

**Table 11.4** A Sample of Large Convention Facilities

Site/Location	Total Meeting/Exhibition Space (in millions of square feet)
Las Vegas Convention Center, Las Vegas, NV	10
Georgia World Congress Center, Atlanta, GA	3.9
McCormick Place, Chicago, IL	3.1
Shanghai New International EXPO Center, Shanghai, China	3.5
Beijing International Convention Center, Beijing, China	2.3
Orange County Convention Center, Orlando, FL	2.1
The Venetian, Las Vegas, NV	1.9
Berlin Exhibition Grounds, Berlin, Germany	1.7

*Note:* Space estimates approximated from information obtained from the website of each convention center.

2003, there were 16 with 1,288,000 square meters of space (13,863,917 square feet).<sup>26</sup> Beijing and Shanghai now boast convention centers of 220,000 and 364,000 square meters (2,368,000 and 3,918,063 square feet), respectively.<sup>27</sup> Shanghai, Beijing, and Guangzhou are the three largest exhibition cities in China, each hosting several hundred exhibitions annually.<sup>28</sup> The reason for this convention center building frenzy? Lots of revenues and some bragging rights too! See Table 11.4 for a sample of other large convention facilities.

Marketing to attract convention and exhibition business is very different from efforts used to entice leisure travelers. Single decision makers or, more commonly, a small committee of decision makers, decides where to locate their group's convention, meeting, or exhibition. This decision process usually begins years before the event takes place, requiring the coordination of many tourism-related businesses in developing a proposal presented to the site selection committee. Key determinants for these



*Due to increasing demand, the Hong Kong Convention and Exhibition Center was expanded to handle larger crowds. Photo by Thomas Sun*