

## TOP 10 GROUP EVENTS – COLLEGE FOOTBALL BOWL SERIES 2008-2009

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

Data derived from reader board reports covering 1,911 hotels in 83 metropolitan areas across 47 US, Mexican and Canadian states/provinces,  
Puerto Rico and the District of Columbia

Total number of events surveyed for time period: 65,845

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

	Event	Hotel	Market	Sq Ft - Meeting Space Occupied
1.	2009 Capital One Bowl All American Halftime Tour	Rosen Centre Hotel	Orlando	54,000
2.	Magicjack St.Petersburg Bowl Game	Hilton St. Petersburg Bayfront	St. Petersburg	34,168
3.	National Events - Poinsettia Bowl Game	Town & Country Resort & Conv Ctr	San Diego	30,387
4.	Texas Bowl 2008	JW Marriott Hotel Houston	Houston	30,340
5.	AutoZone Liberty Bowl - Team	Hilton Memphis	Memphis	26,690
6.	International Bowl 2009	Westin Harbor Castle	Toronto	17,052
7.	Emerald Bowl Welcome Luncheon	Westin St. Francis	San Francisco	16,500
8.	2008/2009 Cotton Bowl Bands	Crowne Plaza Dallas Galleria	Addison	16,130
9.	Fiesta Bowl 2009	JW Marriott Scottsdale Resort & Spa-Camelback Inn	Scottsdale	15,102
10.	Chick-Fil-A Bowl Media	Sheraton Atlanta Hotel	Atlanta	14,504

**Square Footage Catered – Events Associated with College Football Bowl Games**

	<b>Event</b>	<b>Market</b>	<b>Hotel</b>	<b>Sq Ft – Meeting Space Catered Events</b>
<b>1.</b>	Emerald Bowl Welcome Luncheon	Westin St. Francis	San Francisco	16,500
<b>2.</b>	2009 Capital One Bowl All American Halftime Tour	Rosen Centre Hotel	Orlando	11,900
<b>3.</b>	National Events - Poinsettia Bowl Game	Town & Country Resort & Conv Ctr	San Diego	11,100
<b>4.</b>	2008/2009 Cotton Bowl Bands	Crowne Plaza Dallas Galleria	Addison	8,450
<b>5.</b>	Holiday Bowl Breakfast	Doubletree Club Hotel San Diego	San Diego	6,400
<b>6.</b>	Meineke 2008 Car Care Bowl Band	Renaissance Charlotte SouthPark	Charlotte	5,532
<b>7.</b>	Blue Springs Golden Regiment Marching Band Rose Bowl 2009	Marriott Warner Center Woodland Hills	Woodland Hills	5,440
<b>8.</b>	International Bowl 2009	Westin Harbor Castle	Toronto	5,352
<b>9.</b>	Heritage Music Festivals & Bowl Games of America	Hilton San Diego Mission Valley	San diego	5,250
<b>10.</b>	2008 Liberty Bowl Homecoming Queens	Doubletree Hotel Memphis Downtown	Memphis	4,233

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

	<b>Event</b>	<b>Market</b>	<b>Hotel</b>	<b>Est Num of Attendees</b>
1.	2009 Capital One Bowl All American Halftime Tour	Rosen Centre Hotel	Orlando	771
2.	Emerald Bowl Welcome Luncheon	Westin St. Francis	San Francisco	411
3.	Texas Bowl 2008	JW Marriott Hotel Houston	Houston	384
4.	Fiesta Bowl 2009	JW Marriott Scottsdale Resort & Spa-Camelback Inn	Scottsdale	375
5.	National Events - Poinsettia Bowl Game	Town & Country Resort & Conv Ctr	San Diego	342
6.	National Chick - Fil - A Bowl Band Festival	Renaissance Concourse	Atlanta	274
7.	2008 Liberty Bowl Homecoming Queens	Doubletree Hotel Memphis Downtown	Memphis	253
8.	International Bowl 2009	Westin Harbor Castle	Toronto	234
9.	Kansas Shrine Bowl Hall OF Fame Banquet	Marriott Wichita	Wichita	210
10.	2008/2009 Cotton Bowl Bands	Crowne Plaza Dallas Galleria	Addison	191

The Knowland Group provides detailed reports on events within a client's competitive set of hotels to over 1,500 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](http://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.