

## TOP 10 GROUP EVENTS – COLLEGE FOOTBALL BOWL SERIES 2010-2011

### Square Footage Meeting Space Occupied, Square Footage Catered, Estimated Number of Attendees

Data derived from reader board reports covering 3,175 hotels in 140 metropolitan areas across 71 US, Mexican and Canadian states/provinces, Puerto Rico and the District of Columbia

Total number of events surveyed for time period: 65,845

#### Square Footage Meeting Space Occupied – Events Associated with College Football Bowl Games

	Event	Hotel	Market	Sq Ft - Meeting Space Occupied
1.	All American Bowl/Offense-Defense Sports 2010	Marriott Myrtle Beach Resort & Spa	Myrtle Beach	59,110
2.	Collette Vacations/2011 Rose Bowl Parade	Westin Long Beach	Long Beach	26,868
3.	AT & T Bowl Drill Team	Westin Park Central	Dallas	17,845
4.	The Military Bowl Presented By Northrop Grumman	JW Marriott Hotel Washington, DC	Washington	17,000
5.	Fiesta Bowl 2011	JW Marriott Scottsdale Resort & Spa	Scottsdale	15,694
6.	2011 Rose Bowl Band	Sheraton Universal Hotel	Universal City	14,100
7.	Outback Bowl Tampa Bay-Media	Wyndham Tampa Westshore	Tampa	13,960
8.	2011 Sugar Bowl Media	Marriott New Orleans, Convention Ctr	New Orleans	13,824
9.	Tostitos Fiesta Bowl Kickoff Dinner	InterContinental Montelucia Resort	Paradise Valley	13,080
10.	National Chick-Fil-A Bowl Band Festival	Renaissance Concourse Hotel	Atlanta	12,368

**Square Footage Catered – Events Associated with College Football Bowl Games**

	<b>Event</b>	<b>Market</b>	<b>Hotel</b>	<b>Sq Ft – Meeting Space Catered Events</b>
1.	Collette Vacations/2011 Rose Bowl Parade	Westin Long Beach	Long Beach	26,868
2.	2011 Rose Bowl Band	Sheraton Universal Hotel	Universal City	10,300
3.	Tostitos Fiesta Bowl Kickoff Dinner	InterContinental Montelucia Resort & Spa	Paradise Valley	8,592
4.	Orange Bowl Dance	Hilton Ft Lauderdale Marina	Ft. Lauderdale	7,810
5.	National Events Chick-Fil-A- Bowl Festival	Marriott Atlanta Airport Hotel	Atlanta	7,080
6.	Outback Bowl Tampa Bay-Media	Wyndham Tampa Westshore	Tampa	5,400
7.	Autozone Liberty Bowl Queens Block	Marriott Memphis Downtown	Memphis	4,692
8.	All American Bowl/Offense-Defense Sports 2010	Marriott Myrtle Beach Resort & Spa	Myrtle Beach	2,666
9.	Holiday Bowl University of Nebraska-Lincoln	Marriott Gaslamp San Diego	San Diego	1,827
10.	AT & T Cotton Bowl Classic 75 <sup>th</sup> Anniversary	Gaylord Texan Resort & Convention Ctr	Grapevine	1,668

**Estimated Number of Attendees – Events Associated with College Football Bowl Games**

	<b>Event</b>	<b>Market</b>	<b>Hotel</b>	<b>Est Num of Attendees</b>
1.	All American Bowl/Offense-Defense Sports 2010	Marriott Myrtle Beach Resort & Spa	Myrtle Beach	1,341
2.	2011 Sugar Bowl Media	Marriott New Orleans Convention	New Orleans	1,167
3.	Outback Bowl Tampa bay-Media	Wyndham Tampa Westshore	Tampa	777
4.	2011 Sugar Bowl Media	Marriott New Orleans Convention	New Orleans	568
5.	AT & T Bowl Drill Team	Westin Park Central	Dallas	375
6.	Orlando Bowl Week	Rosen Plaza Hotel	Orlando	348
7.	The Military Bowl Presented by Northrop Grumman	JW Marriott Washington, DC	Washington	341
8.	Collette Vacations/2011 Rose Bowl Parade	Westin Long Beach	Long Beach	335
9.	National Chick-Fil-A-Bowl Band Festival	Renaissance Concourse Hotel	Atlanta	307
10.	Autozone Liberty Bowl Queens Block	Marriott Memphis Downtown	Memphis	281

The Knowland Group provides detailed reports on events within a client's competitive set of hotels to over 1,500 hotels across the United States and Canada. Details include: meeting planner contact information, previous event and size details on all groups surveyed, detailed overview of group's experiences including any complaints or issues, actual size of event (number of room nights actualized), date of group's next event, property selection decision date(s) and/or process(s) (including RFP details if relevant), size of next event, existence of any relationships (contractual and/or personal) with incumbent and/or other hotel(s) and any additional information requested by client.

For more details on expanding your group sales revenue – contact the Knowland Group today online: [www.KnowlandGroup.com](http://www.KnowlandGroup.com) or by phone: 202.842.9244

\*Data are derived from the Knowland Group's national reader board service. Hotels surveyed are determined by request from Knowland Group clients. Data do not represent a scientific study. Estimated number of attendees is based on size of meeting rooms occupied and, where possible to determine, configuration of rooms and does not necessarily correspond to room nights actualized. Data on catered events are determined by function descriptions. Single instance events, such as weddings, although included in client reports, or omitted here. Certain oversized properties, including conference and convention centers, although included in client reports if requested, are omitted here.