

**TOP 10 GROUP EVENTS –  
COLLEGE FOOTBALL BOWL SERIES  
2007**

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

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

	<b>Event</b>	<b>Market</b>	<b>Hotel</b>	<b>Sq Ft Meeting Space Occupied</b>
<b>1</b>	University Of Maryland - Emerald Bowl 2007	San Francisco	Hyatt Regency San Francisco	78,689
<b>2</b>	Motor City Bowl Pep Rally Party	Detroit	Antheneum Suites Hotel	34,600
<b>3</b>	2007 Rose Bowl Alumni	Los Angeles	Hyatt Regency Century Plaza	30,697
<b>4</b>	Capital One Bowl Media	Orlando	JW Marriott Orlando, Grande Lakes	26,666
<b>5</b>	Fiesta Bowl 2008	Scottsdale	JW Marriott Scottsdale Resort & Spa-Camelback Inn	24,116
<b>6</b>	Fiesta Bowl Band-West Virginia	Scottsdale	Hilton Scottsdale Resort & Villas	20,008
<b>7</b>	AT & T Cotton Bowl - Cotton Bowl VIP	Dallas	Hyatt Regency Downtown	19,400
<b>8</b>	2007 Poinsettia Bowl	San Diego	Sheraton San Diego Hotel & Marina	18,150
<b>9</b>	AT & T Cotton Bowl Classic	Dallas	Omni Mandalay	15,730
<b>10</b>	Alamo Bowl Big 12-Team	San Antonio	Hyatt Regency San Antonio	15,660

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

	Event	Market	Hotel	Est Num of Attendees
1	Motor City Bowl Pep Rally Party	Detroit	Antheneum Suites Hotel	1,038
2	Gator Bowl Association Coaches Signing	Jacksonville	Omni Hotel Jacksonville	1,000
3	Capital One Bowl & Champs Sports Bowl Media	Orlando	JW Marriott Orlando, Grande Lakes	740
4	2007 Rose Bowl Alumni	Los Angeles	Hyatt Regency Century Plaza	735
5	University Of Maryland -Emerald Bowl 2007	San Francisco	Hyatt Regency San Francisco	626
6	Rose Bowl Game Media	Beverly Hills	The Beverly Hilton	617
7	Army All American Bowl - Army Staff / Other	San Antonio	Westin Riverwalk	597
8	Insight Bowl Coaches Dinner	Scottsdale	The Phoenician Resort	417
9	Fiesta Bowl 2008	Scottsdale	JW Marriott Scottsdale Resort & Spa-Camelback Inn	400
10	2007 Poinsettia Bowl	San Diego	Sheraton San Diego Hotel & Marina	371

Data derived from reader board reports covering hotels in 59 metropolitan areas across 39 states and provinces.

The Knowland Group™ provides detailed reports on events within a client's competitive set of hotels to over 400 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™ READERS™ - hotel 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.

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