

TOP 10 GROUP EVENTS – COLLEGE FOOTBALL BOWL SERIES 2006

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

Data derived from reader board reports covering 877 hotels in 55 metropolitan areas across 39 states and provinces*

Total number of events surveyed for time period: 26,784

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

	Event	Market	Hotel	Sq Ft - Meeting Space Occupied
1.	2007 Capital One Bowl	Orlando	Rosen Centre Hotel	68,050
2.	AUTOZONE LIBERTY BOWL-UNIVERSITY OF HOUSTON	Memphis	Hilton Memphis	48,455
3.	ALAMO BOWL UNIVERSITY OF IOWA HAWKEYES	San Antonio	Hyatt Regency San Antonio	46,007
4.	R & L CARRIERS N.O. BOWL LUNCHEON	New Orleans	Sheraton New Orleans Hotel	33,850
5.	CAPITAL ONE BOWL 2007 - OFFICAL PARTY UNIVERSITY OF ARKANSAS	Orlando	Renaissance Orlando Resort at Sea World	28,410
6.	2006 TOYOTA GATOR BOWL	Jacksonville	Hyatt Regency Jacksonville Riverfront	27,984
7.	2006 DR PEPPER SEC FOOTBALL CHAMPIONSHIP WEEKEND	Atlanta	Omni Hotel at CNN Center	22,940
8.	ALLSTATE SUGAR BOWL GENERAL MEMBERSHIP MEETING	New Orleans	Hilton New Orleans Riverside	13,344
9.	NATIONAL CHICK - FIL - A BOWL BAND FESTIVAL	Atlanta	Sheraton Gateway Hotel Atlanta Airport	8,470
10.	RICE UNIVERSITY FOOTBALL TEAM	New Orleans	W Hotel New Orleans	8,261

Square Footage Catered – Events Associated with College Football Bowl Games

	Event	Market	Hotel	Sq Ft – Meeting Space Catered Events
1.	2007 Capital One Bowl	Orlando	Rosen Centre Hotel	35,000
2.	R & L CARRIERS N.O. BOWL LUNCHEON	New Orleans	Sheraton New Orleans Hotel	28,616
3.	2006 TOYOTA GATOR BOWL	Jacksonville	Hyatt Regency Jacksonville Riverfront	27,984
4.	2006 Dr Pepper SEC Football Championship Weekend	Atlanta	Omni Hotel at CNN Center	19,864
5.	AUTOZONE LIBERTY BOWL-UNIVERSITY OF HOUSTON	Memphis	Hilton Memphis	11,700
6.	National Chick-Fil-A Bowl Band Festival	Atlanta	Sheraton Gateway Hotel Atlanta Airport	8,470
7.	2006 DR. PEPPER BIG 12 FOOTBALL CHAMPIONSHIP	Kansas City	The Westin Crown Center	6,777
8.	ALLSTATE SUGAR BOWL GENERAL MEMBERSHIP MEETING	New Orleans	Hilton New Orleans Riverside	6,672
9.	2006 Music City Bowl University of Kentucky Band	Nashville	Renaissance Nashville Hotel	5,858
10.	CAPITAL ONE BOWL 2007 - OFFICAL PARTY UNIVERSITY OF ARKANSAS	Orlando	Renaissance Orlando Resort at Sea World	4,752

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

	Event	Market	Hotel	Est Num of Attendees
1.	2007 Capital One Bowl	Orlando	Rosen Centre Hotel	874
2.	R & L CARRIERS N.O. BOWL LUNCHEON	New Orleans	Sheraton New Orleans Hotel	714
3.	2006 TOYOTA GATOR BOWL	Jacksonville	Hyatt Regency Jacksonville Riverfront	698
4.	AUTOZONE LIBERTY BOWL-UNIVERSITY OF HOUSTON	Memphis	Hilton Memphis	574
5.	2006 Dr Pepper SEC Football Championship Weekend	Atlanta	Omni Hotel at CNN Center	495
6.	2006 DR. PEPPER BIG 12 FOOTBALL CHAMPIONSHIP	Kansas City	The Westin Crown Center	406
7.	2006 Music City Bowl University of Kentucky Band	Nashville	Renaissance Nashville Hotel	351
8.	CAPITAL ONE BOWL 2007 - OFFICAL PARTY UNIVERSITY OF ARKANSAS	Orlando	Renaissance Orlando Resort at Sea World	303
9.	ALAMO BOWL UNIVERSITY OF IOWA HAWKEYES	San Antonio	Hyatt Regency San Antonio	267
10.	Homecoming Queens with the AutoZone Liberty Bowl	Memphis	Doubletree Hotel Memphis Downtown	253

The Knowland Group provides detailed reports on events within a client's competitive set of hotels to over 230 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 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.