



# Sales & Marketing Update

**Mark Vaughan**

**EVP and Chief Sales Officer, ACVB**

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**Director of Sales & Marketing  
Signia by Hilton Atlanta**

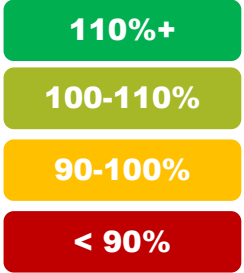


# DESTINATION UPDATE

# INDUSTRY RECOVERY DASHBOARD

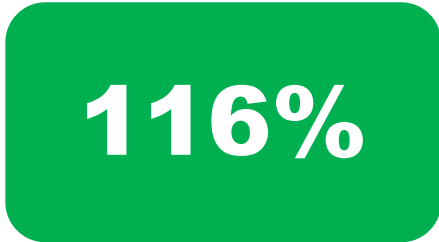
First half of 2023 (July YTD) vs. 2019

Legend



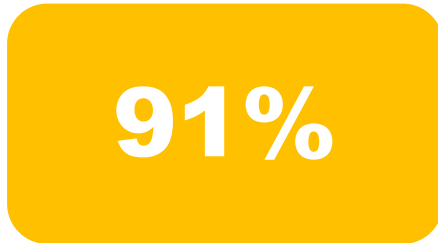
## Lead Volume

Total number of leads received by DMOs, counted for each DMO that received



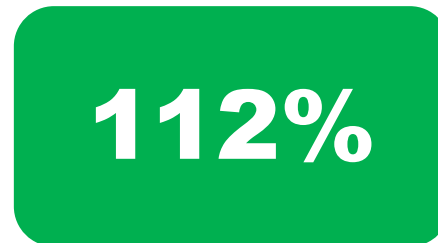
## Number of Bookings

Number of leads turned definite, counted once per DMO that booked



## Expected Attendance

Total expected attendance for leads that were turned definite



## Booked Room Nights

Total room nights for leads that were turned definite



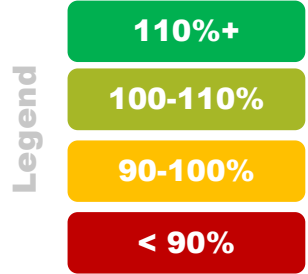
- Conversion is down
- Planners sending leads to multiple destinations is up

- Average expected attendance (ratio of attendance to meetings) is up
- Planners may have consolidated smaller meetings in a fewer number of large meetings
- Varied booking practices and large attendee events with multiple year bookings may also have contributed

- Average block size per event and per attendee is down
- Planners may be cautious about restoring block size, planning shorter events, expecting attendees to book outside block.

# INDUSTRY RECOVERY DASHBOARD

First half of 2023 (July YTD) vs. 2019



Lead Volume

Number of Bookings

Expected Attendance

Booked Room Nights

Total Industry

116%

91%

112%

88%

Convention Center Events at Category D Cities

107%

88%

107%

71%

ACVB's recovery metrics surpass peers

Convention Center Events at ACVB

ACVB attendance recovery is closer to normal than peers and room night recovery

149%

115%

99%

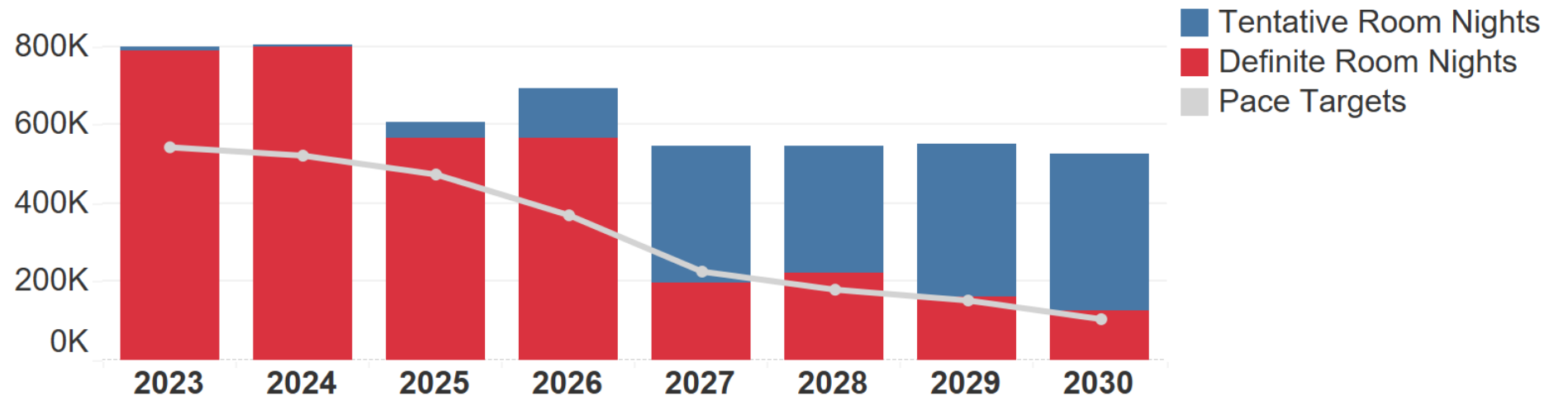
92%

Source: 2Synergize, Simpleview Sales Quarterly Mid-Year 2023 (Cstegory D cities defined as 500,000+ exhibit GSF)

# LONG-TERM PACE REPORT

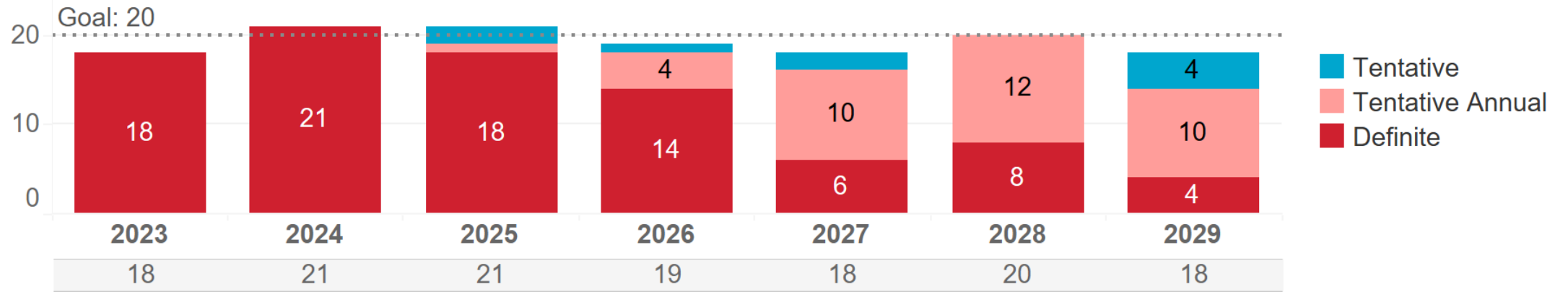
## GWCC Events

	2023	2024	2025	2026	2027	2028	2029	2030	Total
Definite Room Nights	788,025	803,276	567,476	566,803	198,774	222,058	162,869	128,580	3,437,861
Pace Targets	543,857	522,561	474,559	370,677	227,365	181,350	153,802	106,285	2,580,457
Variance	244,168	280,715	92,917	196,126	-28,591	40,708	9,067	22,295	857,404
Consumption Benchmark	545,000	545,000	545,000	545,000	545,000	545,000	545,000	545,000	4,359,999
Pace Percentage	145%	154%	120%	153%	87%	122%	106%	121%	133%
Total Tentatives	8,415		38,717	126,053	346,470	324,429	389,949	395,392	1,629,425
Annual Tentatives	3,146	4,165	27,411	174,090	285,677	304,996	237,082	268,039	1,304,606

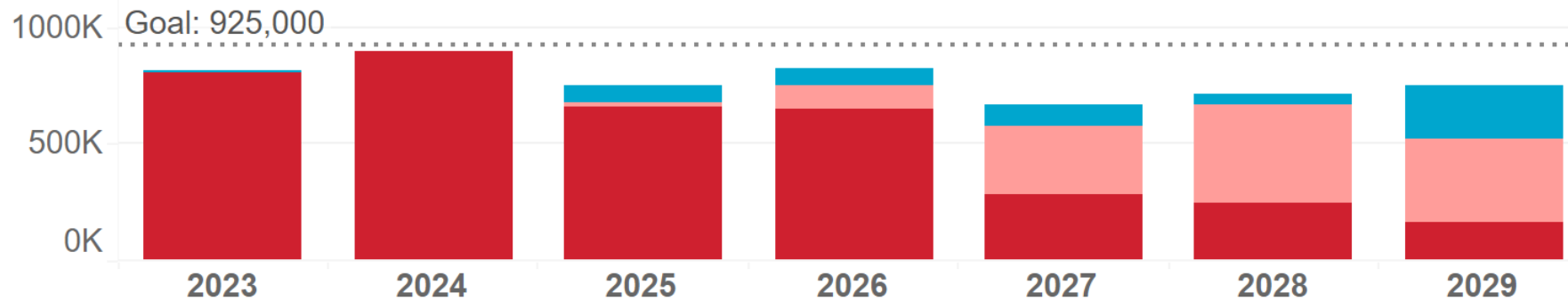


# LARGE GROUPS FOR FUTURE YEARS

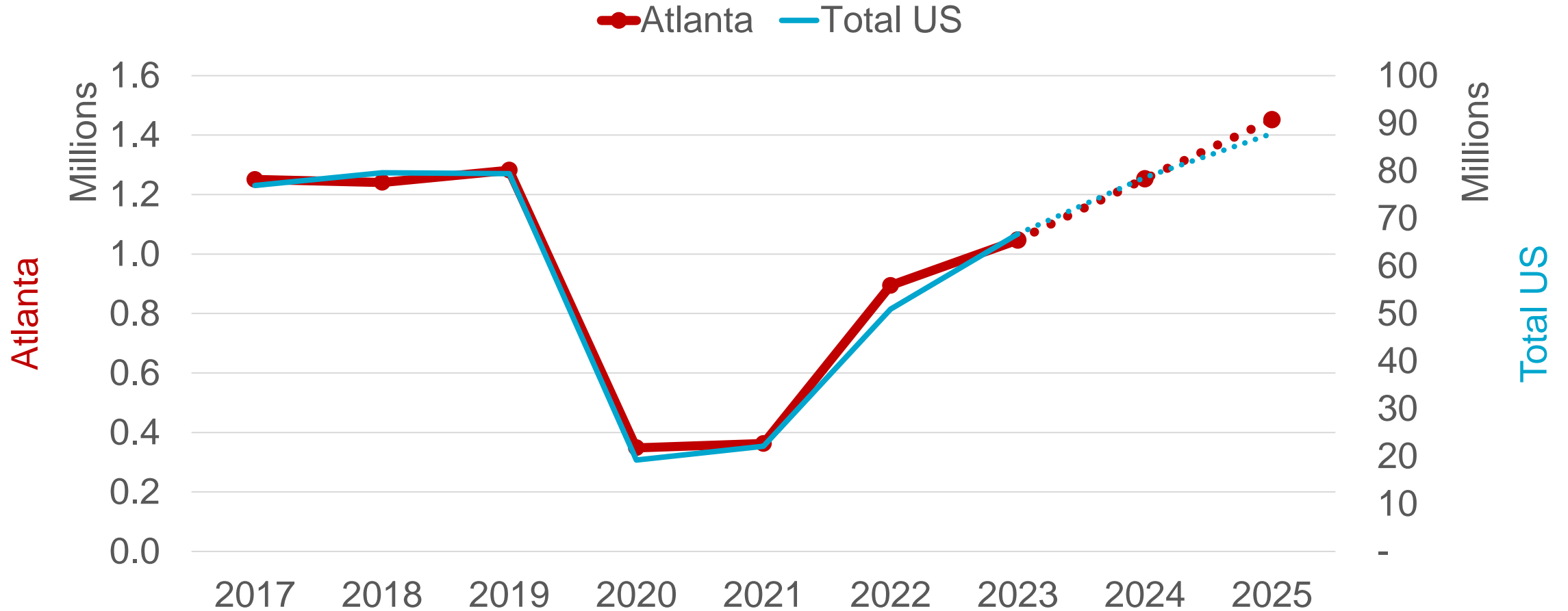
## 5,000+ on Peak Number of Events



## 2,500+ on Peak Room Nights

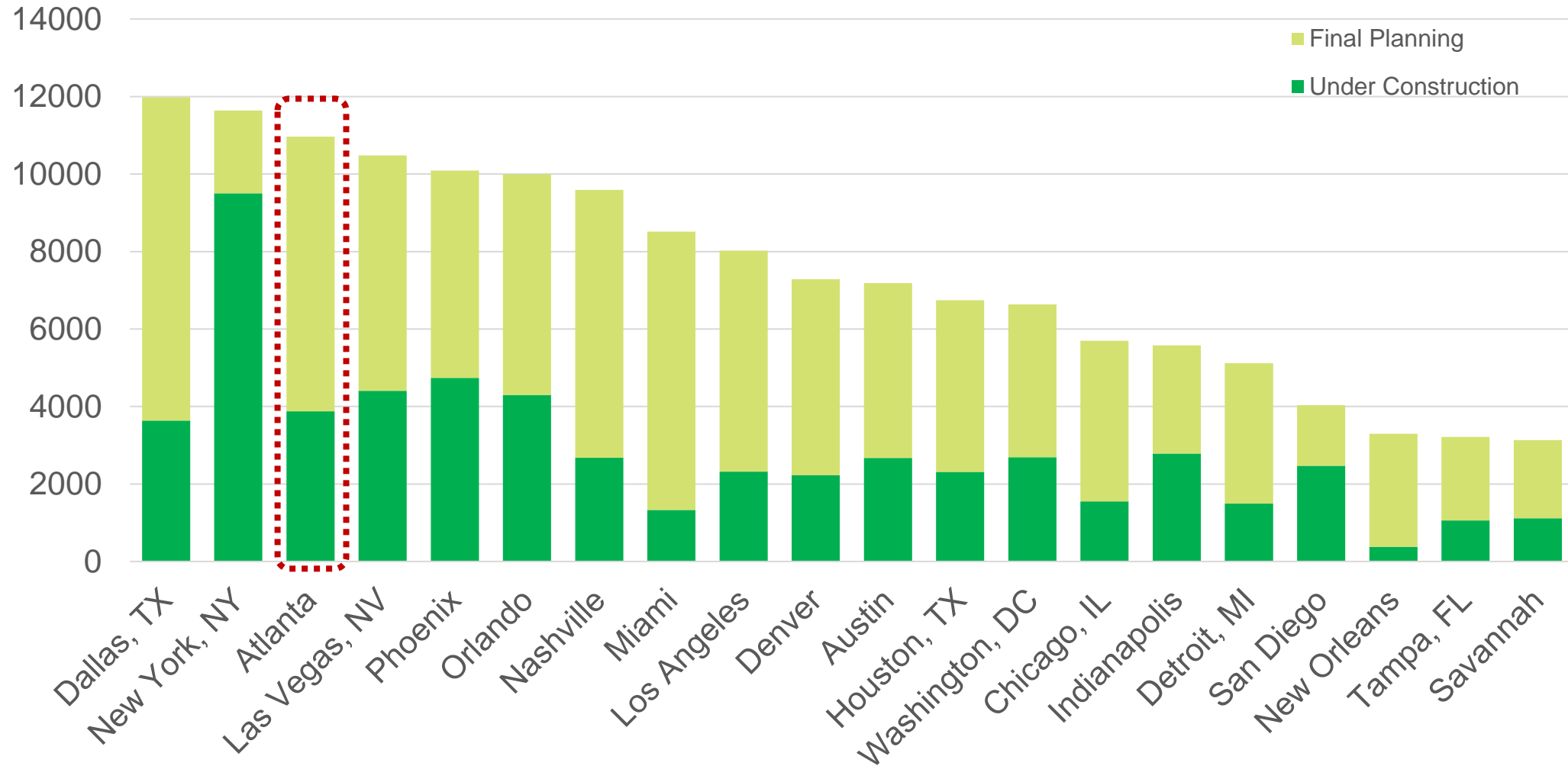


# INTERNATIONAL VISITATION TO ATLANTA AND U.S. FORECAST TO RECOVER IN LATE 2024



Source: Tourism Economics and U.S. Travel Association

# HOTEL ROOMS IN PIPELINE





# UPCOMING INDUSTRY EVENTS

December 2023

National Coalition of Black Meeting  
Professionals annual conference

December 2024

Travel South International Showcase

July 2024 and July 2029

Global Business Travel Association  
(GBTA) annual convention





# FUTURE SPORTING EVENTS

- College Football Playoff National Championship (2025)
- FIFA World Cup (2026)
- NCAA Men's Final Four
- Super Bowl
- NBA All-Star Game

# EVOLUTION OF DOWNTOWN CONTINUES



# CLOSING THOUGHTS

- MICHELIN Guide to elevate Atlanta's dining scene
- Group lead volume increasing
- Major convention road map is strong
- International travel trending upward
- Safety, sustainability and community engagement becoming increasingly more important
- Hotel development continues to be attractive for developers

**THANK YOU!**

[DiscoverAtlanta.com](https://www.DiscoverAtlanta.com)



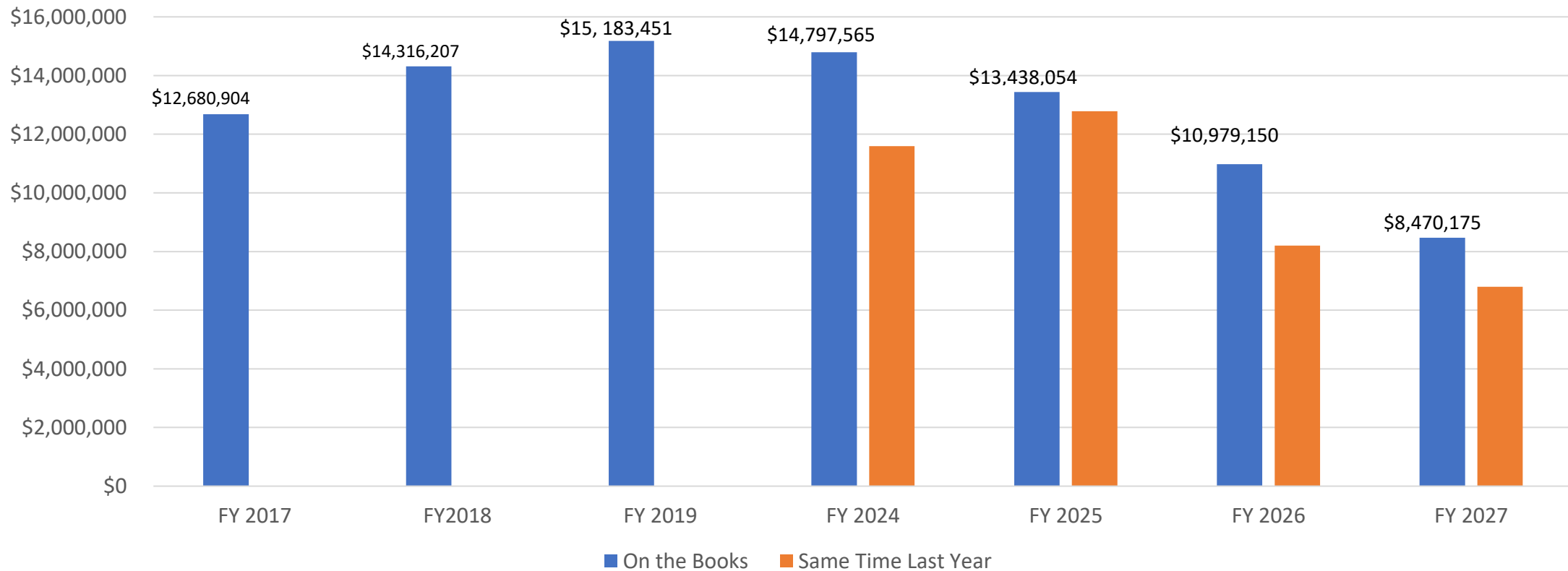


# GWCC Sales Outlook



# Rental Revenue Comparison Pre- and Post-Covid

GWCC FY Revenue – YOY Pace



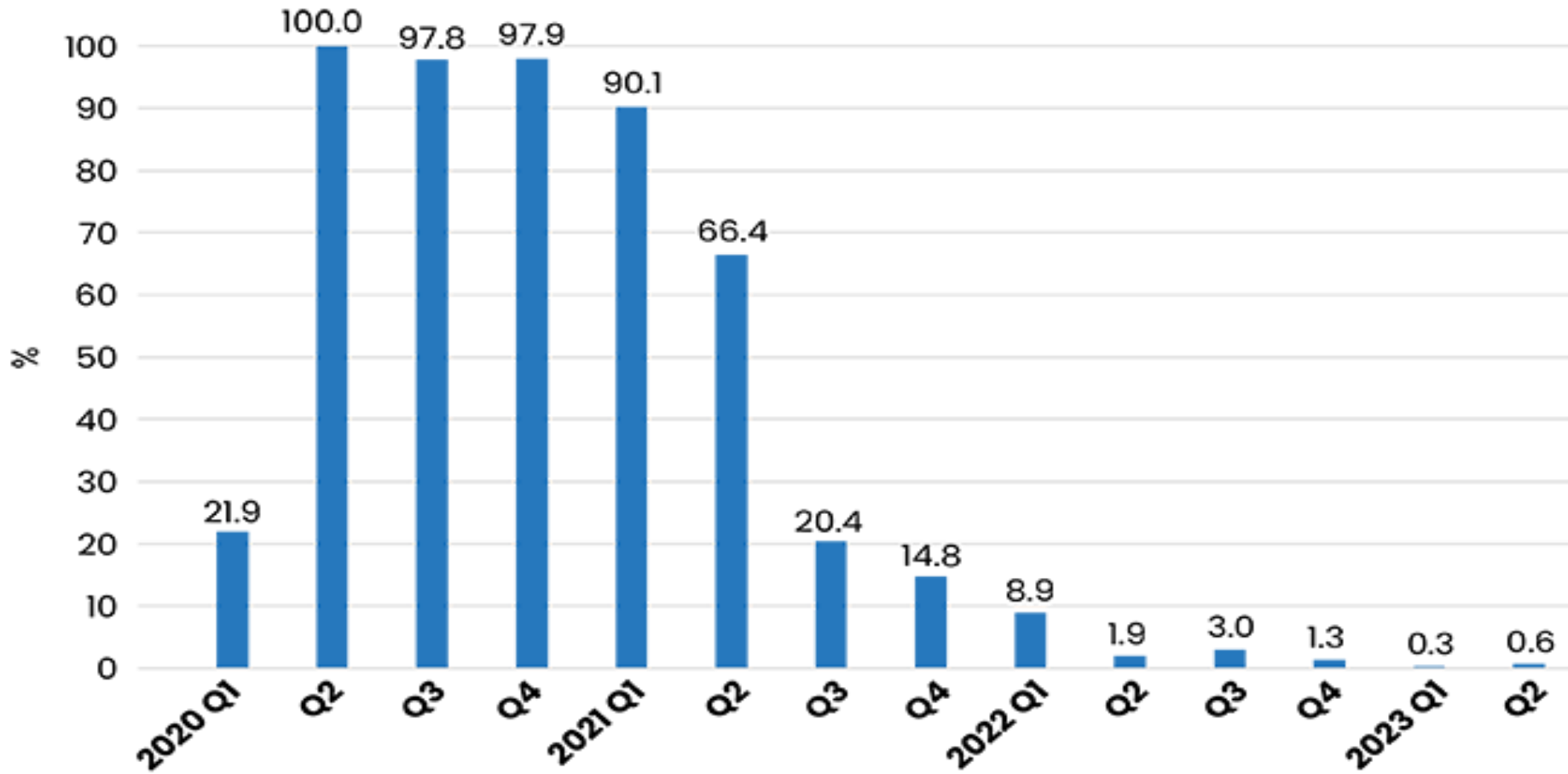
# Geopolitical Impact to Events

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- Labor shortages still persist in some segments (e.g. truck drivers)
- Domestic group and leisure travel is driving comeback
- International business travel lags
- U.S. VISA process; current wait time for non-visa waiver country is one year
- Chinese unrest or fragmentation impacts global trade (e.g. labor, imports/exports)



# “Widespread B2B cancellation of exhibitions due to COVID is a thing of the past.” – CEIR Industry Research



Source: CEIR

# Domestic Areas of Importance to Event Organizers

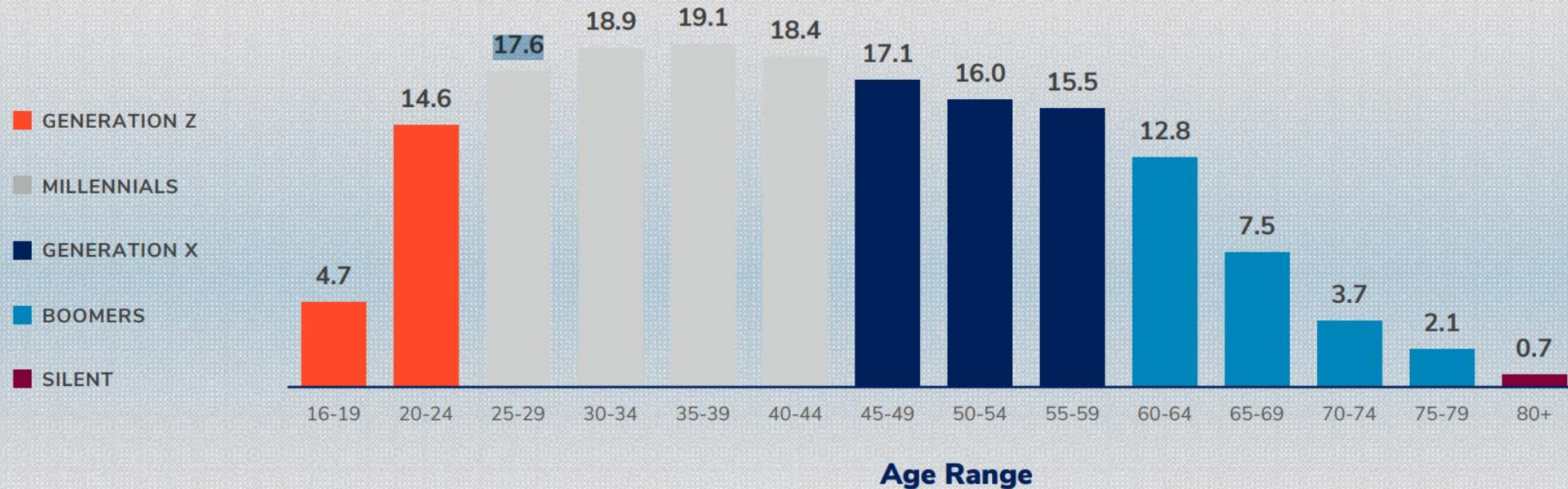
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- Safety and Security
- DEI and Accessibility
- Environment
- Technology Experience

# Industry Insights

## + The workforce in 2025

Projected size of U.S. labor force (in millions) by age, for the year 2025



Source: Department of Labor | WSJ.com

# Industry Insights

## + Do you know your Next Gen audience?

**51 ▼ 45**

Average age of attendees has dropped from pre-pandemic to all-time lows in the last 18 months

● Demographics  
○ Priorities

Authenticity,  
personal  
connections

Social  
Impact

Professional  
growth

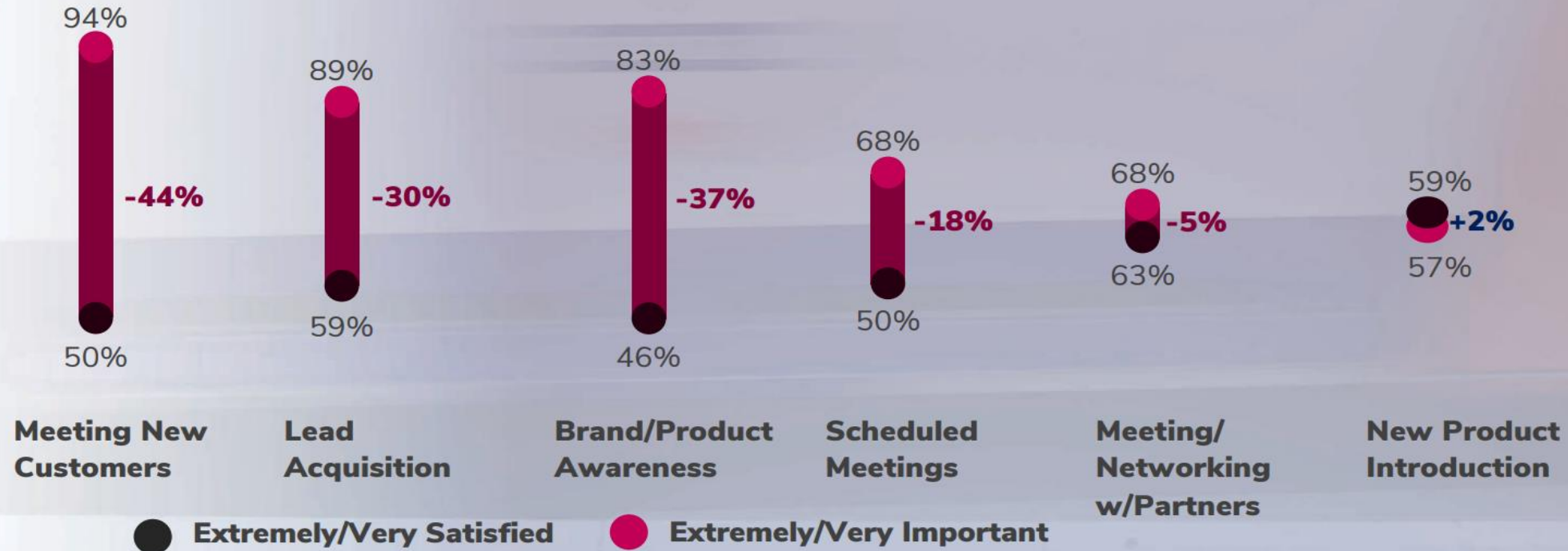
20-44  
years old

More  
female

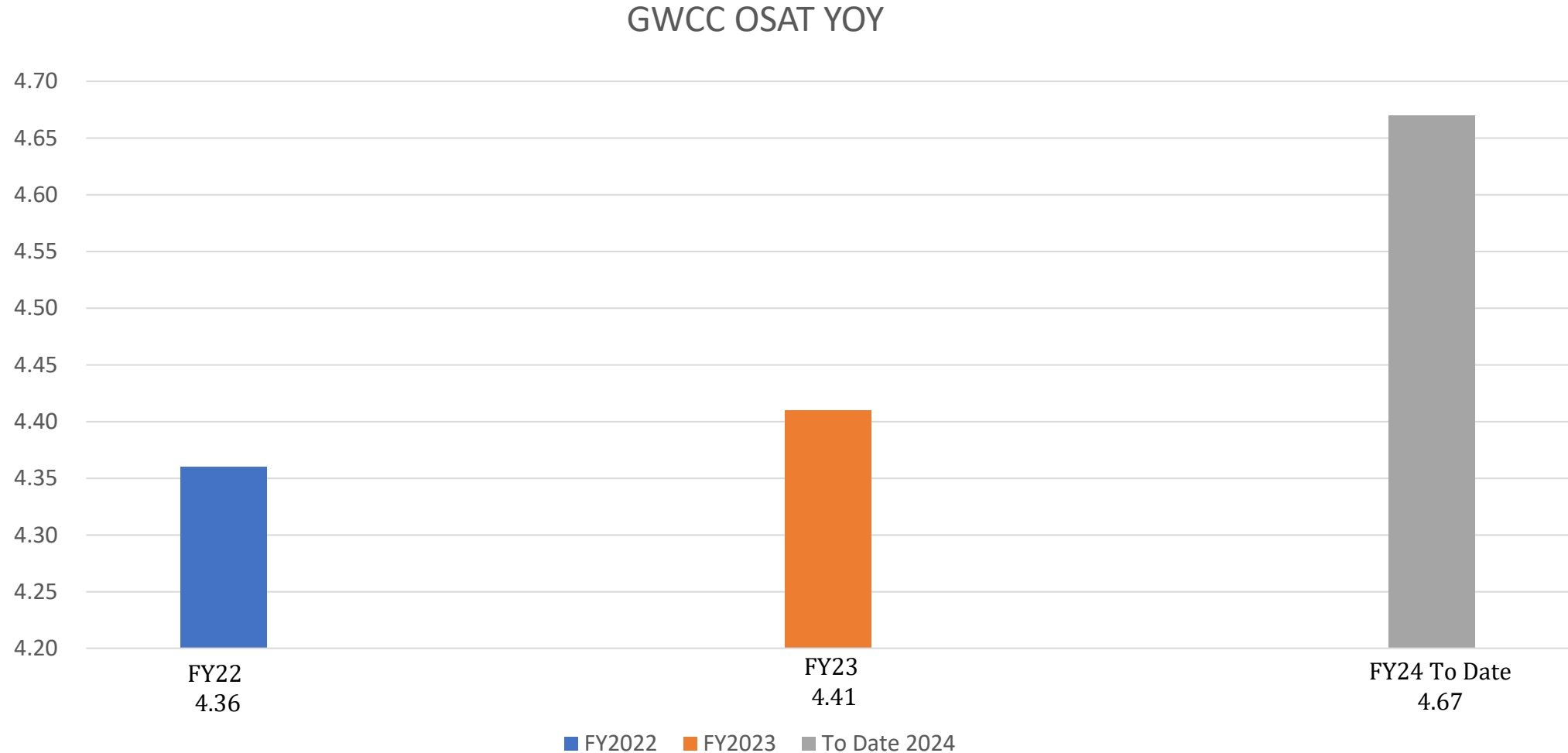
More  
educated

# Industry Insights

## + Reasons for Exhibiting (Importance vs. Satisfaction)



# Overall Satisfaction Results: Planners



# OSAT: People Make the Difference



“My sales and services team at GWCC is AWESOME. Thank you to leadership for always taking the time to listen to me. Thank you EDLEN team for working diligently and directly with our exhibitors to ensure that they have an EXCELLENT experience.” **Shermell Williams, Messe Frankfurt, TTNA**

“SkillsUSA is proud to call Atlanta and GWCC home to our SkillsUSA National Leadership & Skills Conference. The facility and more importantly the staff is truly world class. We worked closely with many members of the GWCC team and they have gone above and beyond for our conference. Thank you for helping us bring together our students and business partners to build the future workforce.”

**Courtney Ferrell, Skills USA**

“Building staff and vendors are great. CCLD is one of the easiest internet vendors to work with in all of the convention centers we deal with.” **Shari Weinstein, FBLA**

“Shout out to the GWCC Team, they are amazing and were a true partner in our Annual Meeting’s success.”

**Amanda Clark ASAE**

# GWCC Takeaways

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- Business is strong
- Sales team realigned to bring new business
- Vision positions us well for the future
- Our people make the difference



# Questions?



*Signia*  
by Hilton

ATLANTA  
GEORGIA WORLD CONGRESS CENTER

# Sales Update

# Agenda

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Current Group Pace and Position of Hotel

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Group Mix of Business

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Group Booking Window

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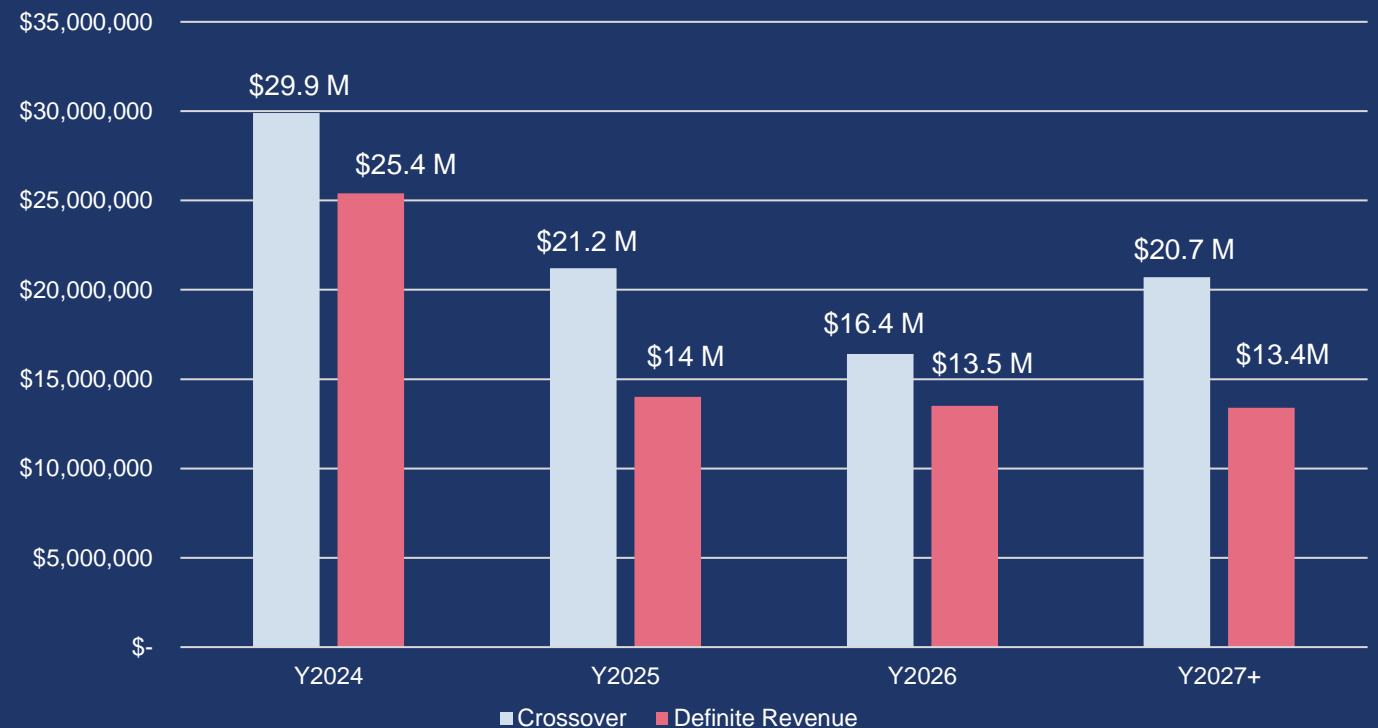
Ancillary Revenue

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# Current Group Pace

- Total group rooms revenue contracted equates to \$67.2 M thru booking cycle
- Food & Beverage, along with Meeting Room Rental capture is \$14 M
- Current revenue position to pro forma
- Outlook and trends related to demand
- Year-end goals

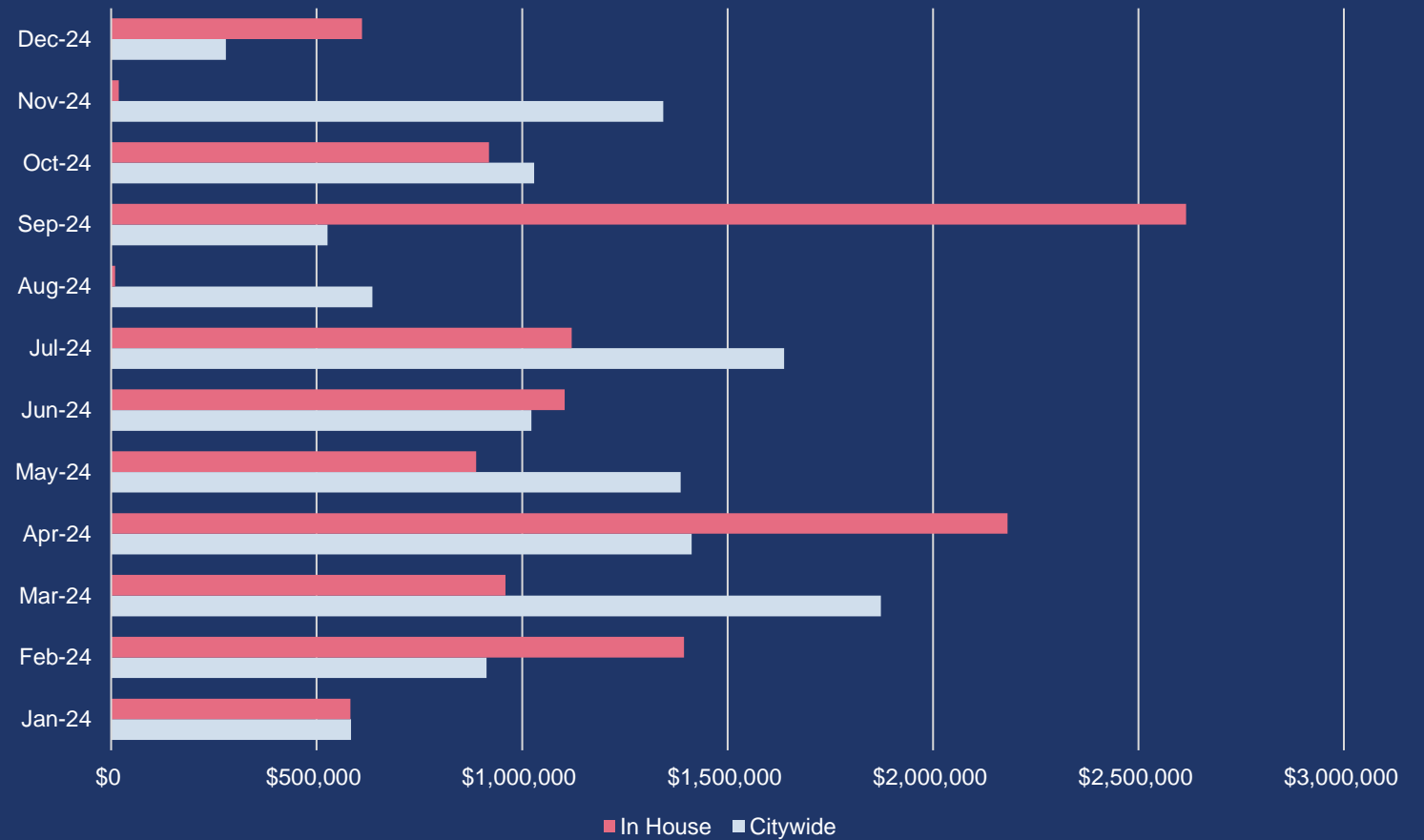
Definite vs Year End 2023 Crossover Goals



# Group Mix of Business

- Selling history and early strategy
- 2024 contracted group revenue
- Citywide, in-house and small market
- Differentiating by mix of business
- Space allocation and revenue capture
- Adjustments moving forward

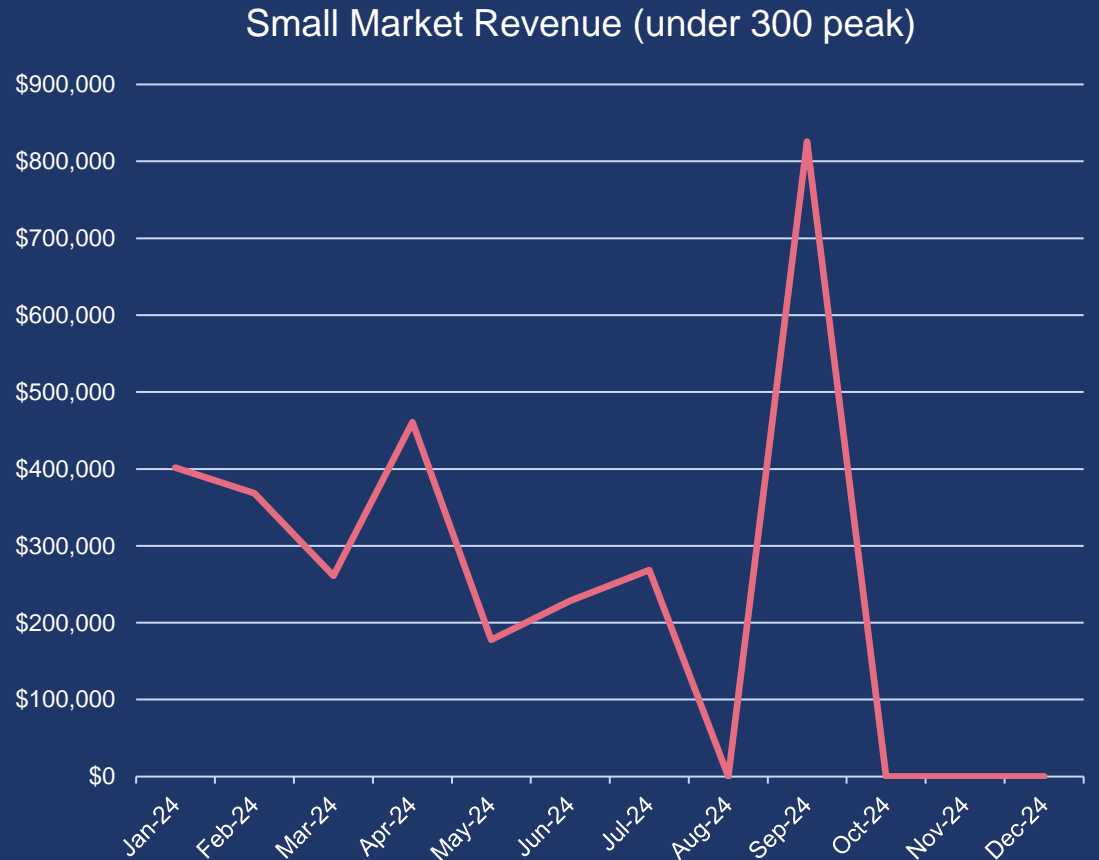
In House vs Citywide Revenue



# Group Mix of Business

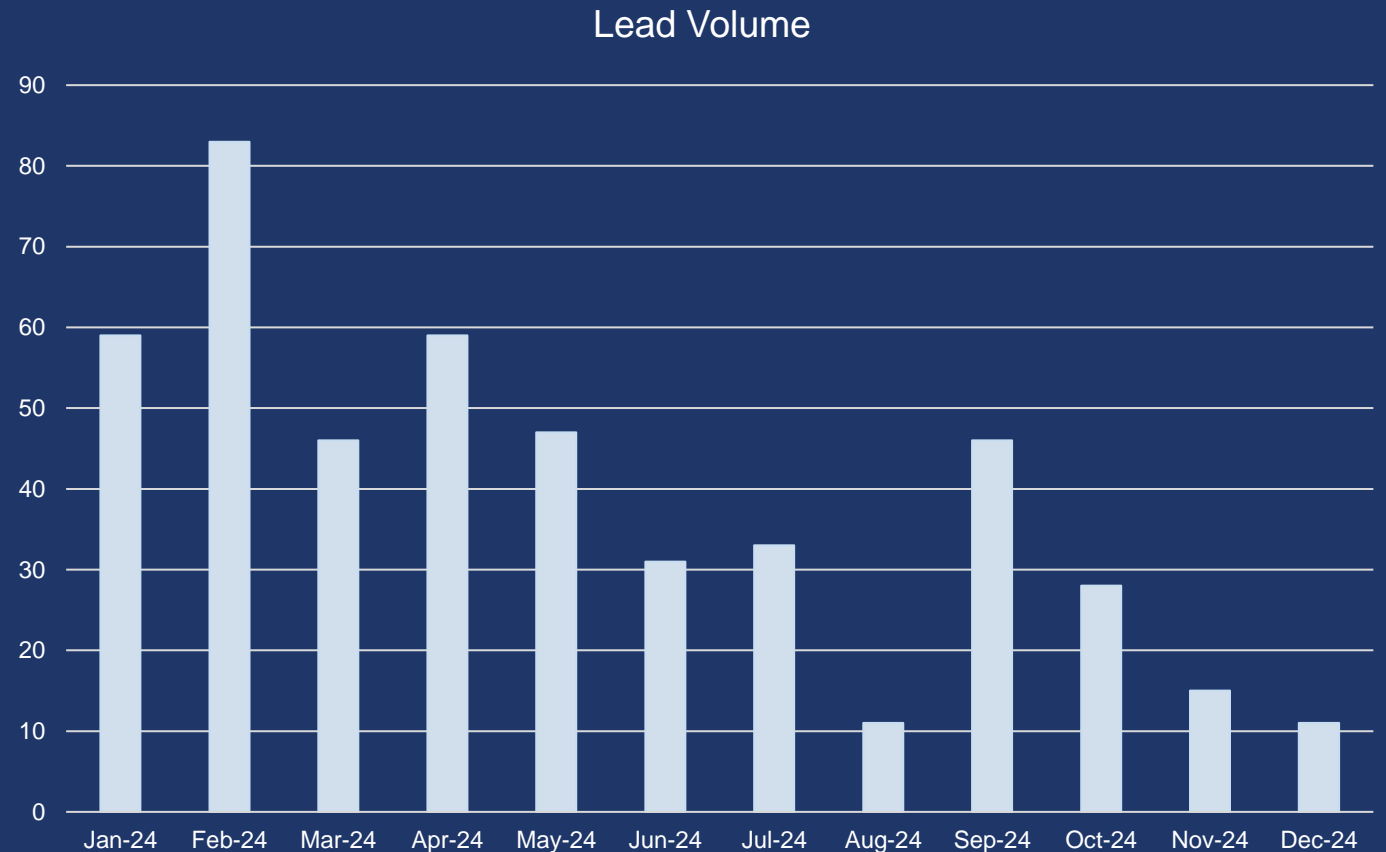
- Lead volume trend
- Overall conversion and capture
- Importance of local market
- Segmentation growth potential
- Booking window
- Speed to market

Month	Revenue
Jan-24	\$401,502.00
Feb-24	\$368,181.00
Mar-24	\$261,003.00
Apr-24	\$460,965.00
May-24	\$177,592.00
Jun-24	\$228,498.00
Jul-24	\$268,626.00
Aug-24	\$0.00
Sep-24	\$825,880.00
Oct-24	\$0.00
Nov-24	\$0.00
Dec-24	\$0.00
<b>Total</b>	<b>\$2,992,247.00</b>



# Group Booking Window

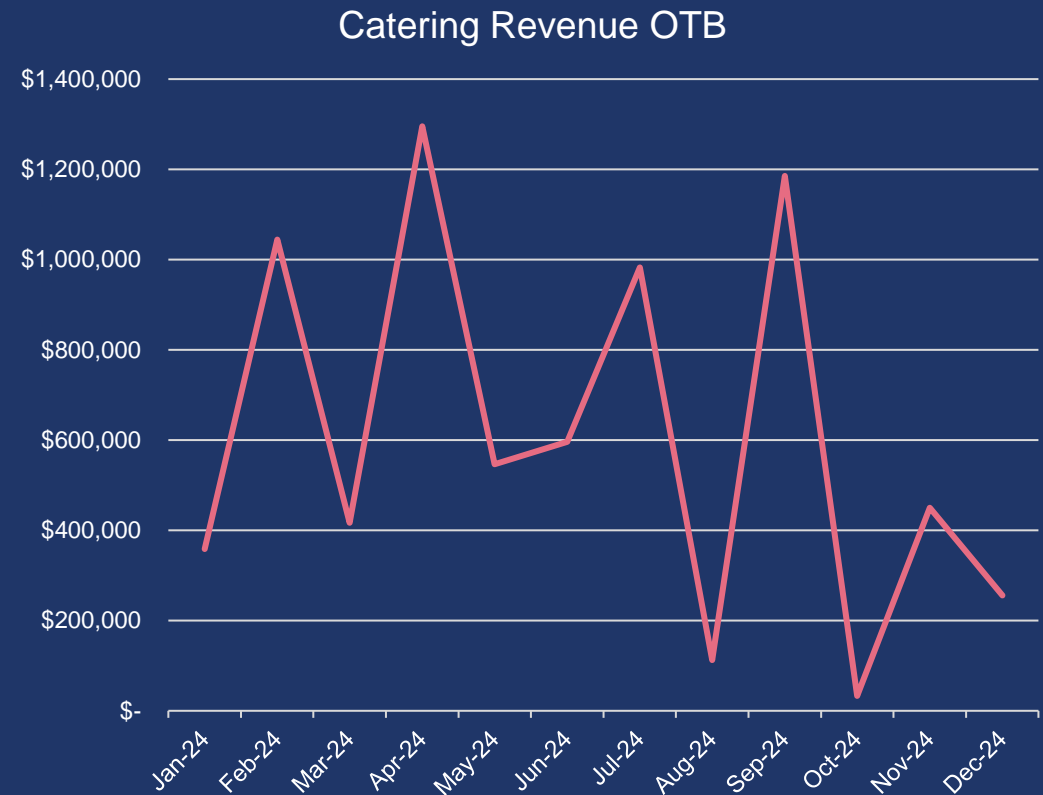
- Demand and lead volume generation
- Client behavior and short-term decisions
- Anticipate demand and react accordingly
- Existing opportunities in conversion
- 2024 client interest and future learning



# Ancillary Revenue

- Food and Beverage revenue growth from group accounts
- Importance of managing needs by segment
- Pricing, goals and strategy
- Menus and deliverables vs. Competitive set
- Existing opportunities moving forward

Month	Revenue
Jan-24	\$358,500.00
Feb-24	\$1,043,650.00
Mar-24	\$416,687.00
Apr-24	\$1,295,132.00
May-24	\$546,000.00
Jun-24	\$595,437.00
Jul-24	\$982,600.00
Aug-24	\$112,000.00
Sep-24	\$1,185,188.00
Oct-24	\$32,700.00
Nov-24	\$450,000.00
Dec-24	\$255,500.00
<b>Total</b>	<b>\$7,273,394.00</b>





# Questions?



Georgia World  
Congress Center  
Authority

# LUNCH