



GWCC Innovations Update

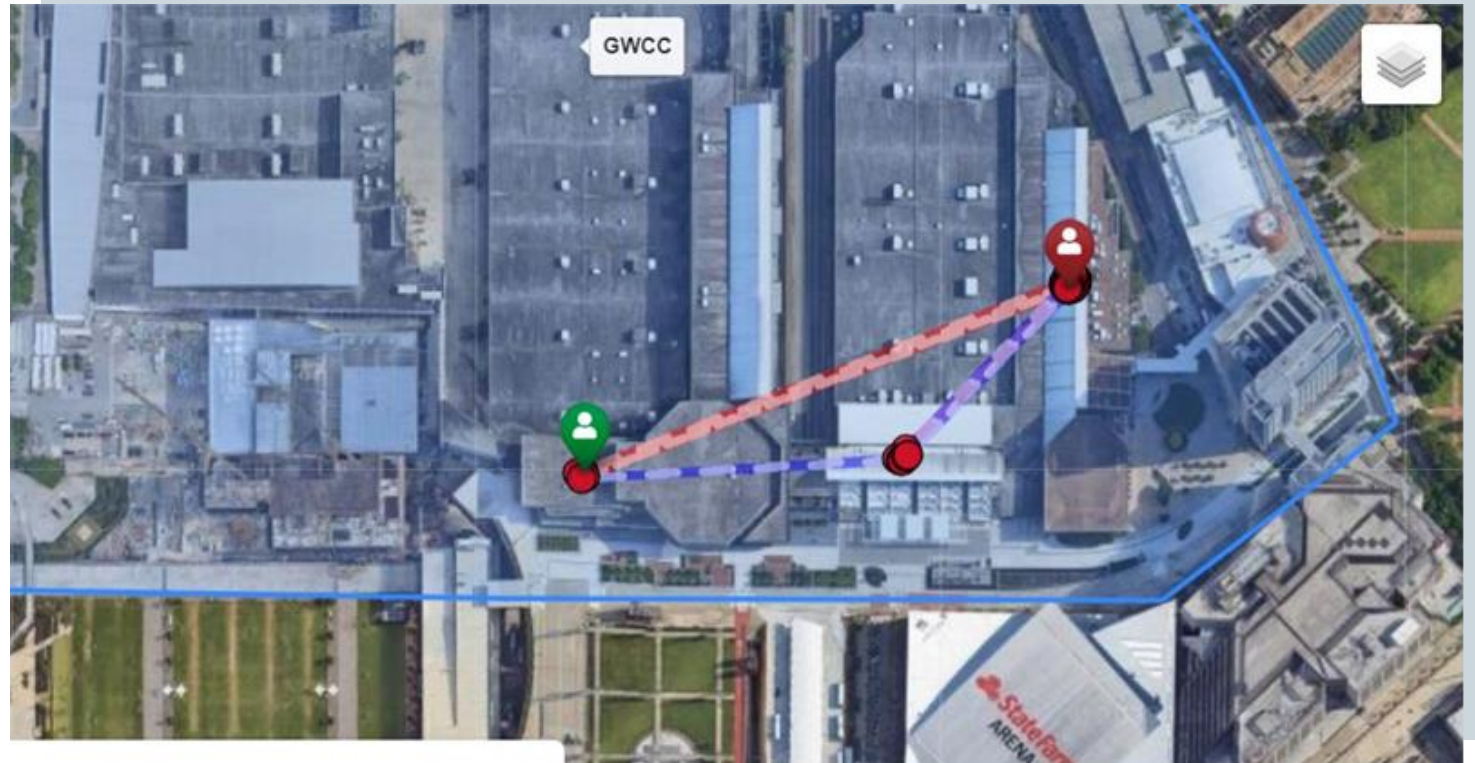
Joe Bocherer
Chief Commercial Officer

Kim Allison
Sr. Director of Convention Sales



INVESTMENT IN INNOVATION

- BEACON/RFID
- Equipment tracking
- Labor and operational efficiency



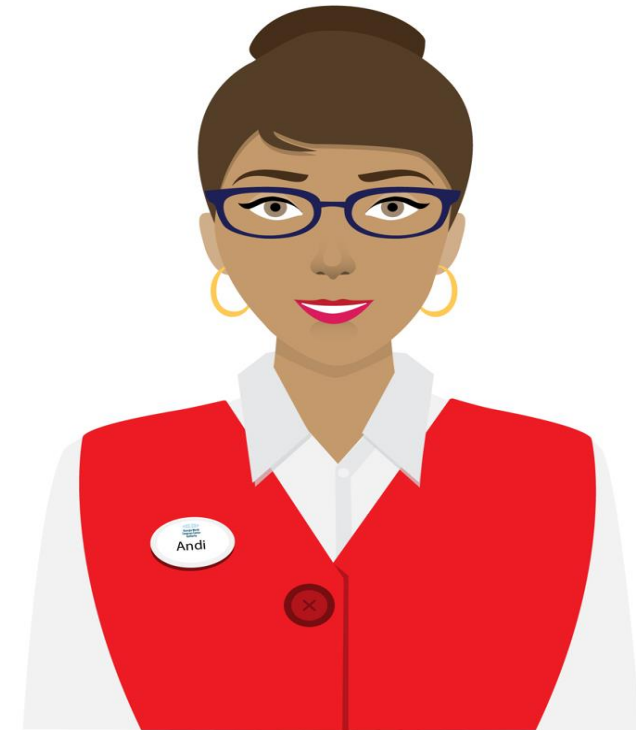
INVESTMENT IN INNOVATION

- Seven new, larger digital boards
 - Thomas Murphy
 - East Plaza
 - Marietta Street
 - AB Registration Hall entrance units
- Opportunity to generate more revenue
- Ready for ASAE



INVESTMENT IN INNOVATION

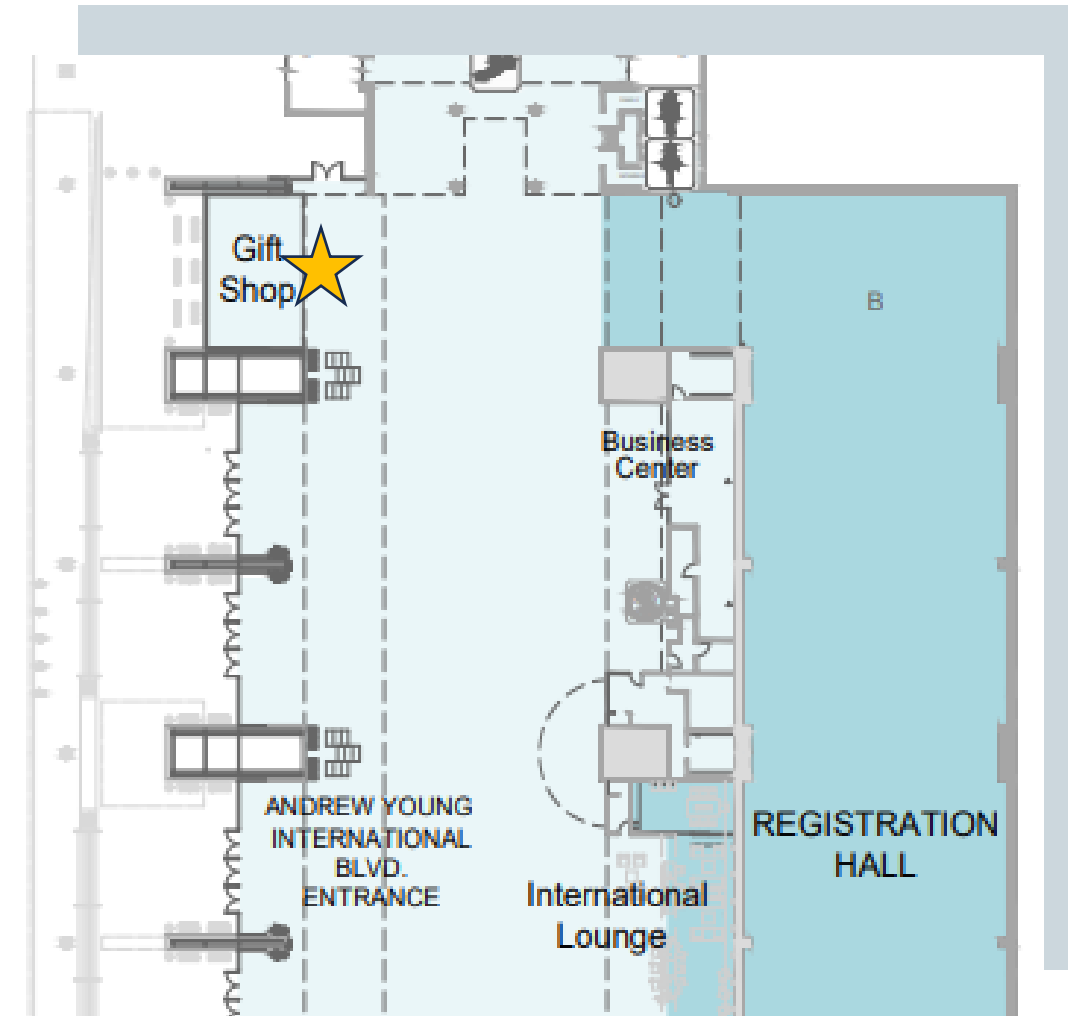
- 42 CHAT
- AI BOT: Meeting “ANDI”
- BOT will answer building-related questions (programmed by CCLD)
- Assist with safety and security issues, if necessary
- Assist with food and beverage locations





Customer Experience: Frictionless Market

- \$300,000 capital investment from Levy Reserves
- Buildout in AB Lobby
- Captures all arrivals from Transportation Terminal, Building A, anyone walking through for events at MBS or State Farm
- Hot/Cold food, Swipe and go
- 24-hour options for guests
- No labor for cashier
- Soft open late December; will be open for IPPE
- Implementation of new technology to keep building fresh and on point with industry trends
- Future development targets in Building C



Questions?



Hilton Partnership Review

Doug Gehert

AVP Operations, Hilton Worldwide

Teri Agosta

General Manager, Signia by Hilton

Jacob Linzey

Director of Food & Beverage

Signia by Hilton





Signia
by **Hilton**

ATLANTA
GEORGIA WORLD CONGRESS CENTER

**Innovative
Marketing**

Agenda

The Budget

Food and Beverage

Banquets

Club Signia

Wellness

Employer Branding and Hiring



The Budget

2024 Budget Process

- 1st Draft of Rooms and Catering Revenues to be Completed by 9/13/23
 - Looked at our own booking trends
 - Investigated comparable hotels in other markets to assess their ramp up post opening
 - Using wide range of market intel, including comp set data gathered from different types of hotels in the market, where relevant
- Outlets Revenues will be heavily dictated by expected business mix of the hotel
- Similar logic will apply to spa and parking revenues
- Ample support and review from Hilton Corporate before finalizing

2024 Budget Calendar

August							September							October						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5						1	2	1	2	3	4	5	6	7
6	7	8	9	10	11	12	3	4	5	6	7	8	9	8	9	10	11	12	13	14
13	14	15	16	17	18	19	10	11	12	13	14	15	16	15	16	17	18	19	20	21
20	21	22	23	24	25	26	17	18	19	20	21	22	23	22	23	24	25	26	27	28
27	28	29	30	31			24	25	26	27	28	29	30	29	30	31				

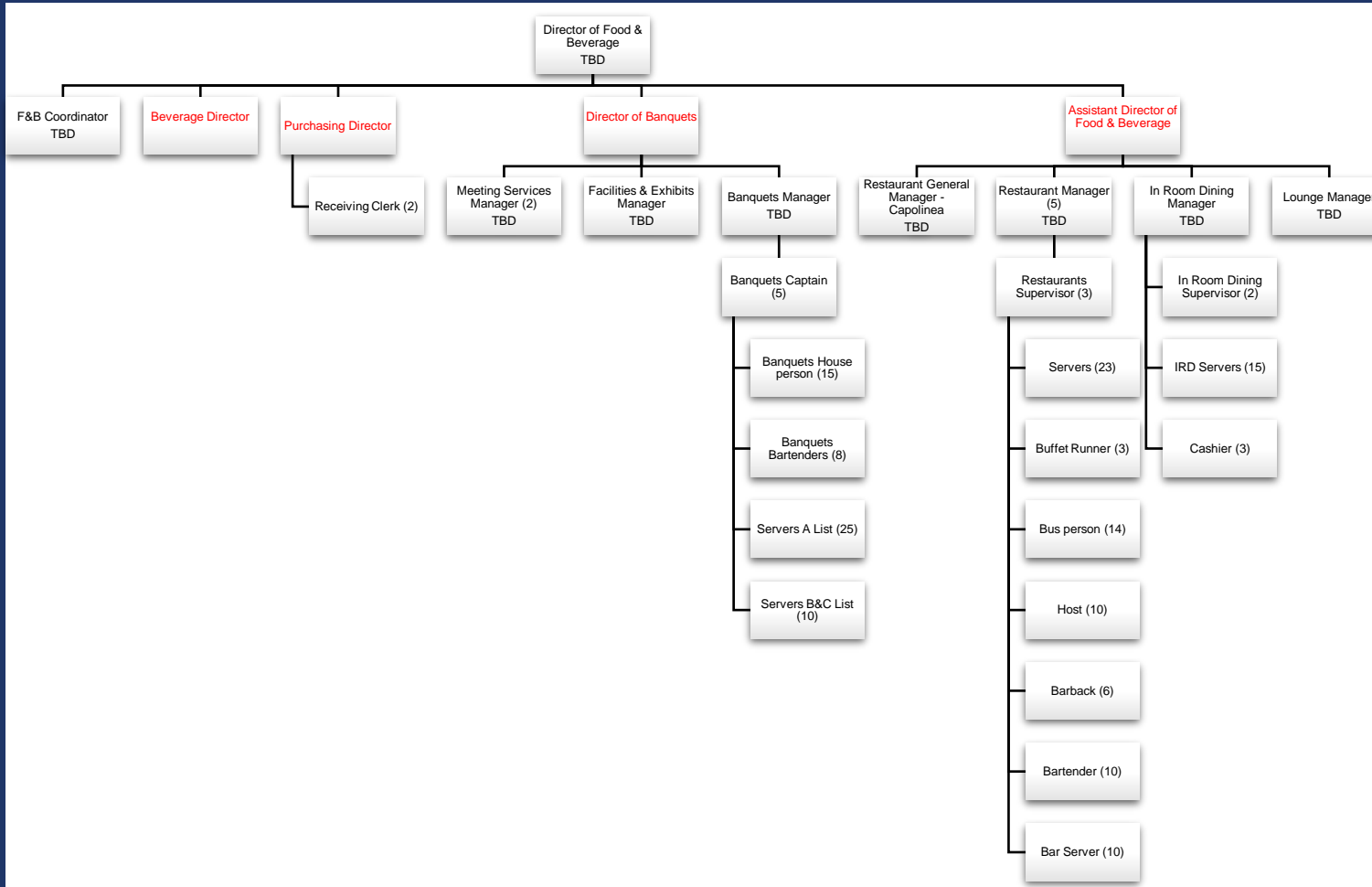
Key Dates
 Hotels Complete Budget
 Regional Reviews

	Item	Date
Owner Budget	Hotels Complete Capital Budgets	8/1-8/31
	Early Open Hotel RevPAR Guidance Loaded	8/7
	Early Open Hotels Begin Budgeting	8/8
	Hotels Receive Budget Expectations & Guidelines	Wk of 8/21
	All Hotels RevPAR Guidance Loaded	8/28
	Rooms & Catering Revenue Complete	9/13
	Renovation/Displacement Complete (As Needed)	9/18
	Hotels Complete Operating Budgets	8/28-10/5
	Budget Capture	10/6 (AM)
	AVP Reviews	10/6-10/13
	Budget Capture	10/16 (AM)
	SVP Reviews	10/17-10/20
	Budget Capture	10/25 (AM)
	Area President Review	10/30
	Final Budget Capture	10/31
Delivery to Owners	11/1	



Food and Beverage

Our F&B Team



Jacob Linzey

Director of Food and Beverage



Christian Quinones

Executive Chef



Daniella Lea Rada

Executive Pastry Chef





Capolinea

MARTINIS. ANTIPASTI. SPAGHETTI.

Capolinea

MARTINIS. ANTIPASTI. SPAGHETTI.

- Naming
- Menu
- People
- Ambiance
- Goals



Capolinea

MARTINIS. ANTIPASTI. SPAGHETTI.

Steps of Service

- Tableside Bread Cart
- Freshly-Made Martinis, Crafted Tableside





NEST

ON FOUR



- Naming
- Menu
- People
- Vibe
- Goals





Steps of Service

- Family/Friends Style
- Sports Knowledge





LOBBY BAR

LOBBY BAR

- Naming
- Menu
- People
- Scene and Be Seen
- Goals



LOBBY BAR

Steps of Service

- Theater of Mixology
- Opulent and Upscale





Homespun

ATLANTA FLAIR. SOUTHERN FARE.



- Naming
- Menu
- People
- Feel
- Goals





Steps of Service

- Highlighting the South
- Unique Service Offering
 - Tea
 - Pies
 - Whiskey





High
ball

SKYLINE SOCIAL

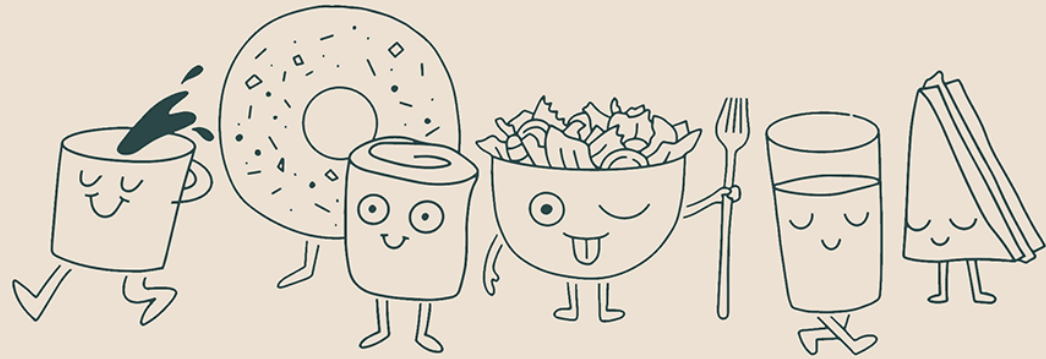


- Naming
- Menu
- People
- Vibe
- Goals





FRIENDSHIP
MARKET



- Naming
- Menu
- People
- Goals





Banquets



- Naming
- People
- Experience
- Goals
- Steps of Service





Steps of Service

- Bookends
- Storytelling
- Chef-Crafted Activations



BREAKS

A La Carte

PRICED PER EACH, ONE DOZEN MINIMUM.

MARKET

- Assorted Zapp's Chips \$7 per ea
- Assorted Bags of Terra Chips \$7 per ea
- Assorted Local Symphony Chips \$8 per ea
- Assorted Hippeas - Gluten-free \$7 per ea
- Boomchickapop Sea Salt Popcorn - Glu \$8 per ea
- 450S Chicharrones, Smokehouse BBC \$10 per ea
- Righteous Felon Jerky Teriyaki Balbr \$12 per ea
- Assorted Henrietta Said Jumbo Pe \$8 per ea
- Why Knots Chocolate Pretzel \$12 per ea
- Trail Mix Bags \$8 per ea
- Candy Bars \$8 per ea

Break

A Cut Above

FOOD • BEVERAGE • COMMUNITY



Signia
by Hilton

ATLANTA
GEORGIA WORLD CONGRESS CENTER



Agriculture

onal spotlight
ction, the
dry as rich
n food.
industry,
large part
ost three



ne of Georgia's Top Crops



olony in 1773 and began learning about the
igenous communities — the Creeks and
owing corn and using the native crop in a
at can now be called grits.

can influences abound with Georgia dishes,
owe their popularity to enslaved Africans.
ite sweet potatoes to watermelon and okra,

AGRICULTURE

ortant factor throughout the centuries as
land could produce.

orgia, you'll find expansive specialty
pples, mushrooms, cabbage, greens,
ere farmers find rich soil, long growing



CLUB
Signia

CLUB *Signia*

- Naming
- Menu
- People
- Exclusivity
- Goals
- Daily Rituals



CLUB *Signia*

Steps of Service

- Chef Demonstrations
- Espresso Martini on Tap





Wellness

The Business Case for Wellness

43%

MORE REVPAR

Hotels with significant wellness offerings generate nearly 43% more in total revenue per available room on average compared to hotels with no wellness.

Source: Hot Stats via Hospitalitynet.org

20%

HIGHER ADR

Properties with extensive wellness operations benefit from 20% higher ADR and generate 48% more in average revenue per room compared to hotels with a minor wellness offering..

Source: Hot Stats via Hospitalitynet.org

9%

INCREASE IN REVENUE

Investing in wellness could lead to a 9% increase in the annual revenue of hospitality businesses.

Source: Hot Stats via Hospitalitynet.org

The Value of Wellness

The wellness industry is known to be growing four times faster than that of the pharmaceutical industry (GWS).

With such positive trajectory, there is opportunity for developing a spa concept in tune with the moving consumer trends without fuss or luxury, answering the direct needs of the guest.



The Wellness Economic Outlook

OVERVIEW

The Wellness and Spa industry is growing fast with growing consumer investment in physical and mental health.

“79% of respondents said they believe that wellness is important, and 42% consider it a top priority. Consumers in every market researched reported a substantial increase in the prioritization of wellness over the past two to three years.

Source: McKinsey and Company

THE WELLNESS ECONOMY

The Global Wellness Institute: “Project (a) 9.9% average annual growth, with the wellness economy reaching nearly \$7.0 trillion in 2025.”

Source: The Global Wellness Institute

“5.3% of global economic output is generated by the health and wellness industry.”

Source: The Global Wellness Institute

WELLNESS TOURISM

‘International wellness tourists on average spent \$1,601 per trip in 2020, 35% more than the typical traveler’

Source: The Global Wellness Institute

‘Wellness tourism is gaining traction, as it stands for 17% of global tourism expenditures.’

Source: Statista

Spa Signia

WHERE GUESTS OWN THEIR WELLNESS

OPTIMIZE

- A little more, a little better, faster, stronger, more productive for energy-depleted guests.

MOTIVATE

- We want to give our guests great choices, flexibility and simplicity so barriers are removed, and guests enjoy the wellness spaces and motivated to return.

CONNECT

- Leaning into the positive impact connection to others and ourselves and giving our guests every chance to embrace this in work and leisure.



Spa Signia

OUR HALLMARKS

- Quick-serving
- Contemporary
- Tech-forward
- Innovative
- Dynamic
- Flexible
- Examples include 1st bio-hacking pedicure, wellness mini bar, adaptagens to help the body manage stress, recovery massage stations, sound healers for meetings, branded sleep kits, collagen/mushroom-infused coffee, vitamin shots and skincare sets.



Fitness Center

WHERE GUESTS STAY ON TRACK

Feeling strong, finding ease, and staying on track is what can set a trip apart. In Atlanta, we invite guests to maintain their regime or expand their repertoire with a visit to the expansive fitness center to stay happy and healthy.

- Key Features:
- Peloton® Exercise Bikes
- Private Studio Spaces*
- Upgraded Technogym Equipment
- Unique Fitness Programming
- Olympic Style Lap and Lounge Pool
- Hike and Bike Trail Proximity





Employer Positioning and Hiring

New Team Members

- **Recruiting**

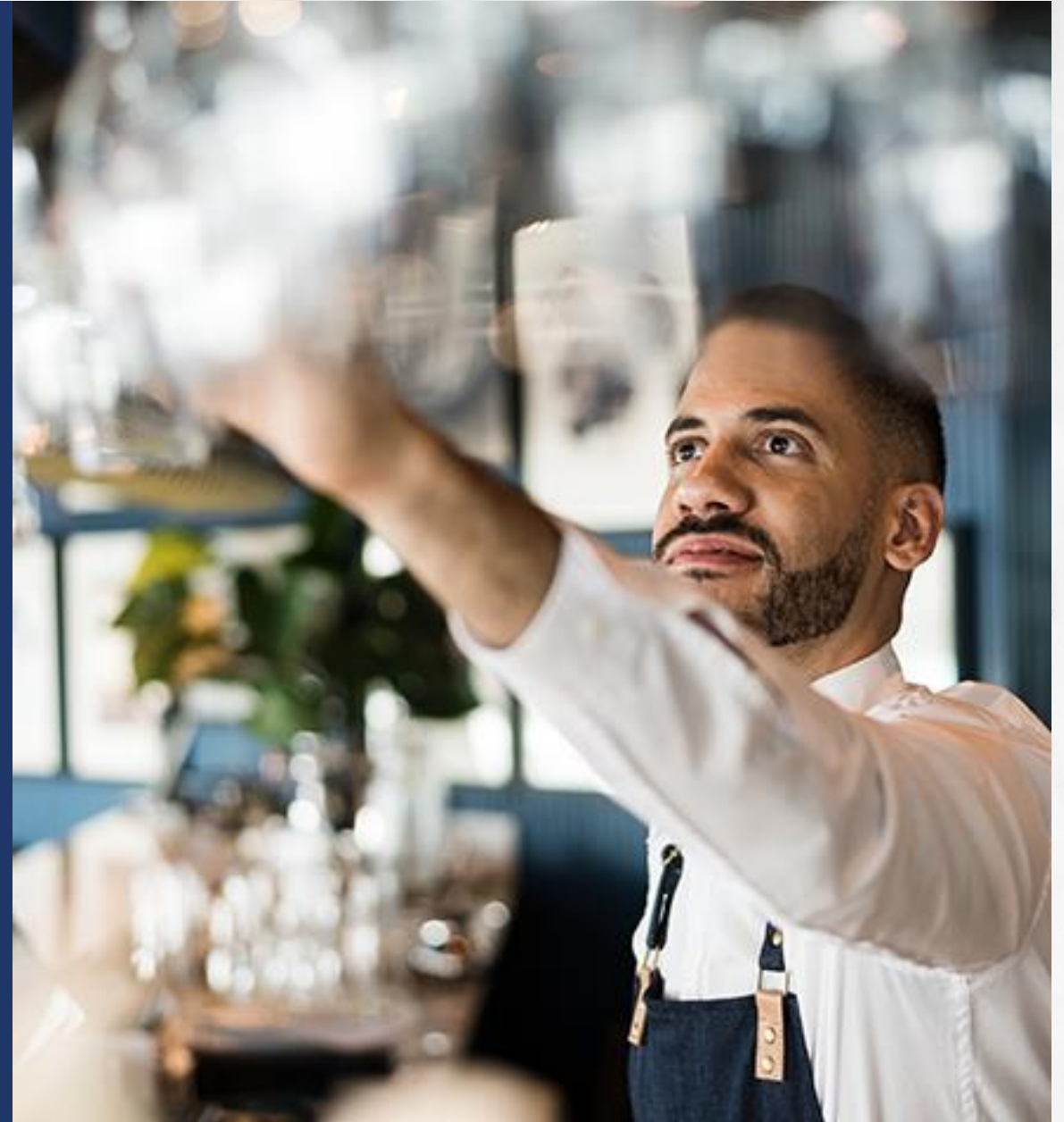
- Outreach to local colleges including Morris Brown, Georgia State, Kennesaw State, Atlanta Technical College and Georgia Tech with hospitality programs.
- Job Fairs

- **Public Relations**

- Crafting press release announcing employment opportunities; focus on economic impact, local partnerships, etc.

- **Advertising**

- Securing quotes from various vendors including Radio One, MARTA and Audacy on ad packages; awaiting their response



A Few of Our Hiring Partners



Stride

Stride's mission is to help learners of all ages reach their full potential through inspired teaching and personalized learning. At Stride, learning doesn't just mean school. It's a lifelong journey.



* The Salvation Army's message is based on the Bible. Its ministry is motivated by the love of God. Its mission is to preach the gospel of Jesus Christ and to meet human needs in his name without discrimination.



* A faith-based environment that helps individuals and families transition out of crisis.



* Goodwill provides free career counseling, skills training, and résumé prep services that help unlock opportunities for job seekers.



A neighborhood-based collaborative, looking to transform the Westside community and Greater Metro Atlanta by connecting Atlanta residents to equitable, high-demand employment opportunities.

* Connection through Atlanta Pathway Department

Brand Personality

We have launched a partnership with the Hilton Brand Personality Team. We are aligned to conduct the following training in partnership with our Brand Personality Partners beginning in October and through Grand Opening:

- Welcome to Hilton Training
- Signia Brand / Signia by Hilton Atlanta Hotel Trainings
- Lead with Hospitality
- Job Skills
- Make it Right
- Service Principles
- Sequence of Service



Building Culture



Signia
by Hilton

ATLANTA
GEORGIA WORLD CONGRESS CENTER

Thank you.

Questions?



Photo by GWCCA – Aug. 2023

Signia
by **Hilton**

ATLANTA
GEORGIA WORLD CONGRESS CENTER

Hilton Influence



The Future of Signia Hotels

Signia by Hilton



● Current Properties

● Pipeline Properties

As of September 2023

© 2023 Hilton Confidential and Proprietary

Signia by Hilton



As of September 2023

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Brand Updates

Brand Personality Framework

Brand Personality Name	A STEP AHEAD
Brand Personality Tagline	Always Sophisticated. Always Approachable.
Team Member Approach	Anticipate Every Opportunity
	Welcome Guests Throughout Their Stay
	Make Each Moment Meaningful

Brand Pillars

- Sophisticated Design
- Destination Bars & Restaurants
- The World's Best Meetings & Events
- Premium Wellness & Leisure Offerings
- **Service That's a Step Ahead**



Maximizing Demand with Hilton Sales

- Over the last 2 years, Hilton Sales Team has layered in over 70M in group business to Signia Atlanta
- Hilton Sales Team has represented the Signia by Hilton Atlanta in over 30 trade shows, through brand awareness and direct sales, highlighted by our presence and corporate sponsorship of the ASAE/Signia Event and IMEX, the international meeting planner event in Las Vegas
- 60% of the current business booked into Signia by Hilton Atlanta is new to Atlanta
- The Hilton SAMS team has toured and met in Atlanta and been positioning the hotel to be a preferred choice amongst the local corporate market
- Hilton Commercial Revenue Center in Dallas, which books small group business under 100 rooms, has been visited by Teri and Kyle and has generated a new flow of short-term business for 2024



Company Support

Operations Support Team

BRAND:

Teddy Berlin
Senior Director Brand
Leader

Travis Diem
Senior Director Global Brand
Personality

PRE-OPENING:

Gerald Barrack
VP Hotel Openings Americas

Randy Gaines
SVP Ops New Openings
Americas

OPS TEAM:

Doug Gehret
AVP Operations

Chris Perry
Managing Dir Sales Operations

Leigh Allan
VP F&B Ops North America

Shane Nines
Regional Dir Revenue
Mgmt

Melissa Maratea
Regional Dir HR Southeast

Signia
by Hilton

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GEORGIA WORLD CONGRESS CENTER

Thank you.



Georgia World
Congress Center
Authority

30-MINUTE BREAK



Executive Session

Pargen Robertson
Legal Counsel





Georgia World
Congress Center
Authority

ADJOURN

Next Scheduled Meeting

October 31, 2023



Georgia World
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Authority

THANK YOU