



TABLE 1. Counts individuals who actually attended the ATA Trade Show.
 Data prior to 2011 is available upon request.

Badge Type	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Retailer/Buyer/Distributor	2,985	2,724	2,988	3,193	3,401	3,565	3,388	3,307	3,238	3,104
Exhibitor	3,838	3,818	3,982	4,160	4,462	4,466	4,634	4,421	4,259	4,278
Non-exhibiting Manufacturer	103	94	46	58	38	98	79	20	44	34
Sales and Service	400	425	485	555	553	630	159	156	160	137
Non-Profit	N/C ¹	N/C ¹	N/C ¹	48	29	85	93	71	91	49
Government	N/C ¹	N/C ¹	N/C ¹	N/C ¹	N/C ¹	N/C ¹	N/C ¹	7	35	20
Outfitter/Guide	N/C ¹	N/C ¹	N/C ¹	17	29	27	50	64	89	77
Media Sales	N/C ¹	N/C ¹	N/C ¹	N/C ¹	N/C ¹	N/C ¹	454	464	544	185
Press ²	379	408	343	320	362	422	168	158	171	133
Sales Representative	204	206	213	234	258	272	260	249	237	223
Supplier	N/C ¹	34	42	75	101	118	132	121	108	89
ATA Staff / Volunteer	95	74	76	63	82	68	91	91	67	94
Guest	176	150	78	221	235	199	91	132	129	134
Total Verified Attendees	8,180	7,933	8,253	8,944	9,550	9,950	9,599	9,261	9,172	8,557

Footnote:

1. N/C indicates badge type was not counted separately.
2. Press badge fee added in 2017.



TABLE 2. Companies with at least one representative at the ATA Trade Show.

Type of Company	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Retailer/Buyer/Distributor	985	947	1,009	1,047	1,133	1,168	1,057	1,028	1,007	991
Exhibitor	513	513	531	584	645	631	653	659	620	591
Non-exhibiting Manufacturer	44	41	15	17	14	52	31	8	18	13
Sales and Service	154	153	170	183	182	214	59	64	64	56
Non-Profit	N/C ¹	N/C ¹	N/C ¹	14	9	23	26	25	29	20
Government	N/C ¹	N/C ¹	N/C ¹	N/C ¹	N/C ¹	N/C ¹	N/C ¹	4	11	15
Outfitter/Guide	N/C ¹	N/C ¹	N/C ¹	6	11	10	19	19	24	21
Media Sales	N/C ¹	N/C ¹	N/C ¹	N/C ¹	N/C ¹	N/C ¹	132	144	152	67
Press ²	182	189	158	151	163	188	96	72	80	57
Sales Representative	38	39	45	49	54	58	52	53	47	41
Supplier	N/C ¹	25	28	41	51	65	64	60	49	48

Footnote:

1. N/C indicates badge type was not counted separately.
2. Press badge fee added in 2017.



TABLE 3. Total square feet of exhibit space available, total number of exhibitors and total booth space purchased at the ATA Trade Show.

Exhibitor Info	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Total Exhibit Space ¹	334,720	344,524	430,700	365,813	482,800	510,190	531,600	528,000	510,190	470,600
Number of Exhibitors	513	513	531	584	645	631	653	659	620	591
Total Booth Space ²	167,550	180,836	189,324	186,576	219,314	228,892	239,378	222,202	220,040	202,142

Footnotes:

1. *Total Exhibit Space is the gross square feet of available space in the exhibit hall.*
2. *Total Booth Space is the net square feet of space used by exhibit booths (excluding aisles, lounges, business hubs, etc.).*