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
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
Agenda

The Budget

Food and Beverage

Banquets

Club Signia

Wellness

Employer Branding and Hiring
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

<table>
<thead>
<tr>
<th>August</th>
<th>September</th>
<th>October</th>
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- **Item** | **Date** |
- 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 | 11/2 |
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.

• Naming
• Menu
• People
• Ambiance
• Goals
Steps of Service

• Tableside Bread Cart
• Freshly-Made Martinis, Crafted Tableside
• Naming
• Menu
• People
• Vibe
• Goals
Steps of Service

• Family/Friends Style
• Sports Knowledge
LOBBY BAR

• Naming
• Menu
• People
• Scene and Be Seen
• Goals
Steps of Service

- Theater of Mixology
- Opulent and Upscale
• Naming
• Menu
• People
• Feel
• Goals
Steps of Service

• Highlighting the South

• Unique Service Offering
  o Tea
  o Pies
  o Whiskey
• Naming
• Menu
• People
• Vibe
• Goals
• Naming
• Menu
• People
• Goals
Banquets
• Naming
• People
• Experience
• Goals
• Steps of Service
Steps of Service

• Bookends
• Storytelling
• Chef-Crafted Activations
• Naming
• Menu
• People
• Exclusivity
• Goals
• Daily Rituals
Steps of Service

• Chef Demonstrations

• Expresso Martini on Tap
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 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
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
Spa Signia

OUR HALLMARKS

- Quick-serving
- Innovative
- Contemporary
- Dynamic
- Tech-forward
- 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.
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’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
Thank you.
Questions?
The Future of Signia Hotels
As of September 2023

**Current Properties**
- San Jose
- Cincinnati
- Indianapolis
- New York City
- Richmond
- Savannah
- Orlando Convention Center
- Orlando Bonnet Creek
- The Diplomat
- Hollywood Beach
- Doha, Qatar
- Ras Al Khaimah, UAE
- Saigon, Vietnam
- Kaohsiung, Taiwan

**Pipeline Properties**
- Austin
- Dallas
- Scottsdale
- Talking Stick
- Los Angeles

**In Discussion**
- Chicago
- Amman, Jordan
- Chengdu, China
- Ras Al Khaimah, UAE
- Doha, Qatar
- Saigon, Vietnam
- Kaohsiung, Taiwan
Brand Updates
## Brand Personality Framework

<table>
<thead>
<tr>
<th><strong>Brand Personality Name</strong></th>
<th>A STEP AHEAD</th>
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<tbody>
<tr>
<td><strong>Brand Personality Tagline</strong></td>
<td>Always Sophisticated. Always Approachable.</td>
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<tr>
<td><strong>Team Member Approach</strong></td>
<td>Anticipate Every Opportunity</td>
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<tr>
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<td>Welcome Guests Throughout Their Stay</td>
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<tr>
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<td>Make Each Moment Meaningful</td>
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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
Thank you.
30-MINUTE BREAK
Executive Session

Pargen Robertson
Legal Counsel
ADJOURN
Next Scheduled Meeting
October 31, 2023
THANK YOU