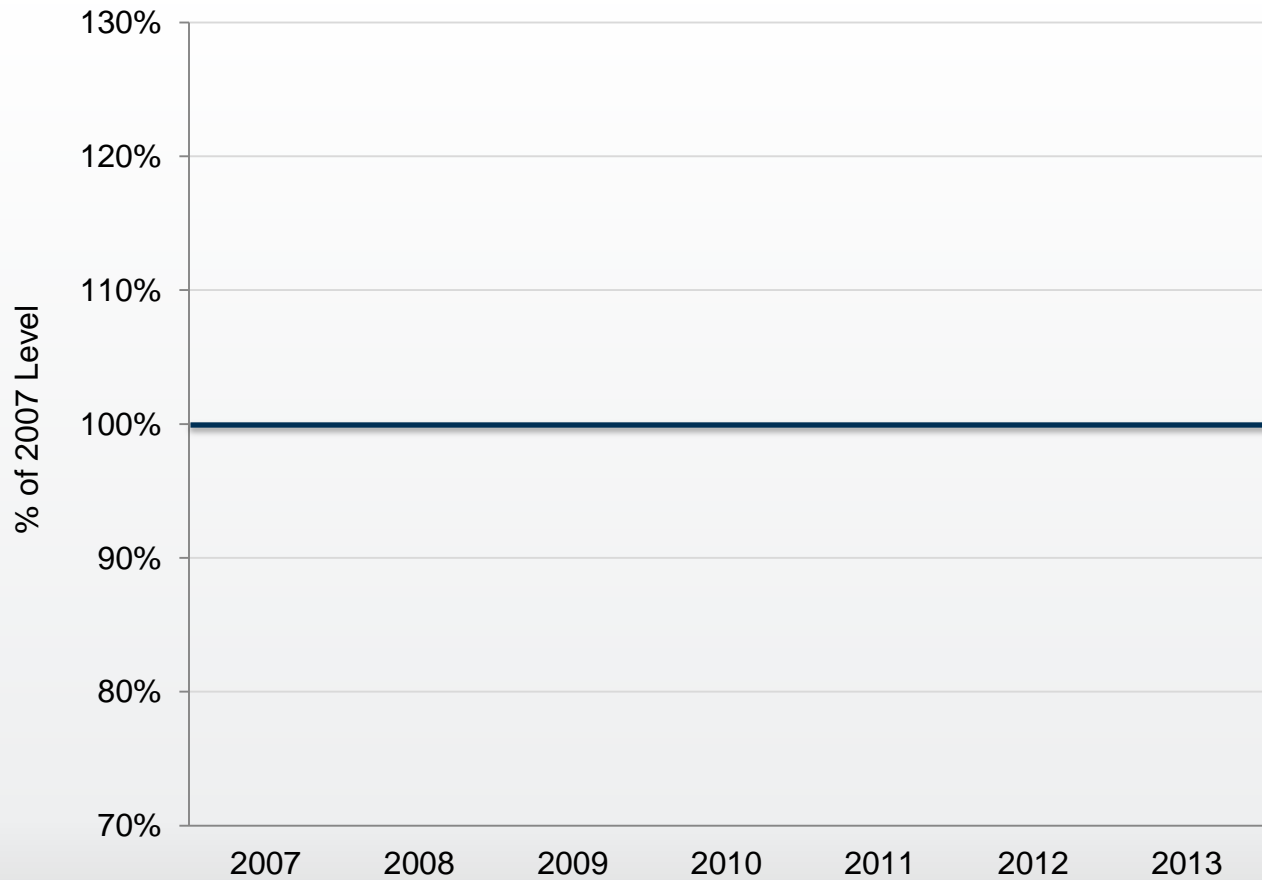
Director, Research

Atlanta Convention & Visitors Bureau

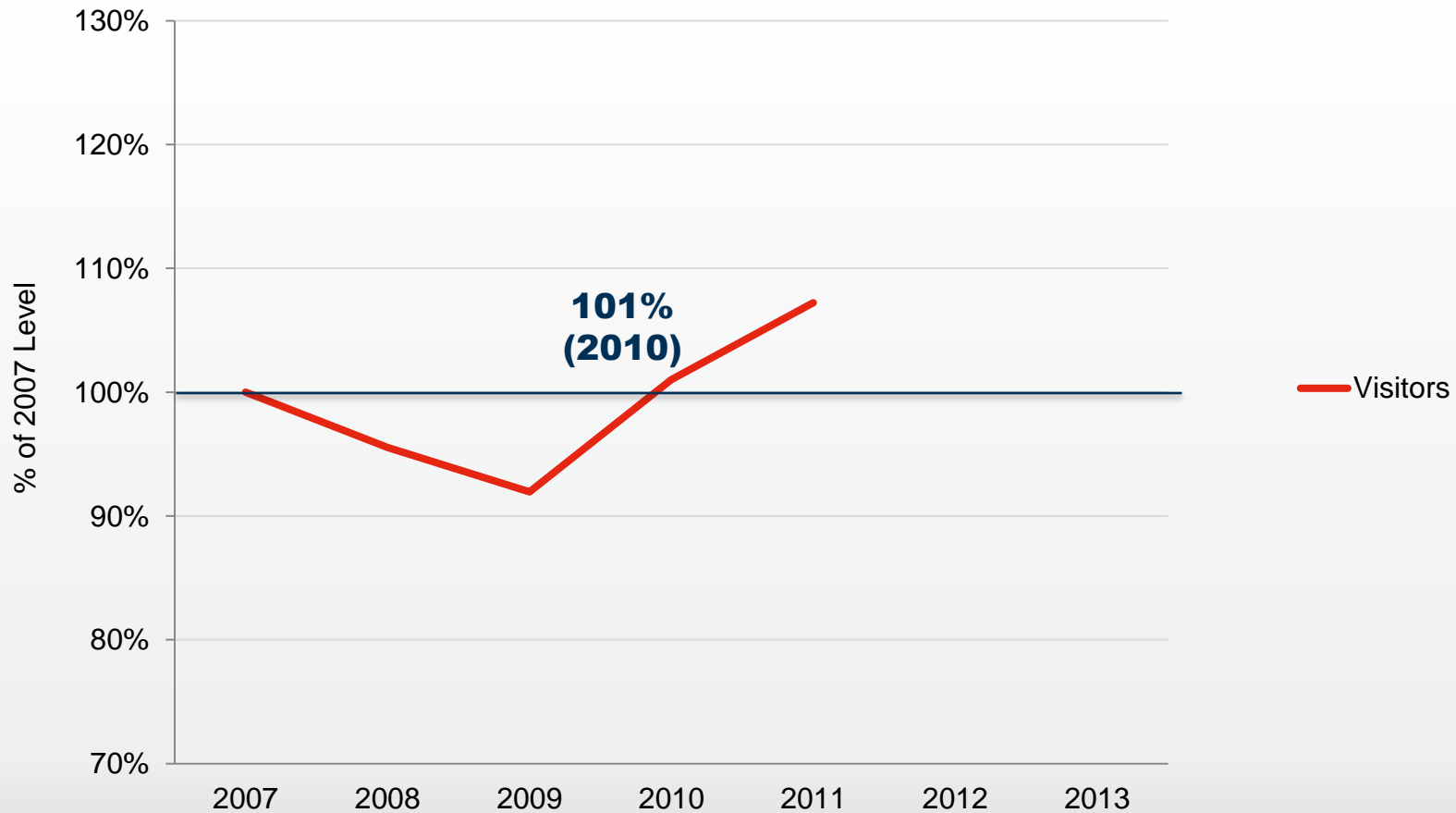
**“So, the Atlanta region is  
defined in many different ways.”**

**Atlanta Regional Commission  
[www.atlantaregional.com](http://www.atlantaregional.com)**

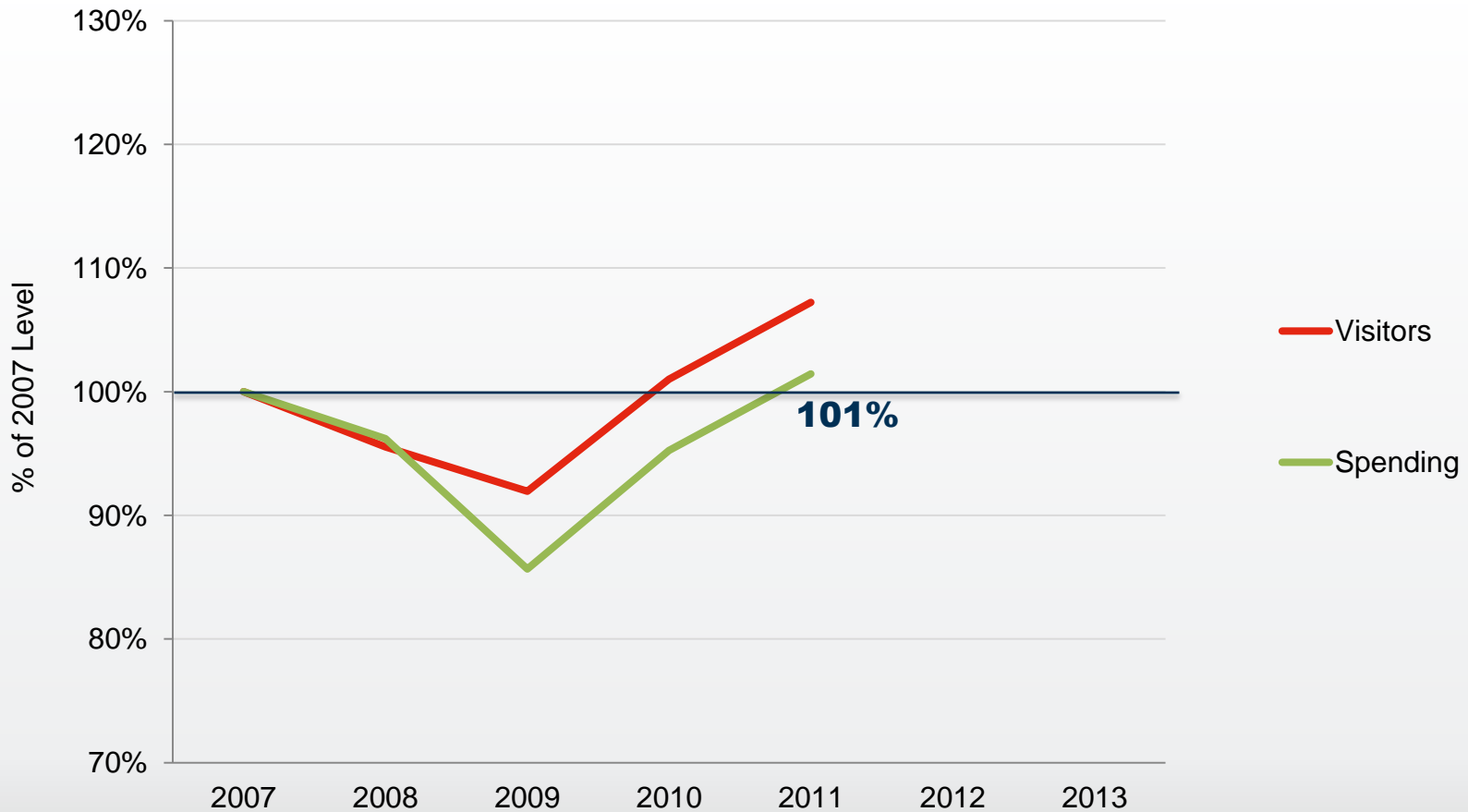
# For Simplicity: Where are we vs. 2007?



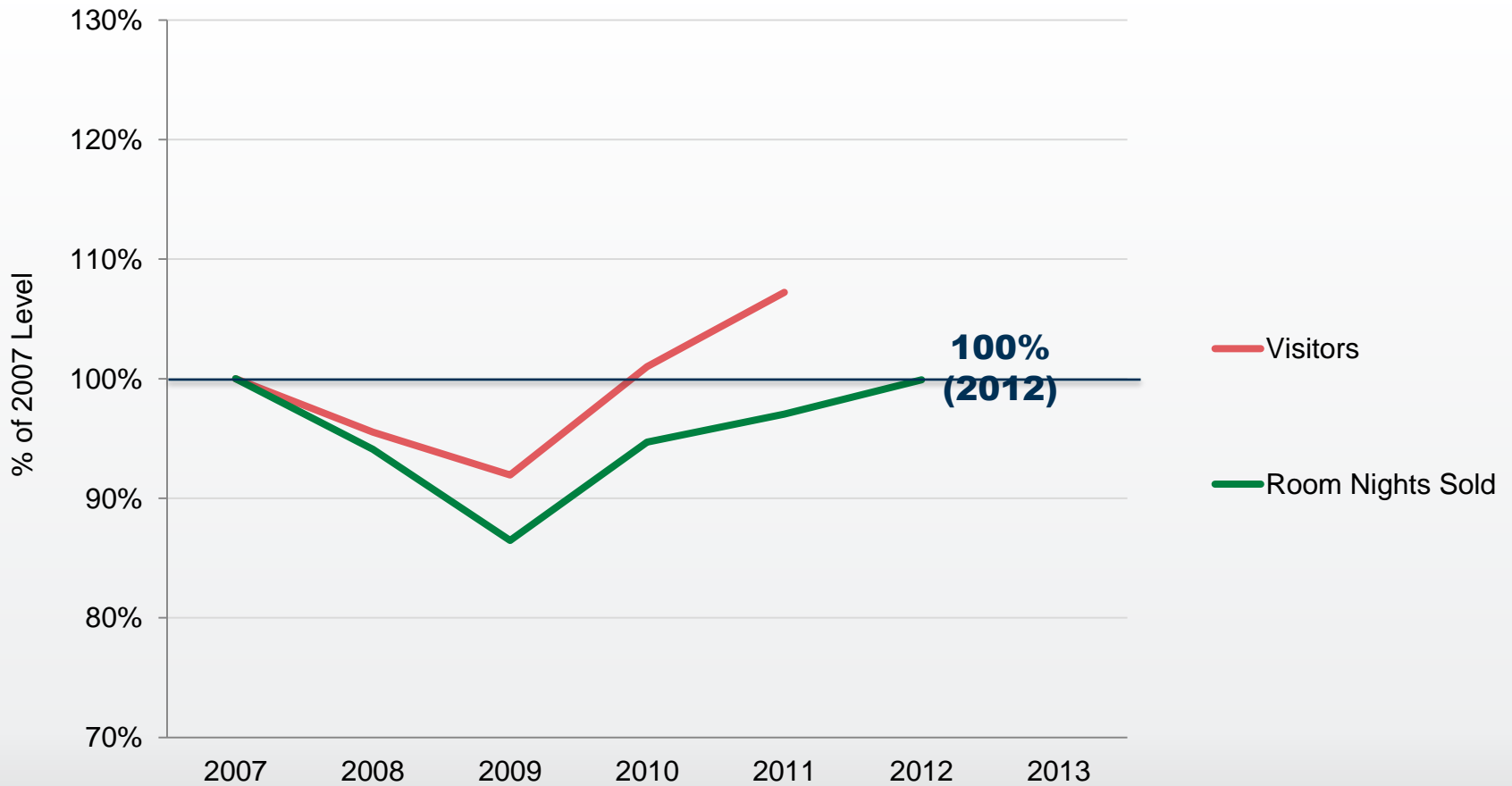
# In Terms of # of Visitors: Back since 2010



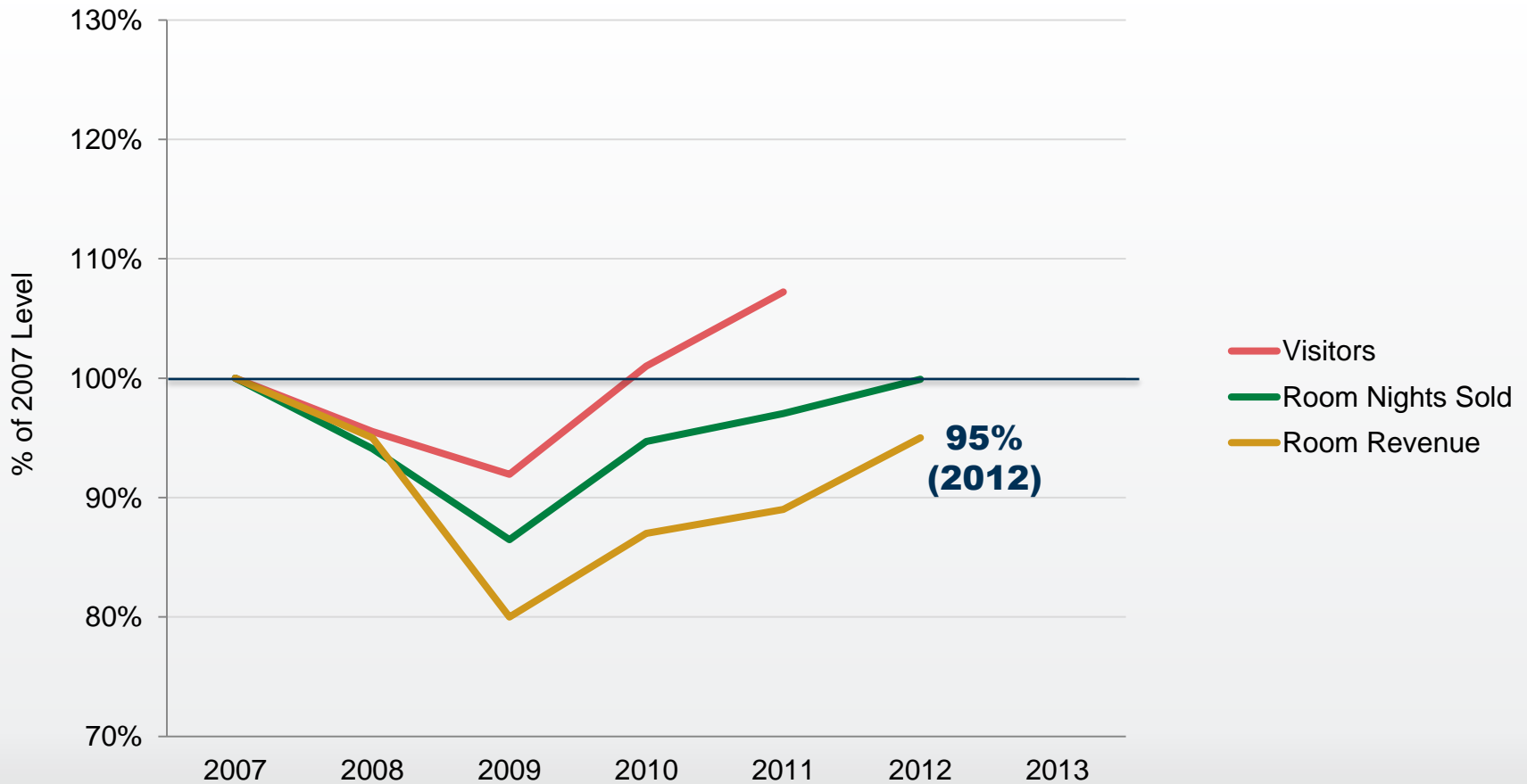
# In Terms of Spending: Not Back till 2011



# In Terms of Rooms Sold: Not Back till 2012

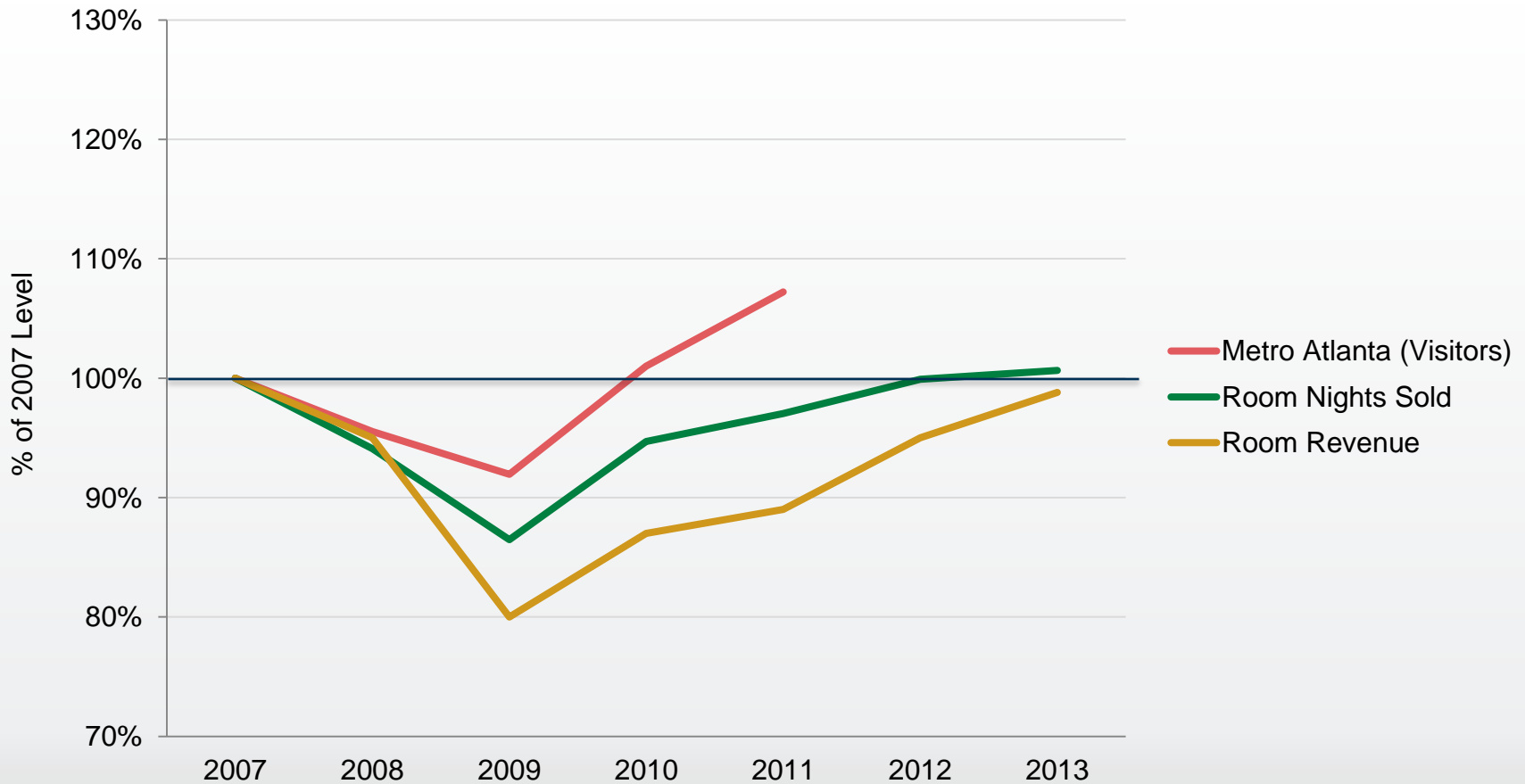


# In Terms of Room Revenue: Not Back Yet!

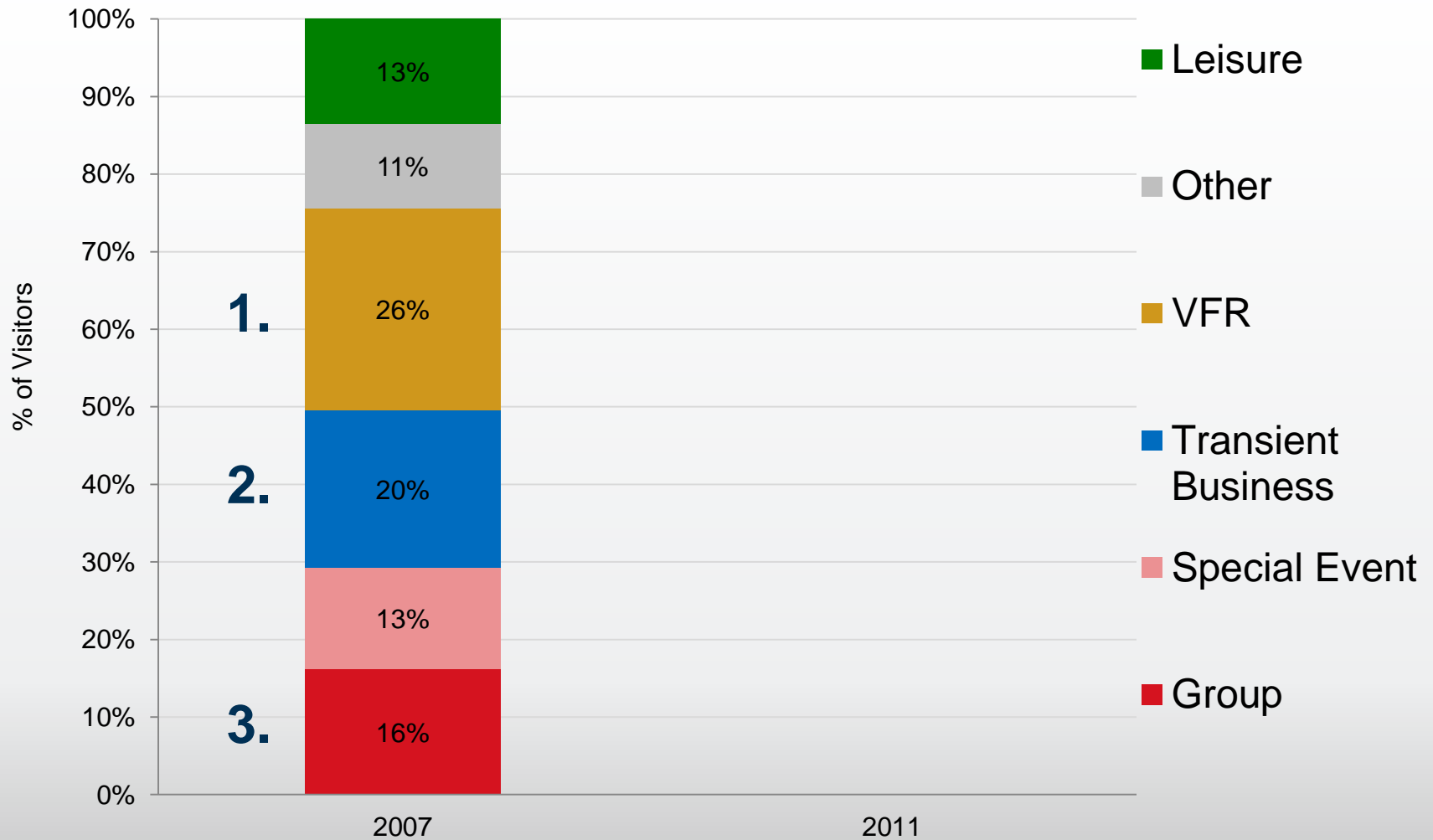




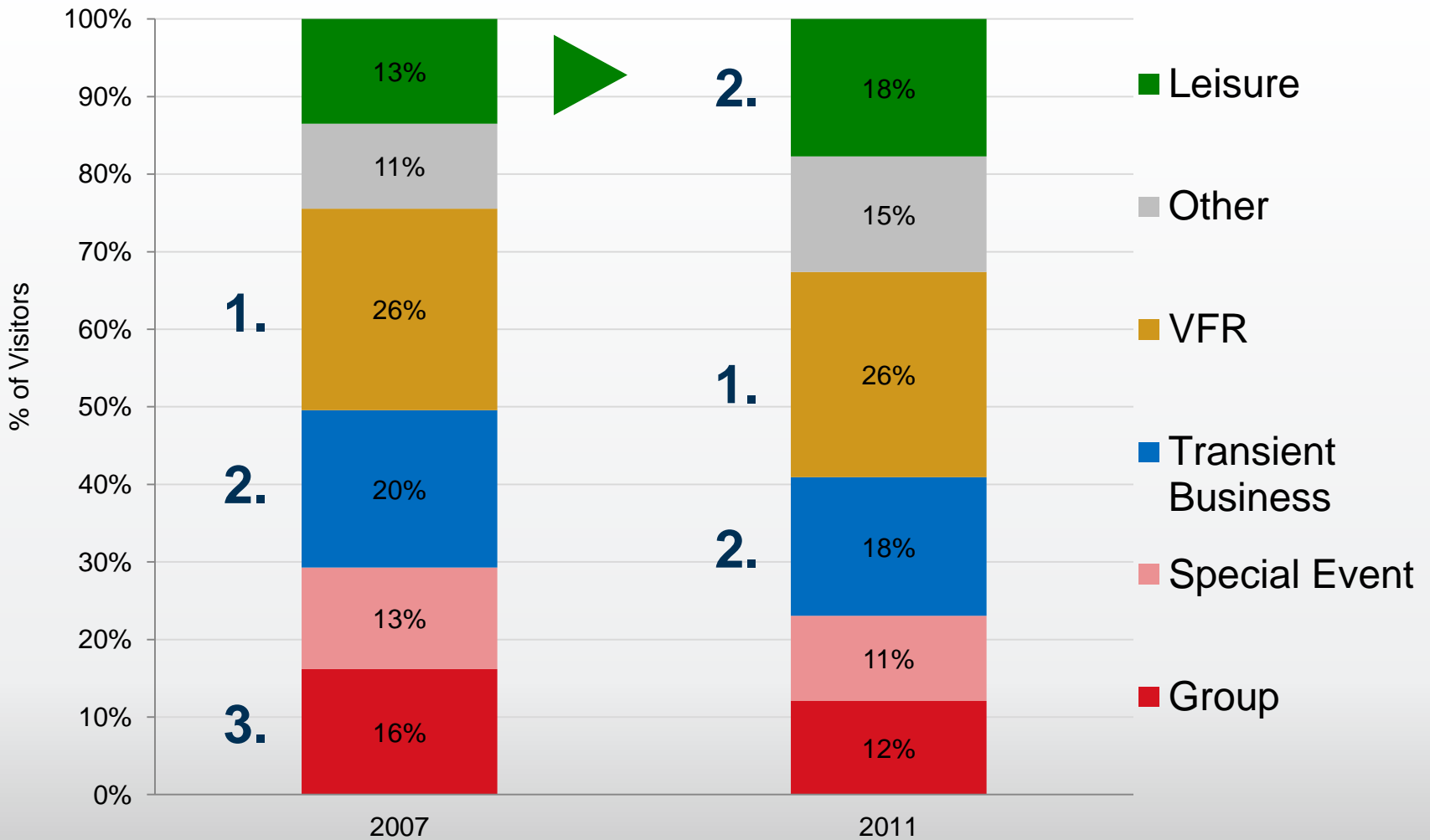
# Outlook for 2013: Back in Revenue



# How Has the Visitor Changed?



# How Has the Visitor Changed?



# How we check this?

- 1. Annual Survey of Hotels / Talking to Attractions**
- 2. Lodging Data, Demand by Weekend, Weekday, Group**
- 3. Internal sales data on booked conventions**
- 4. Reading about national trends**

# Best Places to Go: Frommer's Top Destinations 2011



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13 of 16

BACK | PLAY | NEXT



## Atlanta, Georgia

As the gateway to the New South, Atlanta has certainly come a long way since it burned to the ground during General William Tecumseh Sherman's March to the Sea in 1864. And while remains of the Civil War are still a big draw for visitors -- the Kennesaw Mountain/National Battlefield Park and Cheatham Hill specifically, there is much more to this great city than 150-year-old confrontations.

### Read the expanded feature.

*Photo Caption: Atlanta skyline from Piedmont Park. Photo Credit: Jay Filter/Frommers.com Community*

*Photo by Frommers.com Community*



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# Atlanta

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And much more on page 123

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