



Georgia World
Congress Center
Authority

BOARD OF GOVERNORS MEETING

September 25, 2025

Introductions & Agenda Overview

Welcome New Board Members



Omar Ali



Butch Miller

Action Item

Approval of Minutes
August 26, 2025

Convention & Trade Show Industry Update

Ken Holsinger
Sr. Vice President, Strategy
Freeman Company

QUESTIONS?

Levy Food & Beverage Update

Cindy van Rensburg, Division President

Katherine Putnam, Vice President of Operations

Michael Braendle, Sr. Regional Finance Manager

Casey Gerhard, Director, Scalable Solutions, E15 Group

Stevie Chumley, General Manager, F&B Services, GWCCA

Partnership = GWCC + Levy

Who We Are

- Partners for ~21 years (Jan 2005)
- The GWCC management team has 546 years of experience in the hospitality industry & 253 years of experience at GWCC.
- Revenue growth from 19M in FY15 to over 35M
- 30 convention centers
- 100% partner retention
- Support of Compass

Food Service Matters Consulting Report

- Review & learnings
- Shaped our review

Our Goal For Today

Trends in the Workforce | Casey Gerhard

Food & Beverage Offering Trends | Cindy van Rensburg

Food & Beverage Sustainability | Katherine Putnam

Hospitality Technology | Katherine Putnam & Michael Braendle

Potential Financial Impacts | Michael Braendle

How to Optimize Trends for GWCC | Stevie Chumley

Where We Are Learning From

Georgia World Congress Center

Macro-Economic & 3rd Party Market Research

The Convention Center Industry

Levy's 30 Convention Center Partnerships

Levy's 300+ Hospitality Partnerships



The Five Big Trends



Recruitment &
Retention



Functional,
Flavorful Food
& Beverage



Experiential
Dining



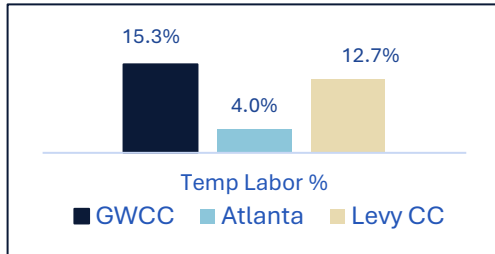
Purposeful
Sustainability



Solution Driven
Technology

What's Happening in the Workforce

INSIGHT



TREND

Temp Labor is highest in the Atlanta market and higher than the average Levy Convention Center¹

OPPORTUNITY

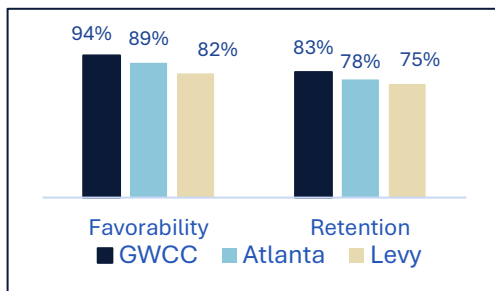
Implement shift pooling to auto-post open shift opportunities to all Compass associates in market

Avg # of Days a Levy Role is Open in Atlanta

Category	Days Open
All Positions	26
Culinary	55

Challenging to recruit quality culinary talent, specifically in Atlanta²

Promote the Training Kitchen in job descriptions and continue investing in the Navigate Internship program to develop the next generation of talent internally



Favorability and Retention higher at GWCC vs. the Atlanta Market and Levy³

Continue to drive employee engagement through initiatives like the recognition program, appreciation lunches, and holiday events

Sources:

¹Levy MyStaff & Financials Oct 2024 – August 2025

²Levy Talent Acquisition Data

³Levy 2025 Engagement Survey

What We Eat and Drink | Functional + Flavorful F&B



Protein is the top nutrient that consumers aim to eat or drink², growing since 2023

GLP-1 drugs and “Make America Healthy Again Movement”

Emphasize **food story of ingredients**

Focus on **local, sustainably sourced ingredients** instead of ultra-processed foods



THE COMMON MARKET
Good · Fresh · Local

Farms 2U
AUGUSTA, GA

— meet your farmer —

Johnny and Ryan Pressley are third and fourth generation farmers, and the dynamic duo behind Farms 2U. They work hand in hand, cultivating not just crops, but a strong family legacy rooted in the soil. Their farms are based in Wilcox County, GA, as well as Aiken and Bamberg, South Carolina. They process, pack, ship and shell multiple crops out of their Augusta, GA distribution center, including lima beans, broccoli, tomatoes, squash, peas and sweet corn.

Distributed by The Common Market Southeast
THECOMMONMARKET.ORG



54% of Americans say they drink alcohol, an all-time low

Functional Beverages provide an enhanced benefit

Refreshers | fruit juices boosted with texture and infusions

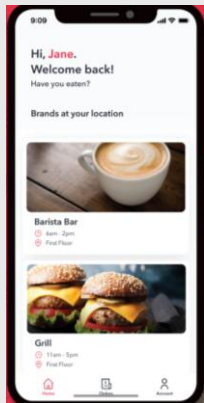
Sources: 1. Mintel, 2025 Global Food & Drink Trends; 2. Gallup

How We Eat | Experiential Dining

How do we turn every touch point into an experience?

Restaurants & Cafes

Catering



Mobile Ordering



Story Telling | People and Food



Customization

Immersive Snack Shops

Teaching Kitchens



Show-Specific Activations



Purposeful Sustainability

GALLERY

- Automated Micro-Farm
- Dedicated Support Team
- Year-Rounds Harvest
- Easy App Based Controls
- Seed & Supply Delivery
- Custom Branding



Hyper-Local Sourcing | Farm to Table

WASTE SAVVINES



horchatacoffee

FEATURING REPURPOSED ICED COFFEE
 ALMONDS, WHITE RICE, BROWN SUGAR,
 CINNAMON STICK, VANILLA EXTRACT, AND
 PINCH OF KOSHER SALT.



SP SUSTAINABILITY PRACTICE **Lenny CONVENTION CENTERS**

Upcycled Foods | Cold Brew Coffee Service in Afternoon

TOTAL FOOD UTILIZATION
 Total Food Utilization refers to using the whole ingredient and minimizing food waste from food preparation. In the event that there is excess produce or even ugly produce, Cultivated chefs employ these foods in picklings, purees, soups, and more.

GREASE RECYCLING
 The grease recycling program filters fryer oil to maximize usage and streamlines the changeover of spent oil with new oil.

FOOD RESCUE
 Perishable produce, leftover food, bulk items, and excess prepped food are rescued and donated to local community partners.



WASTE MANAGEMENT
 All kitchens sort waste into various streams to optimize waste diversion. Streams include compost, plastic, metal, glass, cardboard/paper, and landfill.

WATER COOLERS
 We encourage the use of reusable water bottles by having many water coolers and stations throughout the building.

SKIP THE STRAW
 Strawless lids allow guests to sip their drinks without a straw.

LINEN USE
 Cultivated minimizes the use of linen whenever possible to save water, energy, and reduce chemical waste deposits in our sewer systems.



THE FARM
 Spanning one acre on our rooftop, The Farm provides up to 40,000 pounds of produce a year that is incorporated into the meals we serve our guests.

THE FARM ICON
 This icon denotes CULTIVATED food and beverage items that are made with ingredients harvested from our rooftop Farm, Greenhouse, Orchard, or Farmshelf.

JACOB'S HONEY
 Jacob's Honey is the honey made from the hundreds of thousands of bees on the Javits Center green roof. It is used in the recipes and dishes served by CULTIVATED.

THE GREENHOUSE
 The 3,500 sq ft all-season greenhouse is outfitted with a hydroponic growing system and benches for starting seedlings and growing microgreens.

A controlled environment allows for 365-day production and greater yields by providing consistent and near-ideal growing conditions. A vertical, stacked hydroponic system maximizes fields within a smaller footprint 2022 crops include head lettuce, basil, edelwe flowers, and culinary herbs.

Menu Sub-Sections Highlighting Low-Greenhouse Emissions

Sources: 1. Mintel, 2025 Global Food & Drink Trends

Purposeful Sustainability

Path Water



Boomerang



Reusables | Especially in Employee Dining Areas



Composting and Staffed Collections at Events

WE ARE OFFERING REUSABLE CUTLERY TO REDUCE PLASTIC WASTE



Did You Know:
Switching to reusables can reduce landfill waste by over 75%
Thank you for your contribution!

When you are done eating, please return your silverware to the bin located near the waste stations

Sources: 1. Mintel, 2025 Global Food & Drink Trends

Solution Driven Technology – Front of House Applications



AI Group Sales Outreach
Conversation assistance to boost sales (e.g., exhibitor) through email, chat and SMS



Experiential Maps and Wayfinding
Immersive online experiences such as interactive maps, virtual tours and wayfinding tools



Digital Food Ordering
Digital menus and marketing tools to enable online ordering and analytics

Solution Driven Technology – Back of House Applications



Food-Safety & Task Management

Enhances operational oversight and accountability through temperature monitoring, checklists and automated reporting



BOH Automation

End-to-end frying automation – reduces risk and waste and optimizes labor



Communication

Streamlines the team member call-out process and enhances accountability through automation and real-time tracking



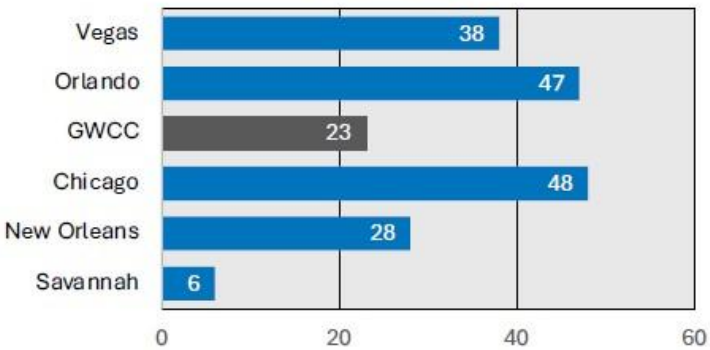
Frontline Communication

Advanced communication tool replacing traditional radio with unlimited channels, direct messaging, location tracking and translation features

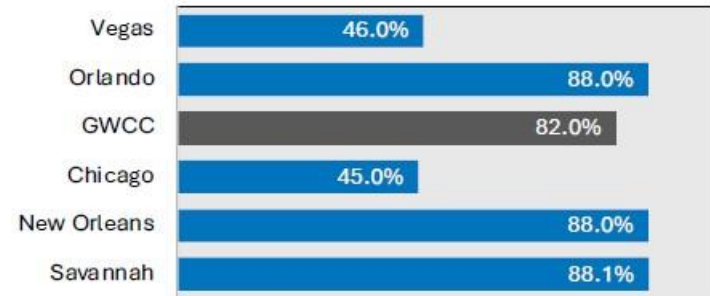
Deeper Financial Dive – Food Service Matters

1 Revenue & Sales Mix

Revenue (\$M)

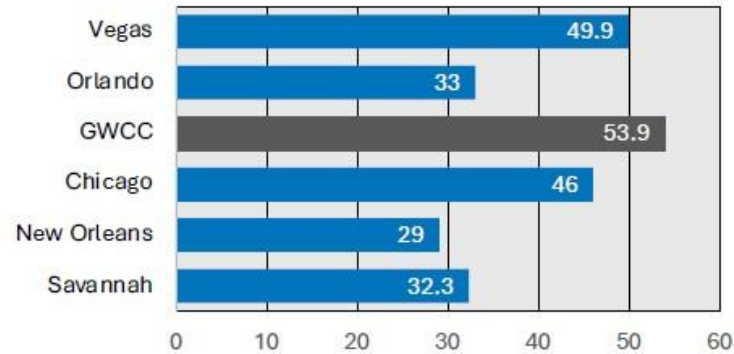


Catering Revenue Mix



2 Labor Cost

Labor Cost



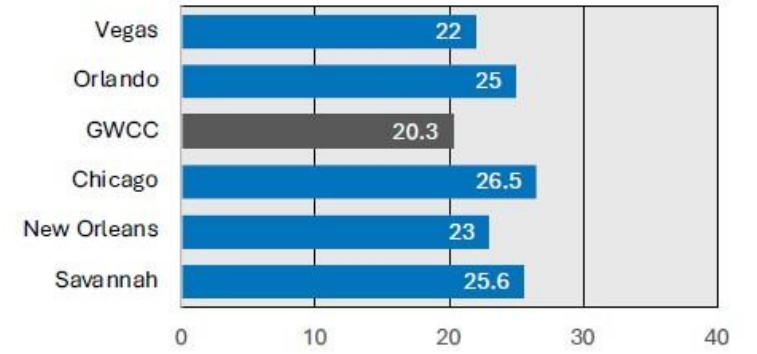
Temporary Labor

Back of House
43.6% of Total Back of House Labor

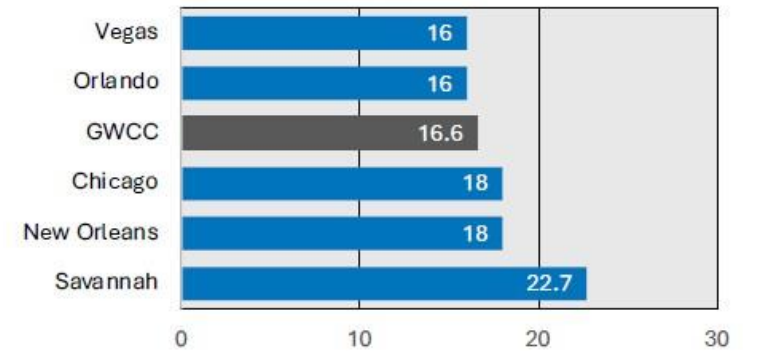
Front of House
27.6% of Total Front of House Labor

3 Prime Cost

Food Cost



Beverage Cost



Food Service Matters Continued...

1 Subcontractor Revenue

What is it?

Third party partnerships

Audit findings

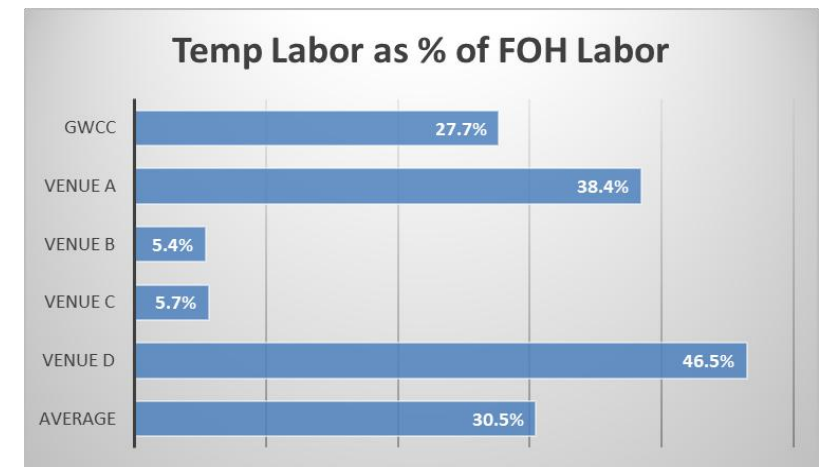
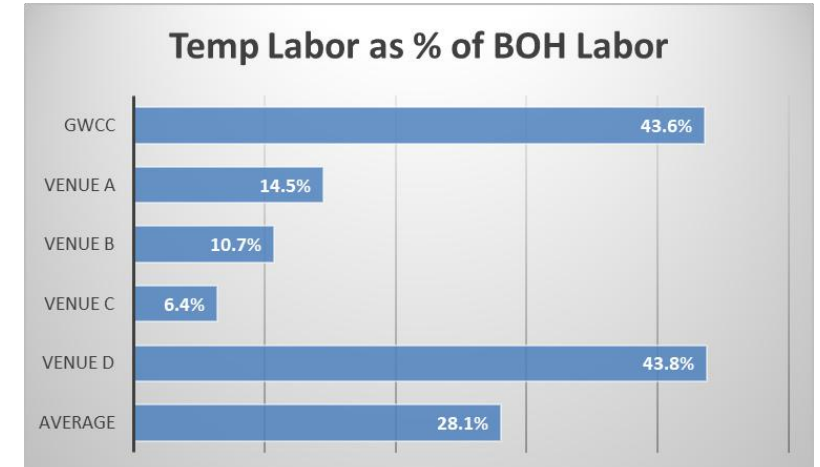
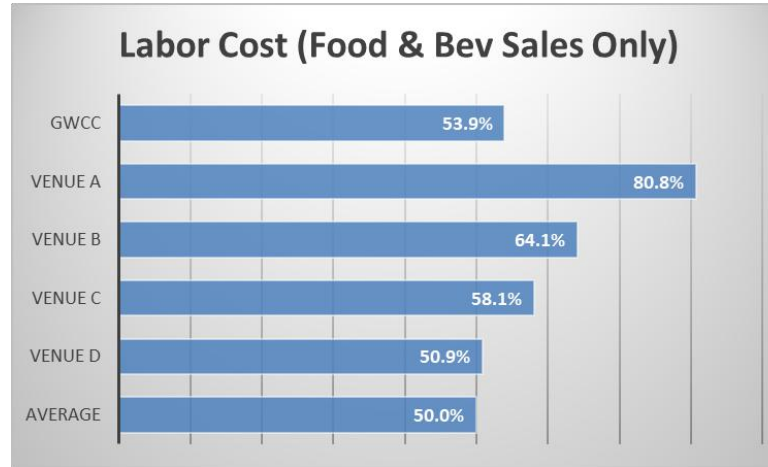
FY24 with \$8.7M in revenue while GWCC retained 30.3%

Opportunity

Evaluate partnerships and agreements to ensure the best deal and maximized return

Comparison - Subcontracted vs. In-House		
	Subcontractor	In-House
Revenue	8,747,928	8,747,928
Expenses		
Commission	(6,094,993)	
Cost of Sales		(1,775,829)
Variable Labor		(2,948,052)
Management		(400,668)
Taxes/Benefits		(418,590)
Direct Expenses		(332,421)
Profit	2,652,935	2,872,367
Profit Margin	30.3%	32.8%

2 Labor Analysis – Levy Venues



Food Service Matters Learnings

Strength - Revenue Mix (Handling of Revenue Matters)

Strength – Prime Costs

Opportunity – Labor and Reduction of Temporary Labor

	Internal Assumptions - Food Service Matters						Revenue Mix			
	Sales	Labor	Est. T/B	Mgmt Est.	Hrly Est.	Hrly % Est.	Prem	Conc	Prem	Conc
Vegas	38,000,000	18,962,000	2,370,250	2,900,000	13,691,750	36.0%	46%	54%	17,480,000	20,520,000
Orlando	47,000,000	15,510,000	1,938,750	4,400,000	9,171,250	19.5%	88%	12%	41,360,000	5,640,000
GWCC	23,000,000	12,397,000	1,566,329	2,841,852	8,026,092	34.9%	82%	18%	18,860,000	4,140,000
Chicago	48,000,000	22,080,000	2,760,000	4,400,000	14,920,000	31.1%	45%	55%	21,600,000	26,400,000
New Orleans	28,000,000	8,120,000	1,015,000	3,800,000	3,305,000	11.8%	88%	12%	24,640,000	3,360,000
Savannah	6,000,000	1,938,000	242,250	700,000	995,750	16.6%	88%	12%	5,280,000	720,000

Opportunity – Subcontractor Agreements

Threat – Navigating the Impact of Inflation

How We Will Activate at GWCC

Storytelling Element




- Implement **shift-pooling technology** in coordination with other Compass properties to see an estimated 34% savings in temp labor.
- Continue to invest in **teaching courses and workforce development**

 Share & **celebrate employee initiatives on social media channels** associated with GWCC




- Add more **functional beverages** (e.g., energy drinks and protein)
 - 2024 – \$149B industry. Projected to be \$250B by 2030
- Create **seasonal refreshers**
- **10-15% of our menu** will have functional ingredients listed for improved nutrition

 **Edible QR codes** that share info on recipe, nutritional benefits and ingredient origin



- Create **interactive cooking class** to offer at a top 10 show
- Create **unique show offerings** (e.g., show special drink)
- Increase investment in **experiential décor** for top events

 Create **educated server** narratives about the make-up, inspiration, and creative thought behind a dish or drink




- Staff **collection stations with composting** for strategic events
- Add a **menu section highlighting items with reduced greenhouse emissions**
- Introduce **reusables** in team member cafe

 Show **videos** around the building explaining sustainability efforts associated with **recycling and composting**



- Implement **Conversica** to more effectively capture exhibitor booth services
- Investigate **Thrive** as mobile ordering vendor within R&C

 Put **robotics** on full display for guests to see the behind-the-scenes of how their order is made.

QUESTIONS?

Signia by Hilton Atlanta Update

Scott Ward, General Manager

Julia Austin, Director of Sales

Meghan Fitzgerald, Global Brand Leader, Signia by Hilton

Doug Gehret, Sr. Vice President, US and Canada Operations



Signia
by Hilton

ATLANTA
GEORGIA WORLD CONGRESS CENTER

Signia Update

September 25, 2025

Introducing Our New Hotel Manager, Chris Guidice

With over two decades of expertise in hotel operations and strategic planning, Christopher Guidice has built a distinguished career leading Forbes-rated and Michelin-recognized properties to new heights of excellence. His deep understanding of luxury standards and operational precision has made him a trusted leader within Hilton's elite portfolio.

Christopher joined Hilton during the full-property renovation of the Waldorf Astoria Atlanta, where his visionary leadership was instrumental in securing the prestigious Forbes Four-Star recognition. He went on to oversee the opening of the Waldorf Astoria Washington DC, earning widespread acclaim for its elevated guest experience and refined service culture.

Most recently, Christopher spearheaded the transformation of Hilton West Palm Beach, culminating in a comprehensive renovation that introduced a Michelin-rated Omakase restaurant—further solidifying the property's reputation as a destination for culinary and hospitality excellence.

Now at Signia by Hilton Atlanta, Christopher brings his signature leadership style to ensure that service delivery matches the architectural ambition of the property. His unwavering focus on operational excellence and luxury standards continues to shape guest experiences that are both memorable and meticulously executed.



Subtle Leadership

- **Lead by example quietly** – set the tone through consistent actions and integrity rather than loud declarations.
- **Empower others** – guide with gentle nudges that help people discover their own strengths and solutions.
- **Listen deeply** – prioritize attentive listening over dominating conversations; people feel valued when truly heard.
- **Influence without authority** – build trust and credibility so others naturally follow your lead without being pushed.
- **Celebrate others' wins** – shift the focus to our team members, celebrating their efforts and ensuring recognition is shared across the team.





GM Review

Scott's First 100 Days

1

Online Scores

- Trip Advisor 4.0, +46 positions
- Stay Score YTD above 80%

2

Asset Preservation

- Quality Assurance goal of 92%
- Regular Walkthroughs for Cleanliness and Conditions

3

Revenue & Profitability

- Current Forecast is projecting +\$5.9m
- On track to exceed crossover goals for 2026 through 2030.

Guest Experience Year-to-Date

Stay

80.9%

RSI

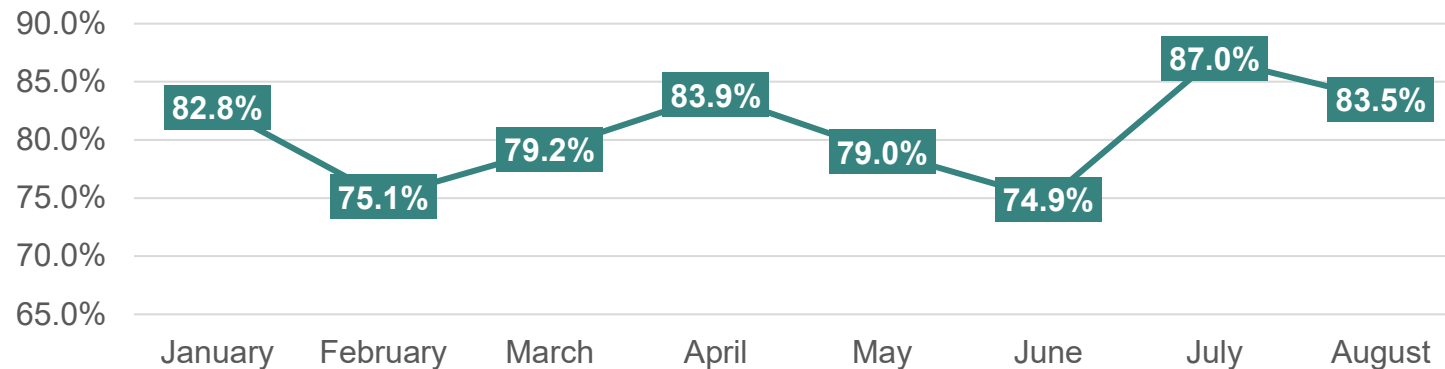
105.8

MPS

82% Overall Satisfaction

88% Team Member Responsiveness

93% Event Space Satisfaction



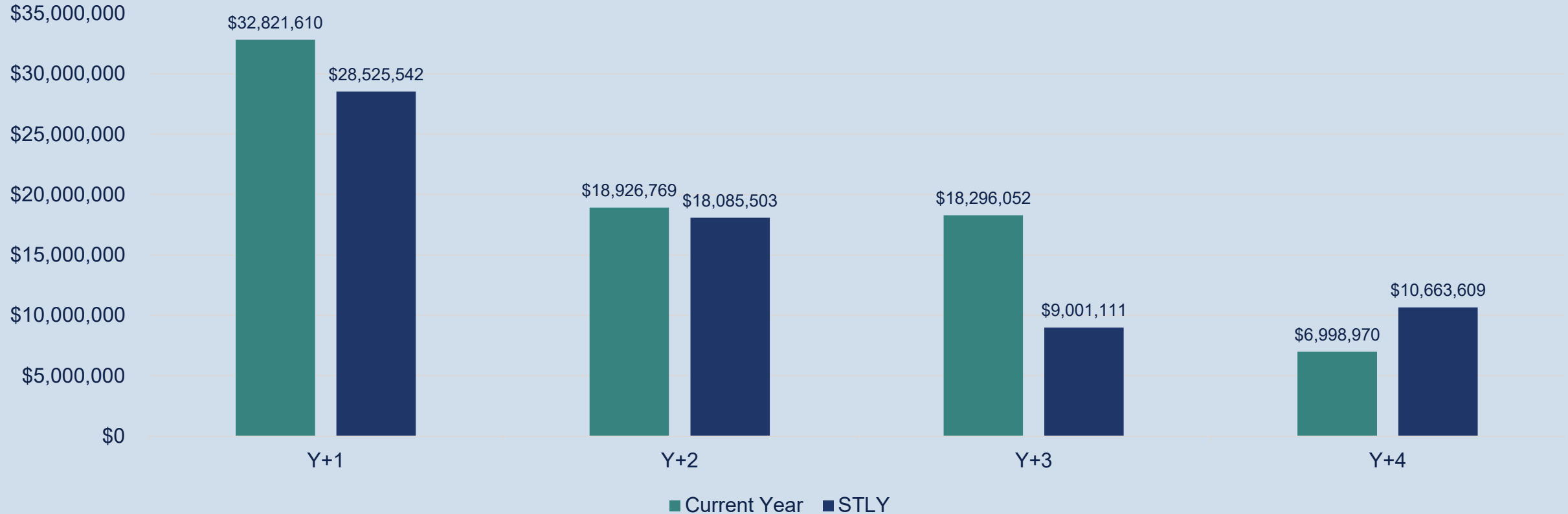
Pace & Position 2026 - 2029

As of 9/1/25	Definite Position	Crossover Target	Variance to Goal	Tentative Revenue	Room Nights OTB	Room Nights Goal
2026	\$32,821,610	\$35,671,129	(\$2,849,519)	\$2,403,485	111,953	130,000
2027	\$18,926,769	\$22,565,000	(\$3,638,231)	\$1,713,317	66,372	82,000
2028	\$18,296,052	\$21,376,764	(\$3,080,712)	\$919,724	55,003	73,000
2029	\$6,998,970	\$7,280,000	(\$281,030)	\$1,335,486	20,752	24,000

Notable Wins This Year

- Successfully transitioned Q3 from a need period to exceeding budget by \$700K and 3,700 room nights.
- Secured in-house business to cover need weeks during AmericasMart 2026 (January & June), including:
 - **Flock Safety** – \$1.2M in revenue
 - **GE Vernova** – \$1.5M in revenue
- Executed a 3-year agreement with the United Negro College Fund (UNCF) for July business (2026–2028), totaling:
 - 9,675 room nights & \$2.1M in room revenue
- Offset lost revenue from Dallas Safari Club’s shift to February 2026 with a replacement in-house booking valued at \$650K.
- Closed the gap on 2027 pace, currently trending 10% ahead of same time last year (STLY).

Pace & Position 2026 - 2029



FIFA 2026

- **Confirmed Bookings:** 2,672 group room nights secured at an average rate of \$573.
- **Pipeline Revenue:** \$1.3M in Tentative bookings expected to close by year-end.
- **Peak Group ADR:** one 3rd-party booking sold over Semi-Final Match dates with an ADR of \$1,065.
- **Coca-Cola Partnership:** Committed \$1.3M in Food & Beverage spend and 3,000 Room Nights during FIFA matches.



Signia by Hilton

Brand Update

September 2025



Brand Updates

Signia Portfolio Growth

Marketing & Public Relations

Club Signia







Opened in January 2025, Signia by Hilton Amman features over 50,000 sq. ft. of meetings and event space. The property features multiple restaurants and bars, a Club Signia, an outdoor pool, and a bowling and entertainment center.

The Prince Hashem Bird Garden and Haya Cultural Center are less than one kilometer away, and Abdali Mall is under three kilometers from the property.

271

GUEST ROOMS

58K+

SQ. FT. OF TOTAL MEETING SPACE



Signia by Hilton Amman Guest Room



Signia by Hilton Amman Pool



Signia by Hilton Amman Club Signia



SAN ANTONIO

Signia by Hilton La Cantera Resort & Spa will feature 496 refreshed guest rooms, including 34 private Villas, and offers over 115,000 square feet of flexible meeting space across 28

indoor and outdoor venues. The resort is nestled on 550 scenic acres just 20 minutes from San Antonio International Airport

Nine distinctive dining experiences, including the Signature Restaurant, MICHELIN Guide Texas Recommended 2024, known for traditional cuisine infused with unconventional Texas spirit.

Named one of the Top Resorts in the Southwest by the 2024 Condé Nast Traveler Readers' Choice Awards.

Planned opening in October 2025.

496

GUEST ROOMS

115K

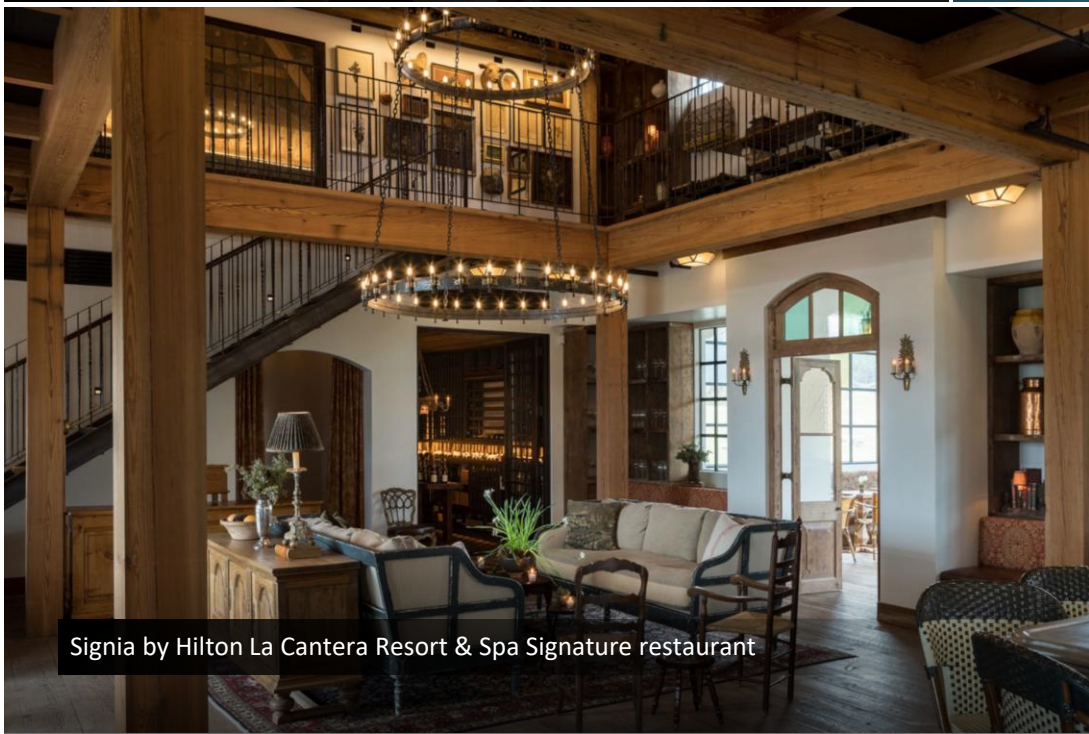
**SQ. FT. OF TOTAL
MEETING SPACE**



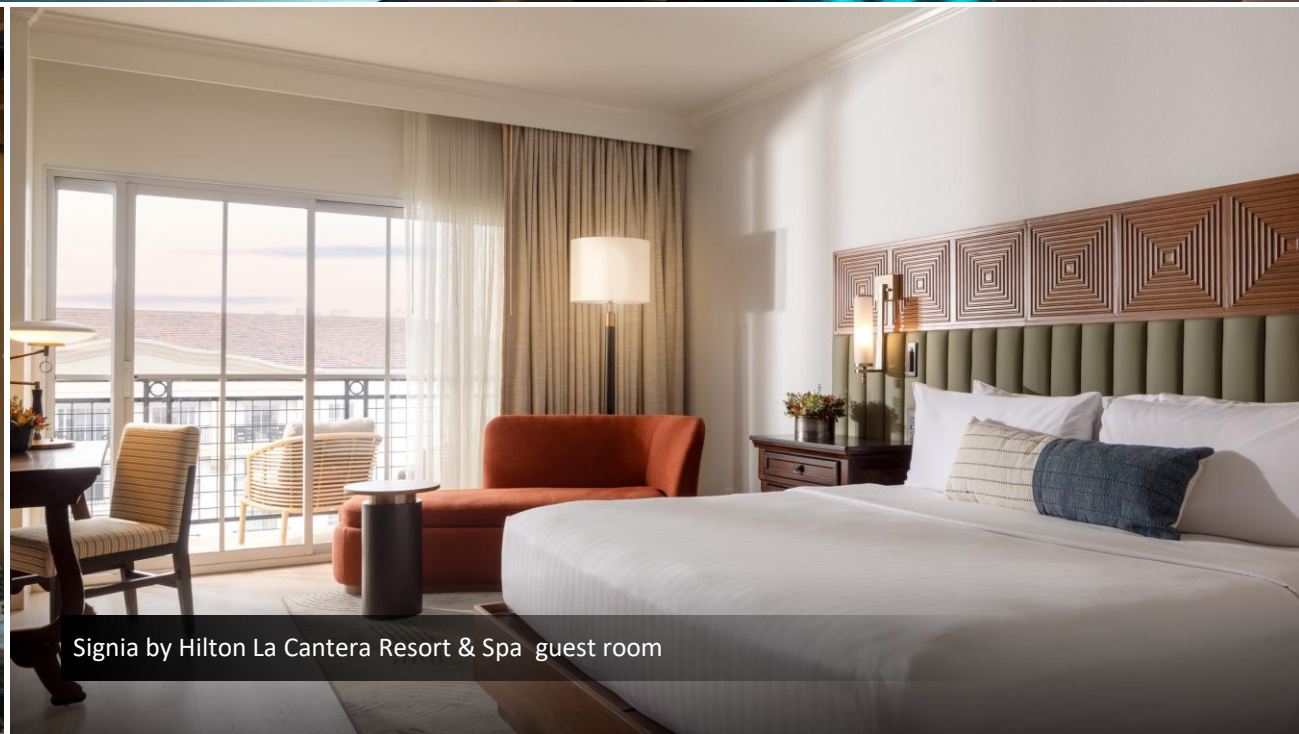
Signia by Hilton La Cantera Resort & Spa Sire Bar



Signia by Hilton La Cantera Resort & Spa Topaz adults only pool



Signia by Hilton La Cantera Resort & Spa Signature restaurant



Signia by Hilton La Cantera Resort & Spa guest room



Signia by Hilton Diplomat Beach Resort will be a reimagining of one of South Florida's most iconic resorts.

Situated on 10 acres of the Atlantic Ocean, the 33 story tower features six food and beverage outlets, a 15k ft² spa, and multiple pools and cascading waterfalls.

The hotel will undergo a transformational public space renovation prior to converting to the Signia by Hilton brand in spring 2026.

In 2018, the hotel also received a \$90mm renovation.

1,000
GUEST ROOMS

209K
SQ. FT. OF TOTAL
MEETING SPACE



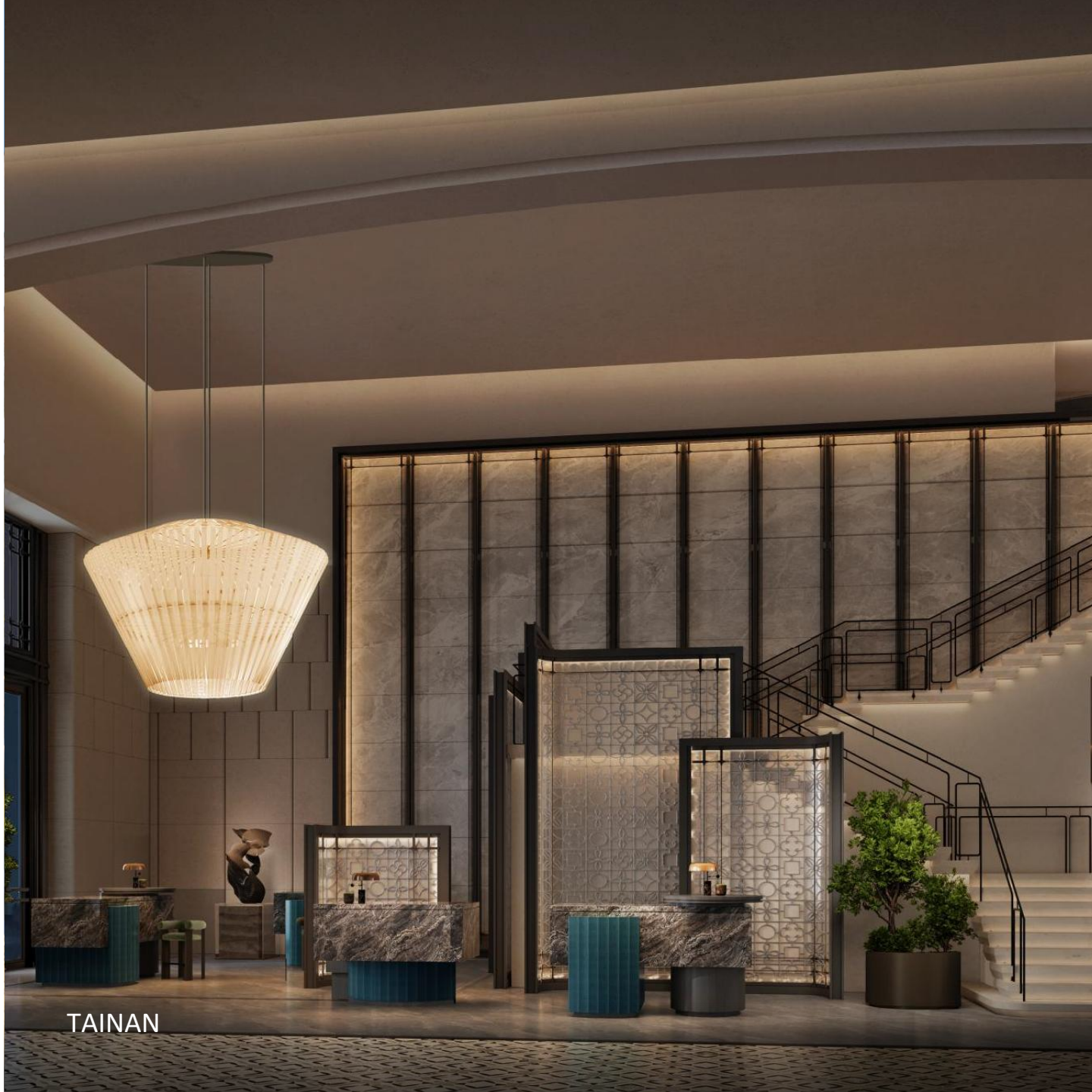
Rendering of Lobby Bar at Signia by Hilton Diplomat Beach Resort



Rendering of future Beach Club at Signia by Hilton Diplomat Beach Resort



Rendering of future Playa dining experience at Signia by Hilton Diplomat Beach Resort



TAINAN

Signia by Hilton Tainan is set to open in July 2026 in the vibrant heart of Tainan, Taiwan's oldest city. The property will feature 344 guest rooms, over 19,000 square feet of meeting space, as well as number F&B outlets, a chapel, and a spa. The location offers easy access to luxury shopping and landmarks, as well as over 50 museums.

Tainan Airport and the Tainan Railway Station are both within a 30-minute drive while Kaohsiung Airport is within an hour.

Planned opening in July 2026.

344

GUEST ROOMS

19K+

**SQ. FT. OF TOTAL
MEETING SPACE**



Rendering of Signia by Hilton Tainan All Day Dining



Rendering of Signia by Hilton Tainan Club Signia



Rendering of Signia by Hilton Tainan Ballroom



Rendering of Signia by Hilton Tainan Dessert Shop



INDIANAPOLIS

Signia by Hilton Indianapolis will redefine the skyline of Indianapolis. The 800-room hotel will offer cosmopolitan amenities, 90,000 ft² of meeting and event space and will provide direct access to the convention center via a skywalk over Capitol Avenue.

Seven distinct dining concepts, including a signature restaurant, rooftop bar and lounge, and Club Signia.

The meetings and events space will be the best in the city, including a 50,000 ft² state of the art ballroom.

Estimated opening in late 2026.

800

GUEST ROOMS

90K

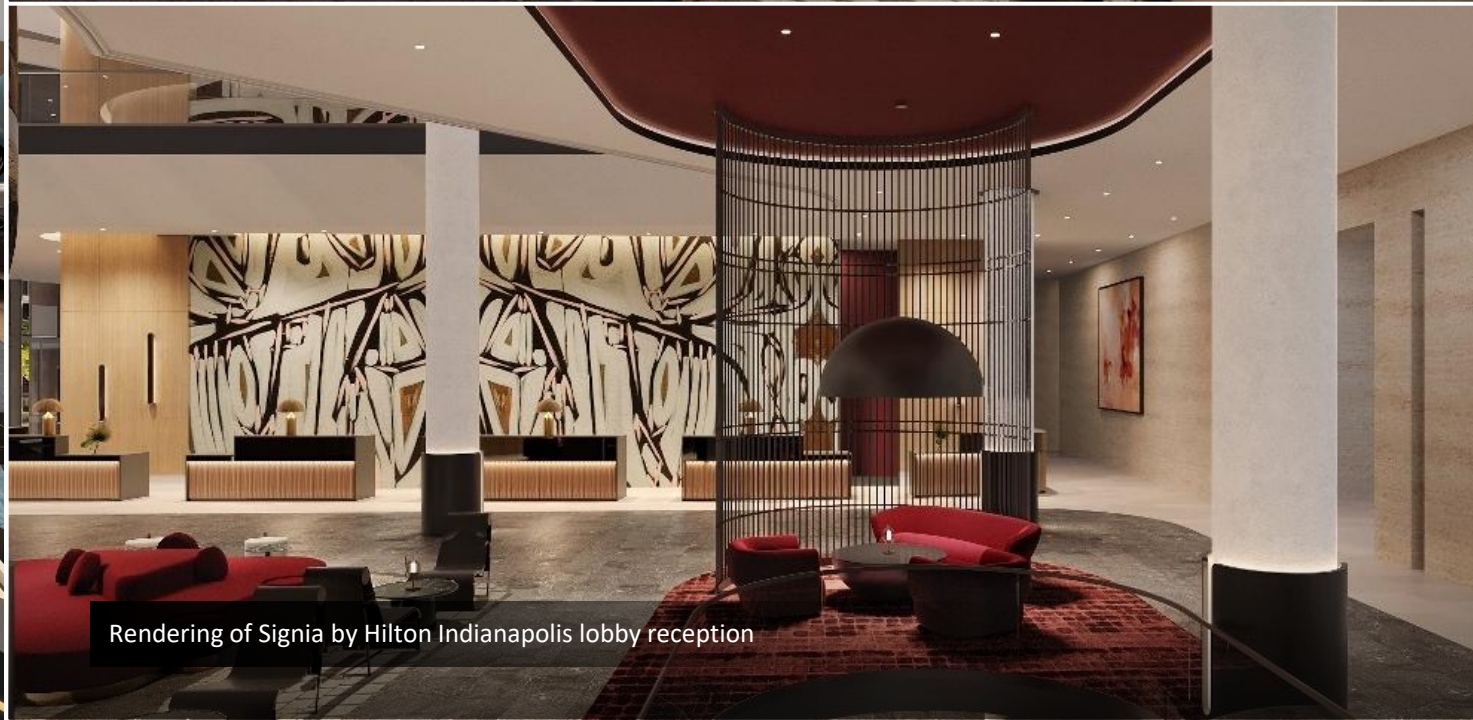
**SQ. FT. OF TOTAL
MEETING SPACE**



Rendering of Signia by Hilton Indianapolis All Day Dining



Rendering of Signia by Hilton Indianapolis guest room



Rendering of Signia by Hilton Indianapolis lobby reception



Signia by Hilton Savannah will enhance the Savannah landscape and provide an elevated and sophisticated experience adjacent to the convention center. The 444 room hotel will provide cosmopolitan amenities with nods to the Savannah river and the city's strong maritime heritage thoughtfully woven into the design.

The hotel will feature Six distinct F&B concepts, including a signature rooftop restaurant and Club Signia.

The meetings and events space will be the best in the city, featuring nearly 40,000 ft² of space.

Estimated opening in 2028.

444

GUEST ROOMS

~40K

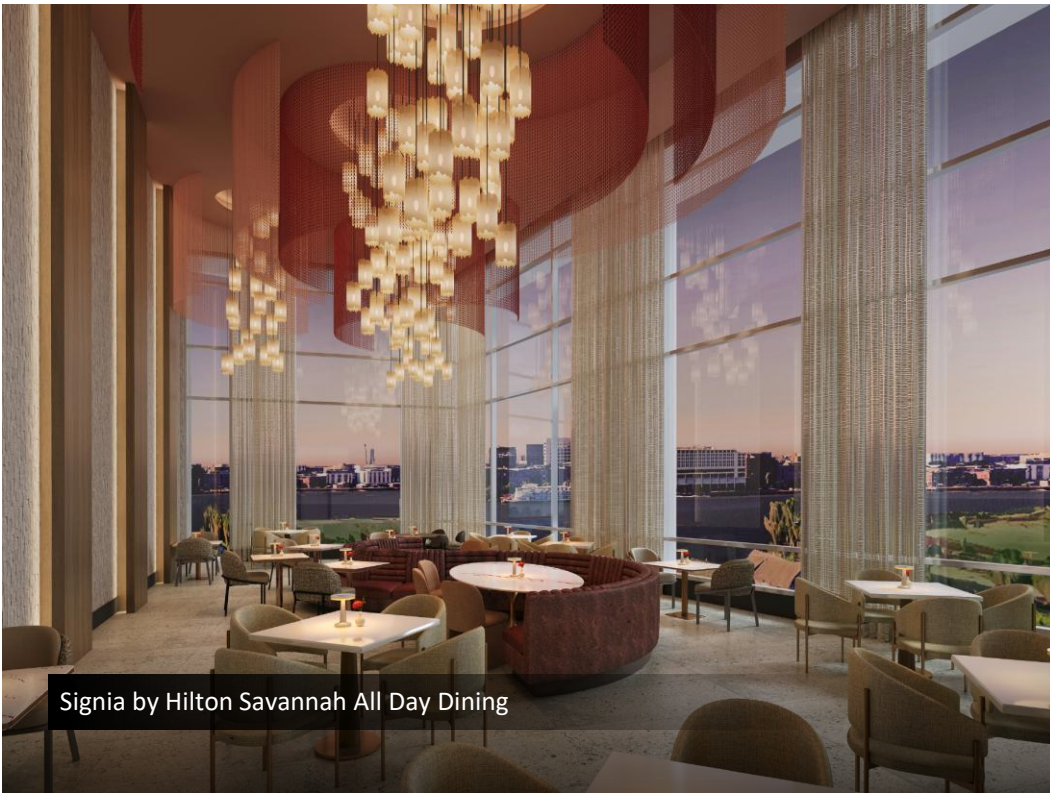
SQ. FT. OF TOTAL MEETING SPACE



Signia by Hilton Savannah Rooftop Restaurant and Bar



Signia by Hilton Savannah Club Signia



Signia by Hilton Savannah All Day Dining



Signia by Hilton Savannah lobby reception

Brand Marketing

HIGHLIGHTED RESULTS*

- Always-On Enterprise Marketing drove \$3.7M in incremental revenue for the Signia brand
- Revenue from Hilton Honors Members for the Signia brand was \$56M
- Revenue from US Cobrand Cardholders was \$8M for the Signia brand
- Influencer Marketing: In July, @Andreatrega stayed at Signia San Jose

LUXURY RELATIONSHIP MARKETING

- Launched Signia brand in Hilton's Luxury Relationship Marketing Program – program objective is to strengthen relationship with our luxury customers to increase awareness and consideration for our Luxury Hotels
- In 2024, program reached ~1 million customers per month via email
- Signia by Hilton Atlanta highlighted in September email

*Results reflect YTD through May 2025.



Stay longer to savor your getaway

Take your time to unwind and explore. Receive a complimentary fourth night when you book three or more nights, because the best discoveries are made when you stay a little longer.

[More details](#)



Unforgettable stays in stunning locations

Waldorf Astoria brings hospitality to the most iconic destinations. Savor the art of omotenashi hospitality in Osaka, unwind in a villa in Spychologies, or experience the greatest of them all in New York. Each stay is tailored to ensure every moment is personal and extraordinary.

[Experience more](#)

Unwind at remarkable spas

Indulge in wellness at Susana Bodrum with a traditional Turkish hammam, experience celestial tranquility at Grand Wailea's Klotani Spa, and awaken your senses with chakra balancing at Conrad Bali — each a prime destination for a one-of-a-kind journey to wellbeing.

[Experience more](#)



A stylish escape to Atlanta awaits

Enjoy the style and sophistication of Signia by Hilton with elevated dining at Capolinea, results-focused spa experiences, and Atlanta's most sought-after attractions just steps away.

[Explore Atlanta](#)

Southern sophistication: A refined Atlanta escape

Experience Atlanta's elevated offerings, with cultural gems, culinary artistry, and natural beauty creating the perfect destination for travelers seeking a sophisticated getaway.

By Jessica Poitevien | September 3, 2025

Atlanta is a city where southern charm meets cosmopolitan elegance and amenities, offering a refined escape for discerning travelers. From Michelin-starred restaurants and serene spa treatments to fine art exhibits and world-renowned attractions, Atlanta surprises with its sophisticated allure. Whether you're savoring the city's rich culinary scene or indulging in curated cultural experiences, this vibrant metropolis invites you to unwind, explore, and elevate your stay in effortless style.



Exquisite experiences

Often referred to as a "City in a Forest," Atlanta has a little bit of everything, from world-class museums and fascinating historical sites to hundreds of acres of green space. Take to the skies in a helicopter for a glimpse of it all from above or hire a private driver for a quick escape to a nearby vineyard. Art lovers will appreciate a visit to the High Museum of Art, as well as a stay at Signia by Hilton Atlanta Georgia World Congress Center, where more than 70 pieces represent the work of artists from all over the state. Conveniently located next to the Georgia World Congress Center, Mercedes-Benz Stadium, and State Farm Arena, this hotel puts you at the heart of Atlanta's acclaimed attractions and experiences while elevating your visit with unique offerings like Club Signia. This exclusive lounge not only offers a private space to relax with chef-curated meals, complimentary cocktails, and barista-led espresso service, but also provides a dedicated concierge to help you seamlessly plan your visit.

Distinguished dining

Combining rich southern cuisine with globally inspired flavors, Atlanta's culinary scene deserves all the praise it receives. Even the more casual eateries never cease to impress, and for fine dining, try one of the local Michelin-starred restaurants such as Staplehouse or Lazy Betty. At Signia by Hilton Atlanta Georgia World Congress Center, you'll be spoiled for choice come mealtime. Start your days at [Limesoup](#) for a traditional southern-style breakfast; watch the big game while enjoying elevated bar bites at [Next on Four](#), the hotel's modern sports bar; then sip whimsical cocktails alongside shareable plates at [The Lobby Bar](#). [Capolinea](#), the hotel's signature fine-dining restaurant, serves a fusion of Italian and American cuisine crafted from the finest local and sustainable ingredients. Expect handcrafted pasta, wood-fired pizza, and an extensive wine list. Make your dining experience even more memorable with the popular tableside martini service, an immersive cocktail presentation featuring a menu of classic and modern takes on this iconic favorite.



Relaxation and rejuvenation

Even in the midst of a big city, Atlanta has plenty of pockets of calm that allow for rest and relaxation. Spend a slow afternoon strolling through the Atlanta Botanical Garden or hike up Stone Mountain to reconnect with nature and enjoy scenic city views. Back at the hotel, unwind with a dip in the [rooftop pool](#) and indulge in light bites and cocktails from the comfort of your lounge chair. Rejuvenate mind and body at [Susana Bodrum](#), where you can choose from a host of therapeutic massages and hydrating facials, such as the Detox Massage and Cryo-Lift Facial, with optional add-ons like warm salt stones, body brushing, and AHA peel. Top off the experience with a visit to the Relaxation Lounge, complete with a dry sauna, therapy massage guns, and air compression accessories. After a long day exploring the best of Atlanta, stop by the [Beauty Bar](#), the hotel's full-service salon, where their exclusive Sole Recovery treatment will soothe your tired soles and relieve



Press for Signia by Hilton

Ongoing brand storytelling generated **230 placements** with a combined potential reach of more than **1.68 billion YTD**

USA TODAY

10 over-the-top Orlando resorts that are just as much fun as the theme parks



AXIOS Indianapolis

Downtown's Signia by Hilton stays ahead of schedule



HOTEL DIVE

Hilton's Signia brand makes Texas debut



Forbes

5 Places To Eat In San Jose Now



BUSINESS TRAVELLER

EMEA region's first-ever Signia by Hilton opens in Jordan



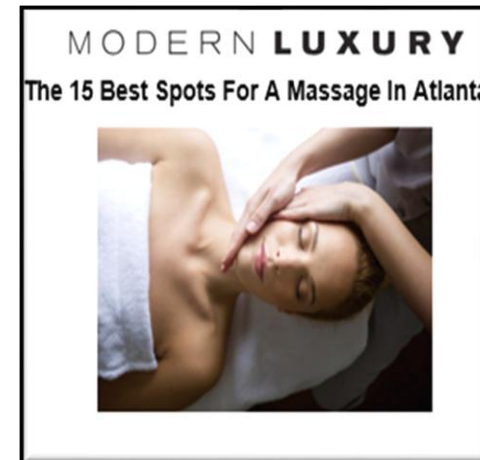
Skift MEETINGS

The Middle East's Newest Meeting Venues: From Desert Luxury to Gaming Resorts



Press for Signia by Hilton Atlanta

Signia by Hilton Atlanta earned **70 placements** with a combined potential reach of more than **538 million YTD**



Awards for Signia by Hilton



Signia by Hilton Atlanta earned the AAA Four Diamond Designation in February 2025, a significant accolade underscoring quality and distinction.



Multiple Signia properties were recognized in the Smart Meetings Smart Stars Awards 2025, where multiple hotels are awarded in various categories, including:

- Best Conference/Convention Hotel – Signia by Hilton Atlanta
- Best Food and Beverage Program – Signia by Hilton Orlando Bonnett Creek
- Best Ballroom – Signia by Hilton San Jose

CLUB Signia

ENHANCEMENTS & UPDATES

- Launched website updates to better showcase Club Signia experience
- Enhanced booking flow with add-on for club access
- Imagery updates to better showcase elevated offering/experience
- Launched pre-arrival emails for Club Signia guests



Website Updates

Signia by Hilton ATLANTA GEORGIA WORLD CONGRESS CENTER

Rooms & Suites Club Signia Dining & Drinks Meetings & Events Wellness Amenities Offers

16 SEP TUE 17 SEP WED 1 room, 1 guest Special rates Check Rates

Club Signia

Get a head start with a hearty breakfast buffet, and savor chef-crafted dishes for lunch and dinner when you book a stay in any of our Club Signia rooms. Take a seat at the complimentary bar to unwind with a cocktail. Club Signia is exclusively for ages 21 and over.

Discover Club Signia Club Signia Rooms

Signia by Hilton ATLANTA GEORGIA WORLD CONGRESS CENTER

Rooms & Suites Club Signia Dining & Drinks Meetings & Events Wellness Amenities Offers

17 SEP WED 18 SEP THU 1 room, 1 guest Special rates Check Rates

Club Signia

Elevate your stay with access to our exclusive Club Signia—a private sanctuary of sophistication and elegance for adults. Enjoy personalized concierge service from our Club Signia Ambassadors, chef-driven dining, a complimentary cocktail bar, and spaces to relax or work.

Discover Club Signia

Signia by Hilton ATLANTA GEORGIA WORLD CONGRESS CENTER

Gallery Location Join Sign In Language English

Rooms & Suites Club Signia Dining & Drinks Meetings & Events Wellness Amenities Offers Make a Reservation

CLUB Signia

Elevate your stay with access to our exclusive Club Signia—a private sanctuary of sophistication and elegance. Enjoy personalized concierge service from our Club Signia Ambassadors, chef-driven dining, a complimentary cocktail bar, and spaces to relax or work.

Take a Virtual Tour View FAQ

Personalized Service

Our Club Signia Ambassadors go above and beyond to make your stay truly unique and provide exceptional service.

Chef-Driven Dining

Savor chef-curated breakfast, lunch, and dinner offerings featuring the finest local and seasonal ingredients. Each day also brings a curated selection of complimentary cocktails, zero-proof beverages, and barista-led espresso service along with light bites for a quick recharge.

View Menu

Quiet, Exclusive Workspace

Focus and productivity come easy in our serene, work-friendly environment with unlimited printing. Complimentary meeting space is also available for conducting business.

Pre-Arrival Email & Guest Request Page



ATLANTA
GEORGIA WORLD CONGRESS CENTER

Dear Gwen Fine,

As a Club Signia guest, I am delighted to welcome you to Signia by Hilton Atlanta Georgia World Congress Center on August 13, 2025.

My name is Curstin Eddy, and I am here to do all I can to ensure your stay is nothing short of extraordinary.

In order to create the best stay experience possible for you, feel free to share your arrival time, any dietary restrictions, room preferences or any additional details, such as if you are celebrating a special occasion or the types of activities you are hoping to enjoy during your stay.

I recommend making activity, dining, and spa reservations in advance. It will be my pleasure to arrange any activities to ensure your trip to Atlanta is memorable! For your convenience, you may contact our Club Signia team directly at [+1 404-223-4414](tel:+14042234414), reply to this message, or simply click on the banner below to start curating your stay.



If you have any questions or if I can personalize your upcoming stay in any way, it would be my pleasure to assist. Upon arrival to our property, we invite you to visit the front desk to learn more about Club Signia and the amenities and services available to you as a Club Signia guest. I look forward to welcoming you throughout your stay at Signia by Hilton Atlanta Georgia World Congress Center.


Warmest Regards,
Curstin Eddy
Club Signia Ambassador
Signia by Hilton Atlanta Georgia World Congress Center
[+1 404-223-4414](tel:+14042234414)
ATLWC_PRE_ARRIVALS@HILTON.COM



CONFIRMATION: 2025070733 | **ARRIVAL:** August 13, 2025 [UPDATE](#)

Signia by Hilton Atlanta Georgia World Congress Center | 159 Northside Drive NW | Atlanta, Georgia 30313, USA




My Itinerary | Club Signia Ambassador




Allow us to Create a Memorable Stay

We look forward to welcoming you to Signia by Hilton Atlanta Georgia World Congress Center. Below, please find an overview of the Club Signia experience as well as additional services and amenities to customize your stay. We invite you to browse the offerings below and share your requests with us. Once you have finalized your selections, please submit by clicking on My Itinerary at the top right corner. You may also contact your [Club Signia Ambassador](#) with any questions. We are delighted to make these arrangements and look forward to welcoming you soon.


Personalize Your Experience

Club Signia Lounge

Dining & Drinks

Dining & Drinks



Capolina

Our fine-dining, signature restaurant spans traditional Italian and contemporary American cuisines serving delectable handmade pastas, prime-cut steaks, and authentic martini service. Open for Dinner: 5:00 pm – 10:00 pm Tuesday – Saturday.


[View Details](#)

Request Reservation

	# in Party	Preferred Time	Dietary Restrictions	Requests
01-OCT-2025	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
02-OCT-2025	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
03-OCT-2025	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Add to Itinerary Date

Add to My Itinerary




Nest on Four

Named for the city's famed Peregrine Falcons who perch in Atlanta's skyscrapers, our modern sports bar channels the energy of a front-row seat. Experience tasty chef-driven food, beers on tap, and our popular Smashburger just steps away from State Farm Arena and Mercedes-Benz Stadium.

[View Details](#)

No Reservations Required

Wellness



Spa Signia

Welcome to Atlanta's new destination for luxurious relaxation, self-care, and renewal. Featuring six treatment rooms, guests can choose some of the city's most unique treatments with an emphasis on wellness technology and results-driven performance. Open Tuesday-Sunday 11:00 am - 7:00 pm.


[View Details](#)

Request Reservation

	# in Party	Preferred Time	Treatment	Therapist Gender Preference	Requests
01-OCT-2025	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
02-OCT-2025	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
03-OCT-2025	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Add to Itinerary Date

Add to My Itinerary



Fitness Center

Get a healthy glow at the fitness center where you can find Peloton bikes, Technogym equipment, and group fitness classes. Head outdoors after a private studio workout to explore Atlanta's hiking and bike trails. Open 24 hours daily.

No Reservations Required

Thank You

2026 Key Perspectives

Global economy estimates have been lowered to 2.4% in 2025 and are expected to hold steady at a weaker pace through 2026.

Inflation direction has been shaken up by tariffs – with a transitory rise expected in the U.S. and declines projected in the Eurozone, China, and Emerging Markets.

Consumer spending is expected to slow in 2025-2026 from 2.1% to 1.4% in the US amid tariff uncertainty. APAC follows a similar trend, while the U.K. and Eurozone continue to grow.

Industry Performance

STR's 2026 Aug forecast predicts +0.8% US RevPAR growth, down -0.7 pts from the June outlook. ADR is projected to increase by +1.0%, while Occ is expected to decline slightly by -0.2%.

RevPAR growth expected to be positive across the Luxury, Upper Upscale, Upscale and Upper Midscale segments.



Geopolitical risks in the Middle East and U.S.-initiated tariffs are straining the global economy – posing broad risks to inflation, consumer sentiment and global trade dynamics.

Global interest rates are expected to decline gradually through 2025 and 2026 as inflation cools, though central banks will ease cautiously due to lingering economic risks.

Global Update

United States



- The easing of US – China tariffs has boosted the 2025 and 2026 GDP forecast to 1.4% for both years. Recession odds lowered to 35%, though policy uncertainty remains high.
- Rising incomes and strong equity markets support consumers, but tariff-driven inflation is expected to curb spending later this year [BlueChip PCE +2.1% in 2025 and +1.4% in 2026]
- The Fed is monitoring inflation risks and is expected to cut rates once in December, with more cuts likely in 2026.

Eurozone



- Eurozone GDP is forecast to grow 1% in 2025 and 0.8% in 2026, though tariff-related uncertainty remains a key risk. A sharp Q1 GDP surge in Ireland lifted Eurozone’s quarterly outlook, but overall momentum remains weak.
- Inflation is expected to average 1.9% in 2025 and fall to 1.7% in 2026, before rising above 2% due to German fiscal stimulus that began March 2025.
- The ECB cut rates by 25bps in June 2025 and are expected to make two more cuts later in the year.

APAC



- Asia Pacific GDP was revised up to 3.6% for 2025 and 3.5% for 2026 following a de-escalation of tariffs between China and the US.
- Asian assets have gained from a weaker U.S. dollar as Asian central banks should find it easier to ease policy. The exception to Asia’s recent currency strength is the Vietnamese Dong although weakness is expected to ease.
- China 2025 GDP expectations rose to 4.3% after a temporary tariff truce and is predicted to be 4.0% in 2026. Despite a recent rate cut, further monetary easing is expected this year to offset stimulus financing and deflationary tariff effects.

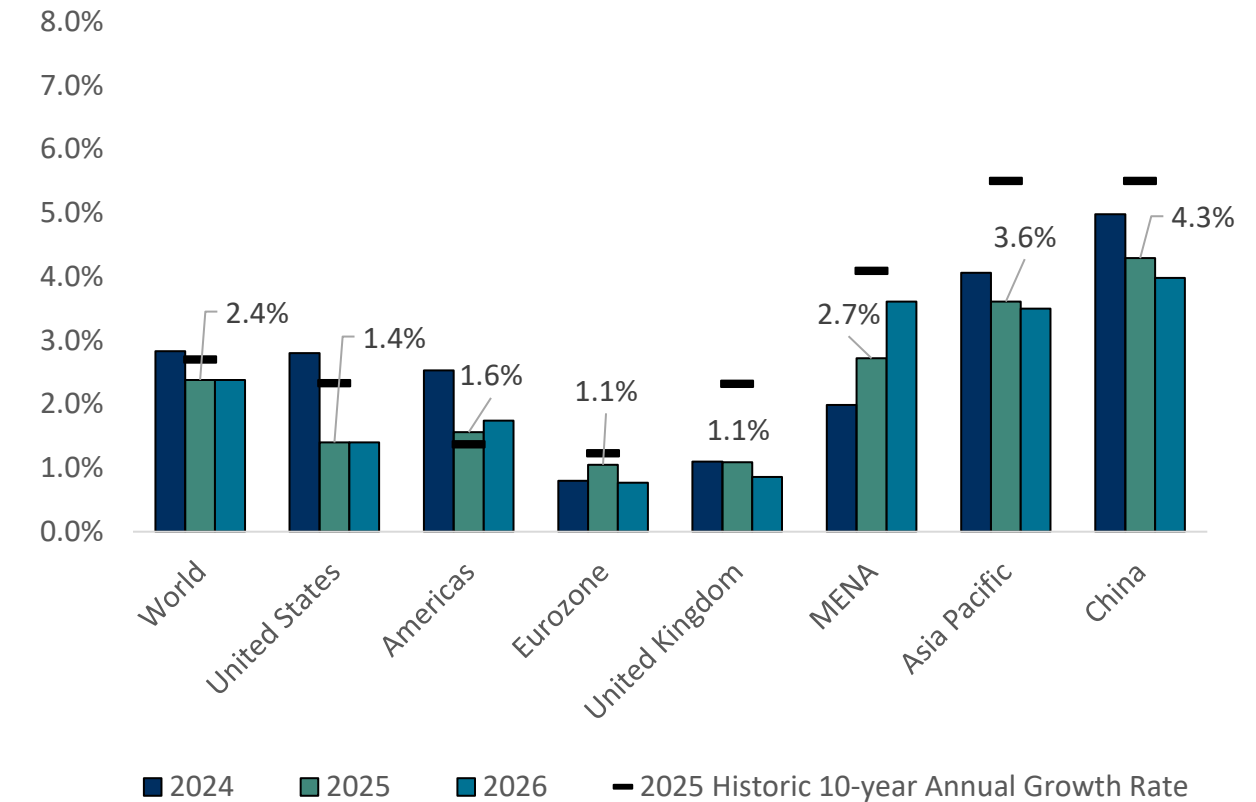
Middle East and North Africa (MENA)



- MENA GDP is projected to rise 3.3% in 2025 and 3.8% in 2026, led by growth in the UAE (5.1%, 6.1%), Saudi Arabia (5.2% both years), and the broader GCC (4.4%, 5.0%).
- Tariff exposure in the Middle East remains limited due to minimal US trade links, but recent Israel-Iran tensions—expected to de-escalate—could keep oil prices elevated.
- Geopolitical risks will strain the global economy modestly, with the main effect being upward pressure on world CPI via higher oil prices.
- Regional outlook will continue to be shaped by OPEC+ policy, global trade dynamics, US monetary policy, diversification efforts, and geopolitical developments.

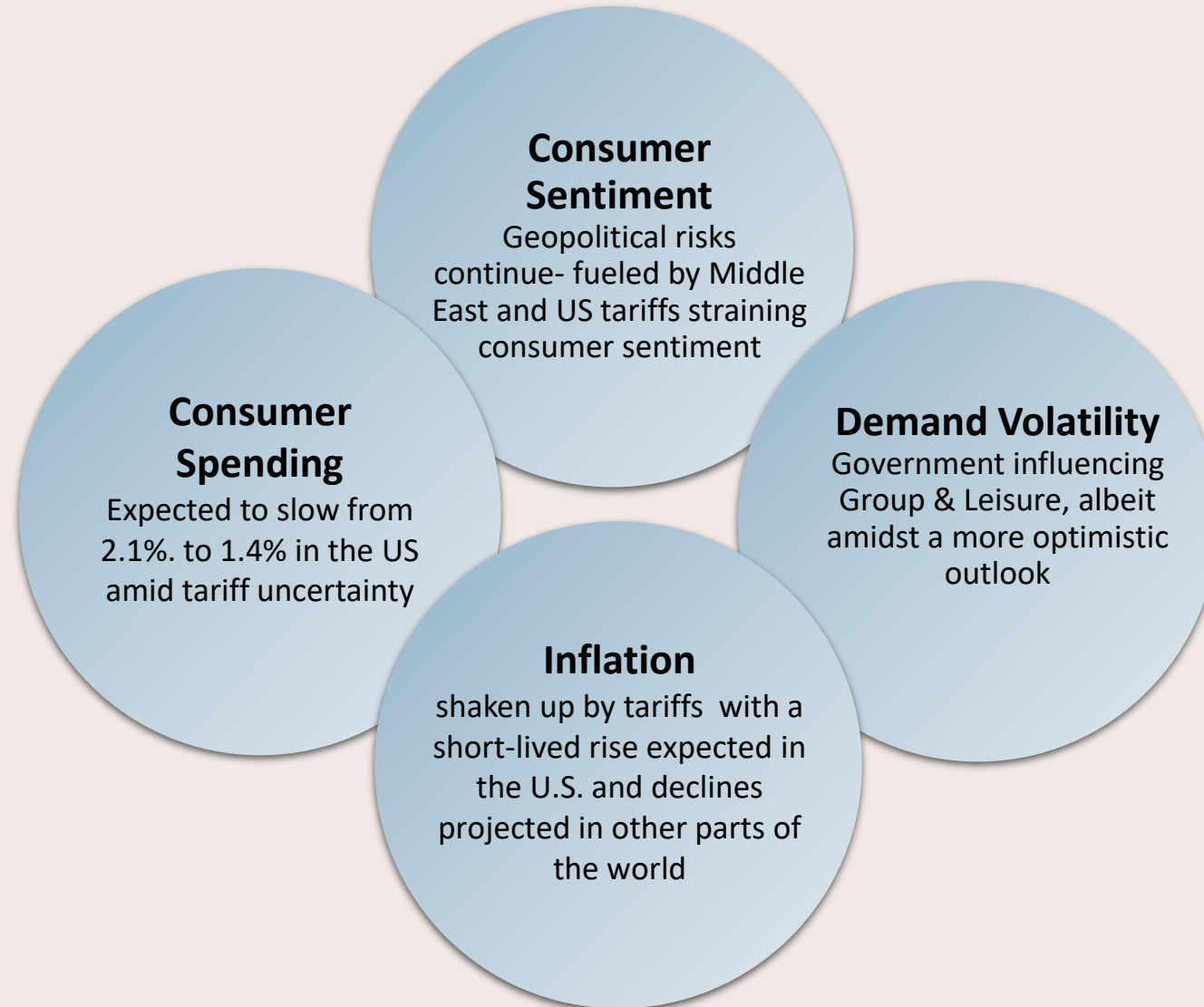
Global GDP Outlook Oxford Economics

% change YoY



Source: U.S. BlueChip Forecast, June 2025; All other regions Oxford Economics June 18, 2025




What We Are Hearing



What STR Expects for 2026

STR Forecast Just Released

STR revised 2026 down -0.7 pts to **+0.8%**



U.S. Hotel Forecast

YoY – year over year (% change)

	2024 Actual	2025 Forecast	2026 Forecast
Supply (YoY)	+0.5%	+0.8%	+0.8%
Demand (YoY)	+0.5%	-0.1%	+0.6%
Occupancy	63.0%	62.5%	62.3%
ADR (YoY)	+1.8%	+0.8%	+1.0%
RevPAR (YoY)	+1.9%	-0.1%	+0.8%

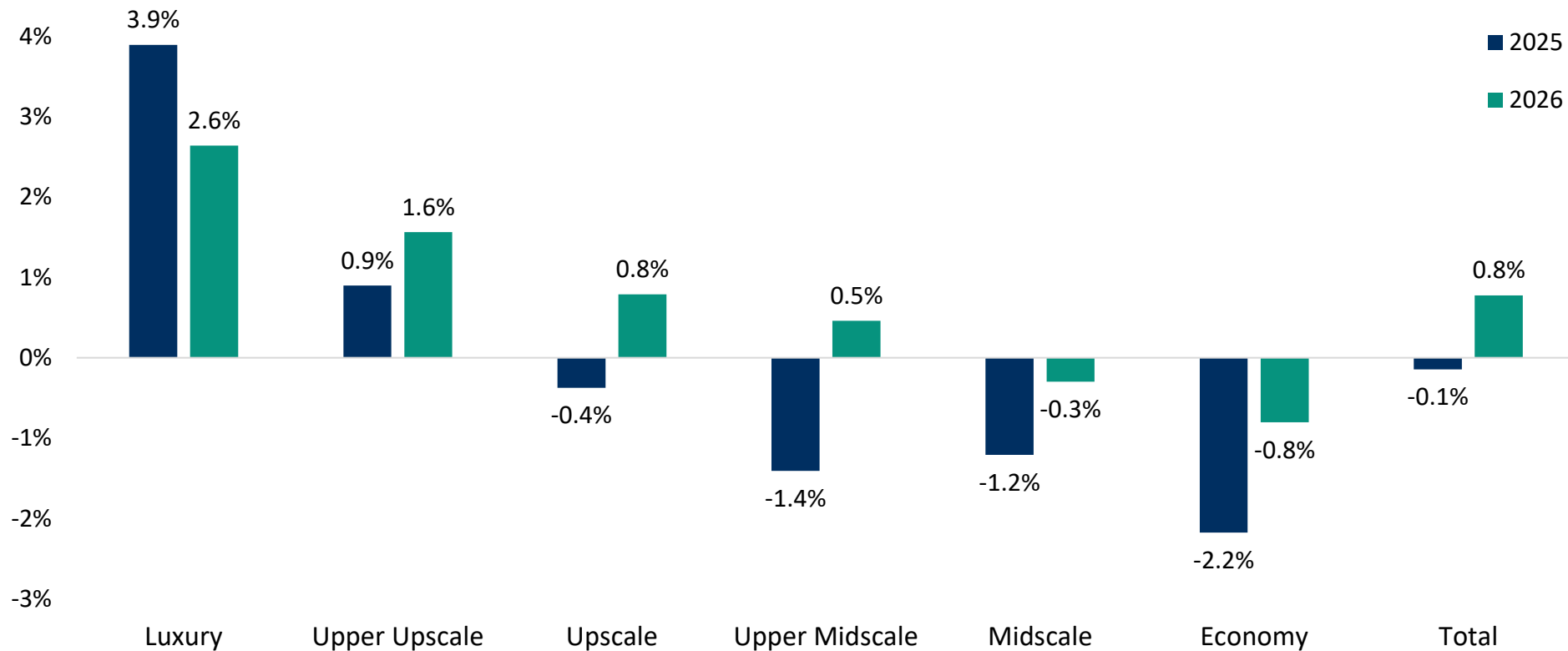
What STR is saying...

- **Unrelenting uncertainty** and inflation, coupled with tough calendar comps and changing travel patterns, have caused lower demand.
- **Rate growth (+1.0%) converging closer with demand (+0.6%).**
- Expect **little change in the economic outlook over the next 18 months**, but optimistic that once trade talks have concluded and the impact of the budget reconciliation bill comes to fruition, hotel performance will recover.
- The current environment - characterized by slowing consumer spending, reduced business capital spending, and declining international visitation, **will transition to one boosted moderately by tax cuts and less policy uncertainty as we look to 2026.**

US Industry Outlook

US Industry RevPAR growth is forecasted to be primarily driven by upper chain scales in both 2025 and 2026.

US Industry Chain Scale RevPAR Forecast (STR)



Sources: STR August 2025 Forecast

Deliver Market Leading Performance

Performance Strategies

Plan Early & Deploy Confidently

- ADR Growth
- ARI Growth
- Rank Change



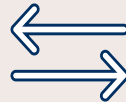
Group Coverage and Roadmaps to Drive ADR

More Group on More Days and reducing our 'Dark Days' is a key to success.



Transient Occupancy with Rate Discipline

Apply a thoughtful rate and distribution strategy: price right and prioritize profitable demand. Spotlight on ADR. Audacious goal setting and constant critiquing.



Replacement Strategies for Changing Demand

Explore alternative demand sources. Stay one step ahead of the competition.



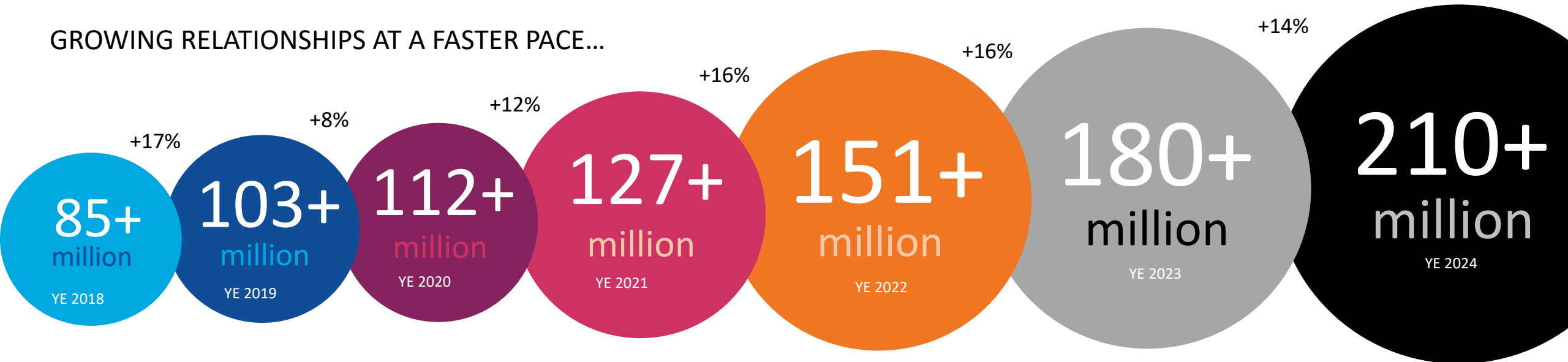
Realistic Forecasting

Pragmatic forecasting around current trends. A forecast is a function of the strategy. See changes early and act fast.

The loyalty of our members is unmatched - We are one of the fastest-growing loyalty programs

Hilton

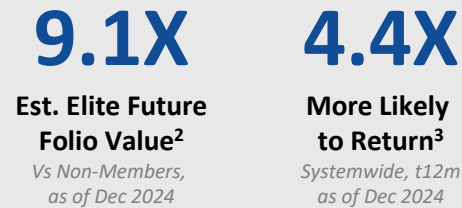
GROWING RELATIONSHIPS AT A FASTER PACE...



... WHO SPEND MORE ...



... STAY MORE...



...AND COST LESS.

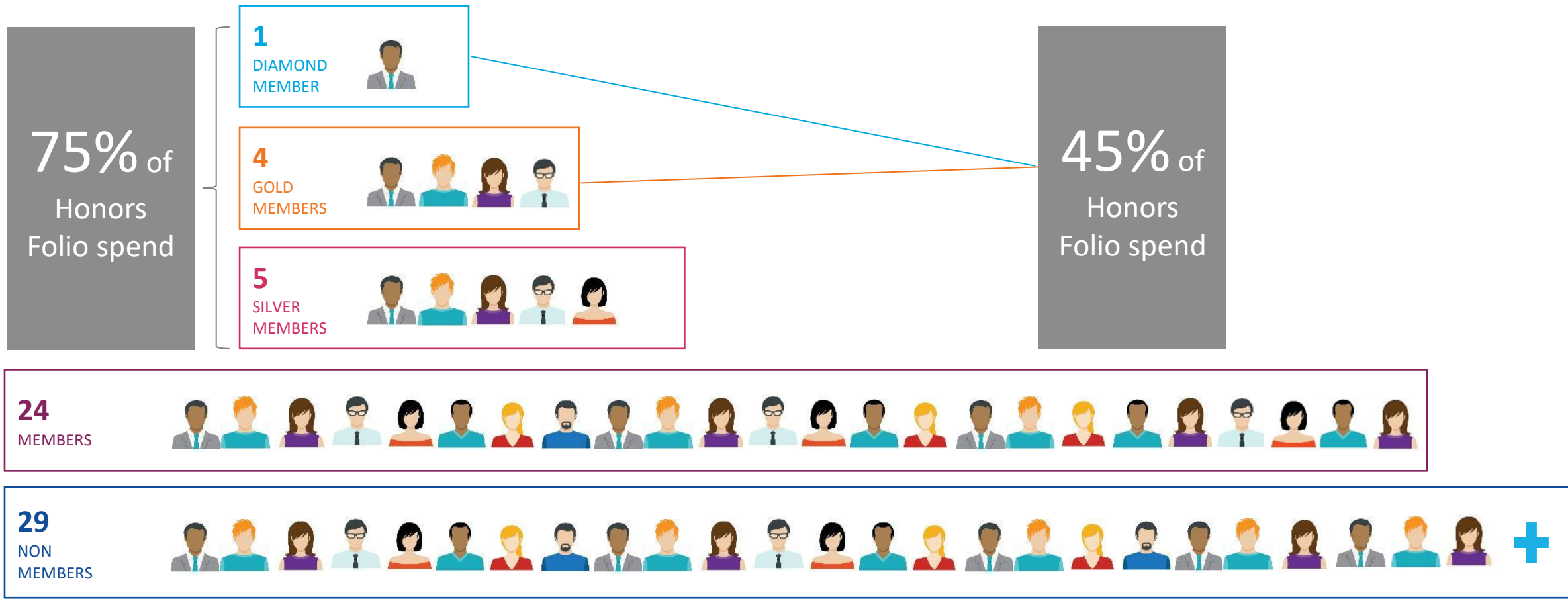


1. We define "ancillary" here as any non-room folio charges. 2. Projected three-year CLV value based on folio and card spend vs Non-Honors customers 3. Honors members' likelihood to make 2+ stays at a property annually compared to non-Honors direct bookers. 4. Share of nights booked direct and includes Digital & Property Direct, HRCC, GDS, and Other Non-OTA (ie. Wholesale) bookings. 5 Assumes conversion of all Honors Digital Direct bookings to Non-Honors OTA, based on channel costs

Hilton Honors members spend over 3X more than non-member guests

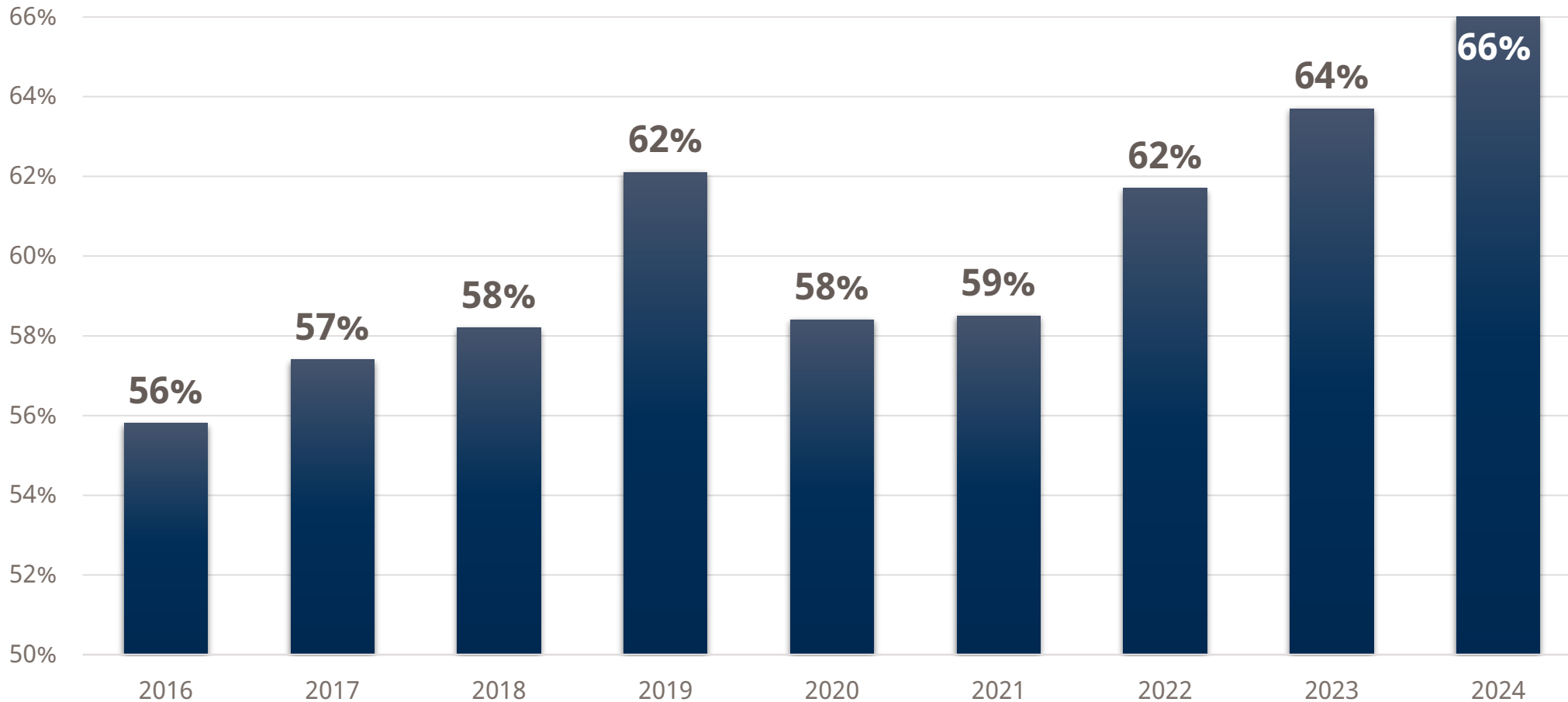


of members needed to equal the spend of 1 Diamond member



Hilton maintains the industry leading loyalty occupancy and added +7%pts since 2021

(200M HH Nights in FY'24)



Hilton has delivered the Leading Loyalty Occupancy

... which is strong across categories
FY 2024:

68%
Focused & All-Suites

66%
Luxury & Lifestyle

62%
Full Service

4,900 Properties
14 Brands, 104 Countries



8,400 Properties
24 Brands, 140 Countries

As of FY 2024

Signia
by Hilton

ATLANTA
GEORGIA WORLD CONGRESS CENTER

Thank You

QUESTIONS?

Savannah Convention Center Update

Kelvin Moore

Sr. Vice President and General Manager





FY25 Year In Review ~ Update on Initiatives ~ Hotel Development

ANNAH CONVENTION CENTE



Expansion Ribbon Cutting Ceremony: April 30, 2025

Welcome to the team!



Fredia Brady
Senior Director of Sales & Marketing



Staff Promotions



GAIL TERRELL
DIRECTOR OF HUMAN RESOURCES



JACKIE MITCHELL
DIRECTOR OF EVENT SERVICES



STACI STOVER
SENIOR NATIONAL SALES MANAGER



Staff Promotions



ANSLEY CRIBBS
SENIOR STAFF ACCOUNTANT



JARED WHITEHEAD
SENIOR PUBLIC SAFETY MANAGER



JASON TOUCHBERRY
SENIOR FOOD & BEVERAGE MANAGER



BEN MALLARD
CATERING COORDINATOR



By the Numbers – FY25



162 Events
(+27)



400 Event Days
(+72)



202,333 Attendees
(+3,913)



Net Income:
\$446k (14.5%)
better than budget



96.1% Customer
Satisfaction
(+4.7%)

Update on Initiatives

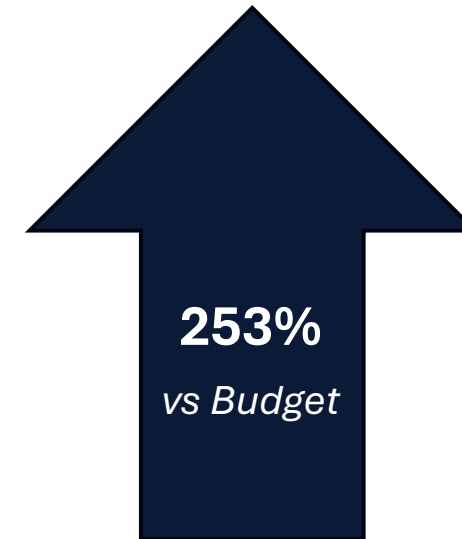
Driving Ancillary Revenue



- Frictionless Parking
- Exhibitor Services
- Elevating Food & Beverage

Frictionless Parking

- **February – June 2025**
 - *34,431 Vehicles Parked*
 - *83.3% Compliance Rate*

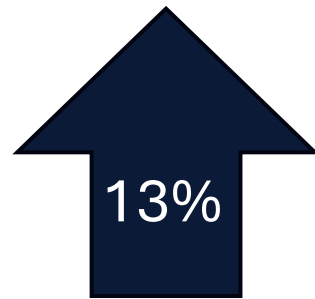


\$201k Net to SCC

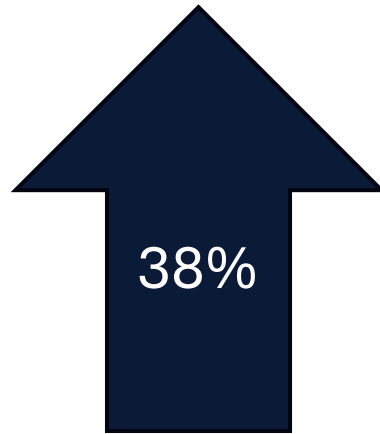
\$152k (253%) Better than Budget of \$60k

Exhibitor Services: \$651k

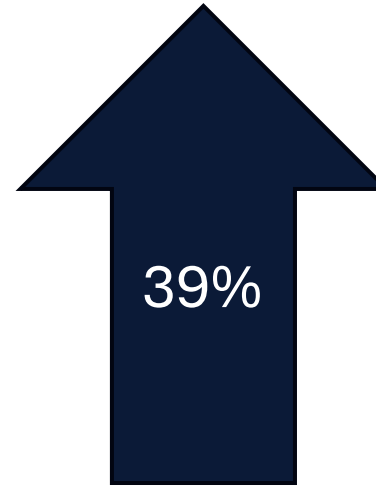
~ 56% (\$231k) Improvement vs FY24



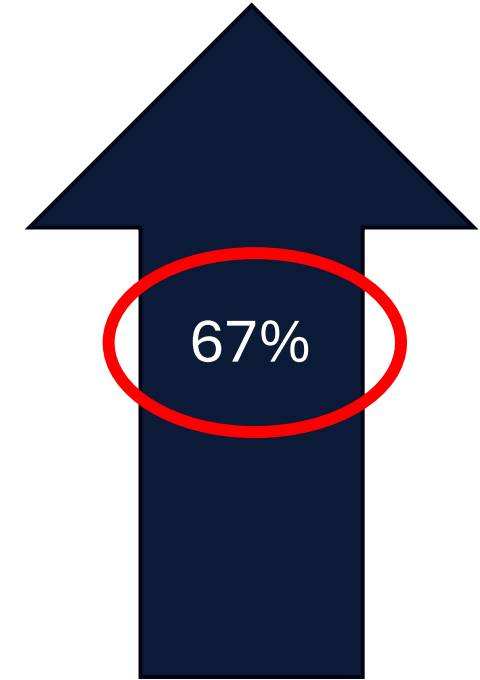
*Total #
Exhibitor
Events &
Booths*



*Average
Revenue per
Booth*



*Average
Revenue per
Exhibitor
Event*



*Total #
Exhibitor
Orders*

Elevating Food & Beverage

F&B Operational Assessment

- Assess Internal Capabilities / Evolving Event Mix & Clientele
- Engaged Consultant in Fall 2024
- Feedback Informed Budget & Operational Enhancements
- Reviewed Status Again in June
- Retirement Announcement
- Time is Right to Explore National 3rd Party F&B Operations



Elevating Food & Beverage



- **PHASE 1**

- *Insight, Perspective & Discovery*
- *RFP Document Development*

- **PHASE 2**

- *Issue RFP*
- *Site Visits / Q&A*
- *Receive Proposals*

- **PHASE 3**

- *Review Proposals, Interviews & Selection*
- *Agreement Development*
- *Transition*

Hotel Development Update

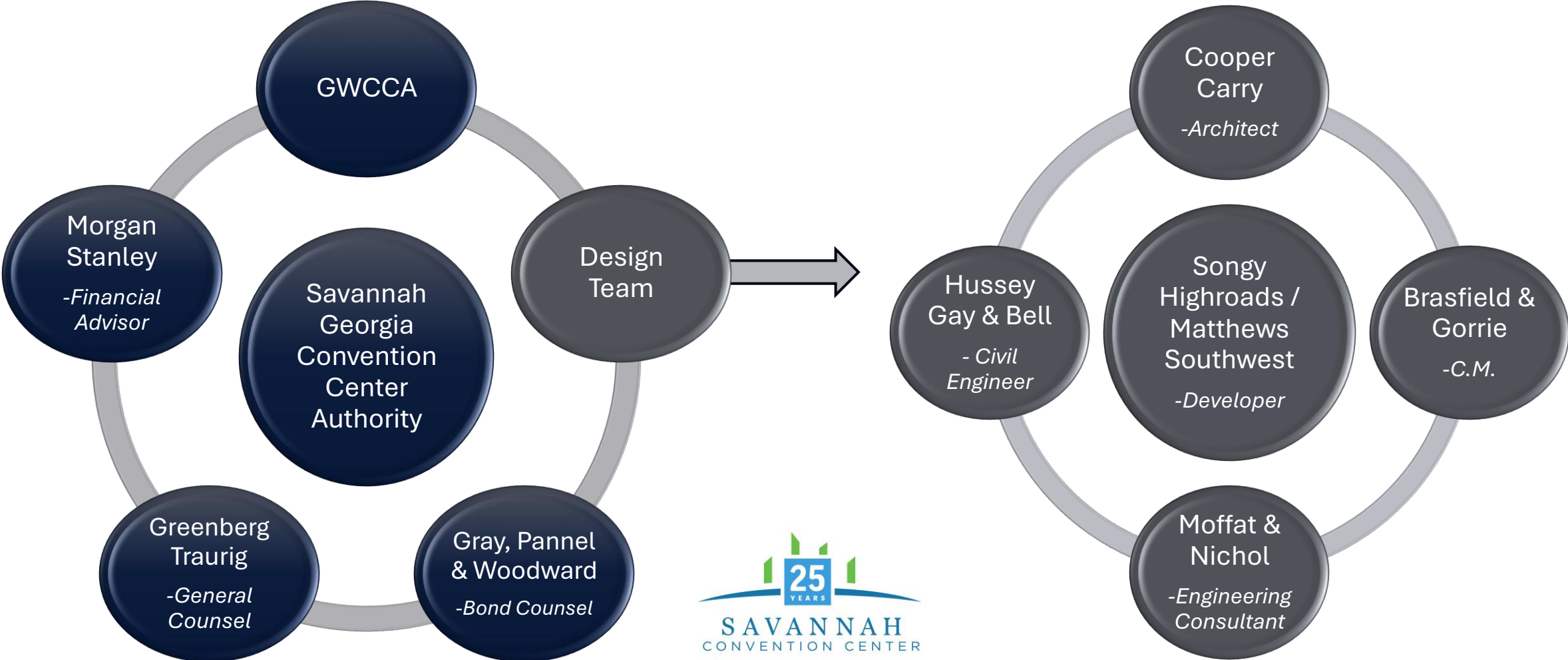


Signia by Hilton Savannah

- 444 Rooms
- 38,000+ sq ft of Meeting Space
- All-Day Dining Restaurant
- Market Cafe
- Club Signia
- Pool Bar/Restaurant
- Rooftop Bar/Restaurant

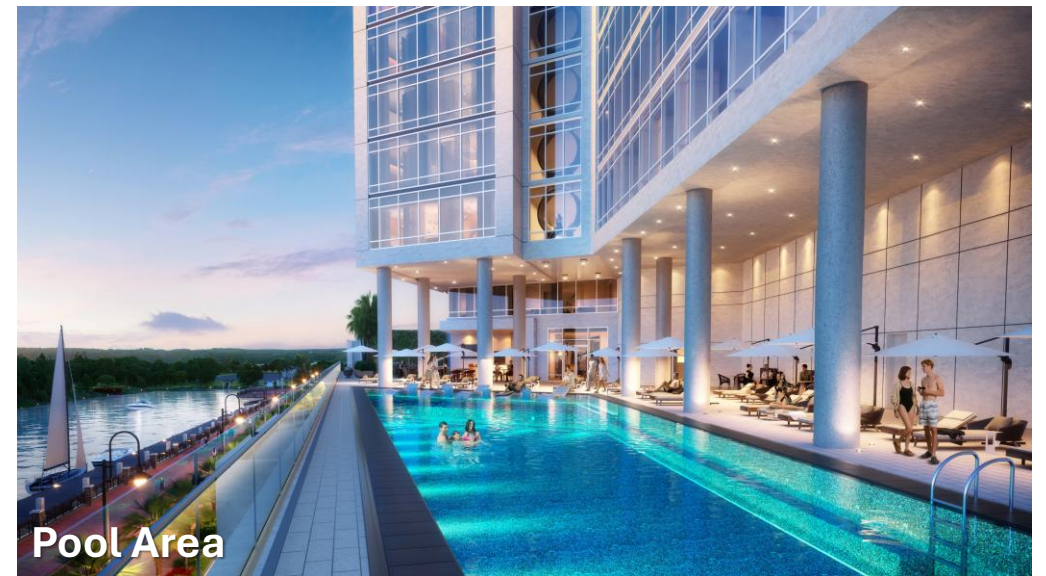


The Team



Timeline

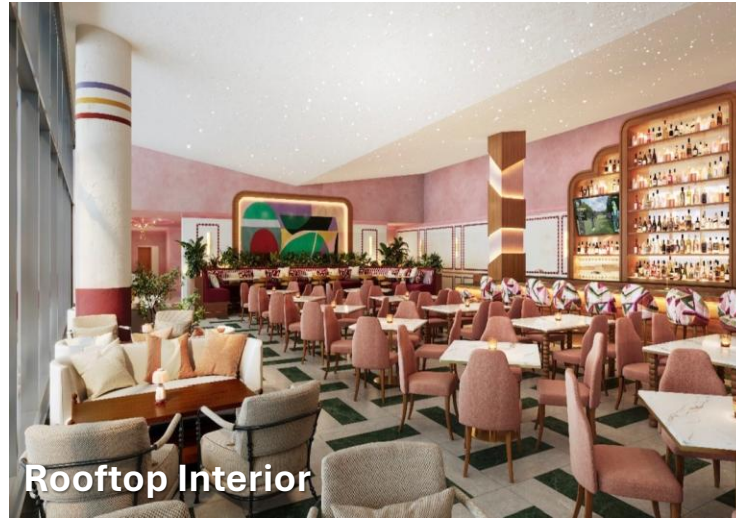
- Bond Sale - Sept. 9
 - \$396M | Revenue Bonds
 - \$309M | *Construction Costs*
 - \$225M | *Guaranteed Max Price*
- Bond Closing – Sept 18
- Groundbreaking - October 8
- 33-Month Build Time



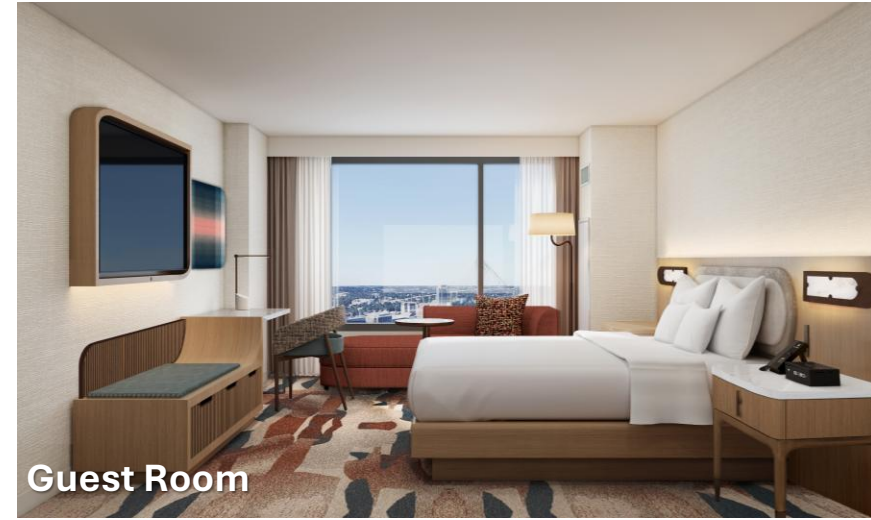
Anticipated Opening – Summer 2028



Lobby / Reception



Rooftop Interior



Guest Room



Club Signia



Rooftop Exterior



Ballroom

QUESTIONS?

Lunch

Dream Ballroom #1
