

facilities to attract the professional traveler segment of tourism. As you learned in Chapter 2, a major portion of the professional traveler segment involves meetings. This “meetings” market is composed of two sub-segments: conventions and exhibitions (trade shows). Convention centers are designed to serve the special needs of conventions and exhibitions, and range from tiny facilities that are little more than a single large room to immense complexes that can hold tens of thousands of conventioners (see Figure 11.2).

Cities continue to engage in a “space race” with more and more cities expanding or building centers, trying to edge each other out to be the biggest and newest. Nowhere is this growth more evident than in China, where there was only one large convention center in 1992 with 50,000 square meters of space (538,196 square feet), but by

FIGURE 11.2

Example of a trade show layout.

