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Atlanta Market Back to Pre-Pandemic Attendance

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The AmericasMart Spring Market in Atlanta in March saw a return to pre-pandemic attendance levels, according to an announcement by parent company International Market Centers (IMC).

“It’s incredibly poignant to mark one year of adapted markets with a return to better than pre-pandemic levels of traffic,” said Bob Maricich, IMC CEO. “The Spring Market in Atlanta is a benchmark in two ways: it shows us how far we have come and indicates the increased necessity of smaller shoulder markets as an important complement to the larger winter and summer markets during recovery and beyond.”

The Spring Market saw an increase of 7% in attendance over its 2019 event and 34% over the 2020 event at the start of the COVID-19 pandemic. According to IMC, the addition of two preview days accelerated attendance growth, surpassing 2020 attendance levels on the market’s official opening day and exceeding its total 2019 attendance by closing. The 2021 Spring Market drew attendees from across the United States, the majority of which came from the Southeast.

Live events at the Atlanta market continue with the May 4-6 Spring Cash & Carry Show and the July 13-19 Gift Market (temporaries run July 14-18). **GP**