



TABLE 1. Counts individuals who actually attended the ATA Trade Show. Data prior to 2012 is available upon request.

Badge Type	2012	2013	2014	2015	2016	2017	2018	2019	2020	2022
Retailer/Buyer/Distributor	2,724	2,988	3,193	3,401	3,565	3,388	3,307	3,238	3,104	1,586
Exhibitor	3,818	3,982	4,160	4,462	4,466	4,634	4,421	4,259	4,278	2,152
Non-exhibiting Manufacturer	94	46	58	38	98	79	20	44	34	36
Sales and Service	425	485	555	553	630	159	156	160	137	60
Non-Profit	N/C <sup>1</sup>	N/C <sup>1</sup>	48	29	85	93	71	91	49	26
Government	N/C <sup>1</sup>	N/C <sup>1</sup>	N/C <sup>1</sup>	N/C <sup>1</sup>	N/C <sup>1</sup>	N/C <sup>1</sup>	7	35	20	17
Outfitter/Guide	N/C <sup>1</sup>	N/C <sup>1</sup>	17	29	27	50	64	89	77	41
Media Sales	N/C <sup>1</sup>	N/C <sup>1</sup>	N/C <sup>1</sup>	N/C <sup>1</sup>	N/C <sup>1</sup>	454	464	544	185	60
Press <sup>2</sup>	408	343	320	362	422	168	158	171	133	50
Sales Representative	206	213	234	258	272	260	249	237	223	141
Supplier	34	42	75	101	118	132	121	108	89	37
ATA Staff / Volunteer	74	76	63	82	68	91	91	67	94	56
Guest	150	78	221	235	199	91	132	129	134	39
<b>Total Verified Attendees</b>	<b>7,933</b>	<b>8,253</b>	<b>8,944</b>	<b>9,550</b>	<b>9,950</b>	<b>9,599</b>	<b>9,261</b>	<b>9,172</b>	<b>8,557</b>	<b>4,301</b>

**Footnote:**

1. N/C indicates badge type was not counted separately.
2. Press badge fee added in 2017.
3. The 2021 ATA Trade Show was an online event only. There was no badge registration.



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

Type of Company	2012	2013	2014	2015	2016	2017	2018	2019	2020	2022
Retailer/Buyer/Distributor	947	1,009	1,047	1,133	1,168	1,057	1,028	1,007	991	548
Exhibitor	513	531	584	645	631	653	659	620	591	484
Non-exhibiting Manufacturer	41	15	17	14	52	31	8	18	13	22
Sales and Service	153	170	183	182	214	59	64	64	56	31
Non-Profit	N/C <sup>1</sup>	N/C <sup>1</sup>	14	9	23	26	25	29	20	16
Government	N/C <sup>1</sup>	N/C <sup>1</sup>	N/C <sup>1</sup>	N/C <sup>1</sup>	N/C <sup>1</sup>	N/C <sup>1</sup>	4	11	15	9
Outfitter/Guide	N/C <sup>1</sup>	N/C <sup>1</sup>	6	11	10	19	19	24	21	14
Media Sales	N/C <sup>1</sup>	N/C <sup>1</sup>	N/C <sup>1</sup>	N/C <sup>1</sup>	N/C <sup>1</sup>	132	144	152	67	23
Press <sup>2</sup>	189	158	151	163	188	96	72	80	57	29
Sales Representative	39	45	49	54	58	52	53	47	41	32
Supplier	25	28	41	51	65	64	60	49	48	21

***Footnote:***

1. *N/C indicates badge type was not counted separately.*
2. *Press badge fee added in 2017.*
3. *The 2021 ATA Trade Show was an online event only. There was no badge registration.*



**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	2012	2013	2014	2015	2016	2017	2018	2019	2020	2022
Total Exhibit Space <sup>1</sup>	344,524	430,700	365,813	482,800	510,190	531,600	528,000	510,190	470,600	510,190
Number of Exhibitors	513	531	584	645	631	653	659	620	591	484
Total Booth Space <sup>2</sup>	180,836	189,324	186,576	219,314	228,892	239,378	222,202	220,040	202,142	168,536

***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.).*
3. *The 2021 ATA Trade Show was an online event only.*