

Visitor Spending – Meeting & Convention



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- Overnight Convention Delegate, total per Delegate, per Day . . . \$381
 - One day Convention Delegate, total per Delegate, per Day . . . \$255
(Convention Delegate includes Event Organizer and Exhibitor Expenses per Delegate)
 - Overnight Delegate (meetings / public shows), per Day . . . \$288
 - One day Delegate (meetings / public shows), per Day . . . \$162
(Delegate includes Event Organizer Expenses per Delegate)
 - Overnight Leisure Event Visitor, spending per Day . . . \$266
 - One day Leisure Event Visitor, spending per Day . . . \$114
 - “In-Town” Delegate/Visitor – all events, spending per Day . . . \$32
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The Greenville CVB estimates visitor* direct spending based on the approved travel industry standard as established by the Destination Marketing Association International (formerly IACVB). Following is the DMAI breakdown:

DMAI Foundation - ExPact2004 – Convention Expenditure & Impact Study

Delegate Spending Breakdown – All Events:

Lodging & Incidentals	\$126
Hotel Food & Beverage	\$26
Restaurant Food & Beverage	\$50
Tours & Sightseeing	\$6
Recreation	\$2
Sporting Events	\$1
Retail Stores	\$29
Local Transportation (taxi, limo)	\$8
Automobile Rental	\$7
Gasoline, Tolls, Parking	\$10
Other	\$1
Delegate Expenditures	\$266
Event Organizer Expenditures (per delegate)	+\$22
Exhibitor Expenditures (per delegate)	+\$93
Total Spending, per Delegate, per DAY	\$381

* This sheet is intended to be used to calculate only those visitors attending events and does not apply to drive-through or one-day leisure visitors, youth sports, or any visitor not associated with an event, meeting or convention.