

2026 BUDGET PRESENTATION

#6.



Board Vision

Make Dunwoody the premier destination in Metro Atlanta.

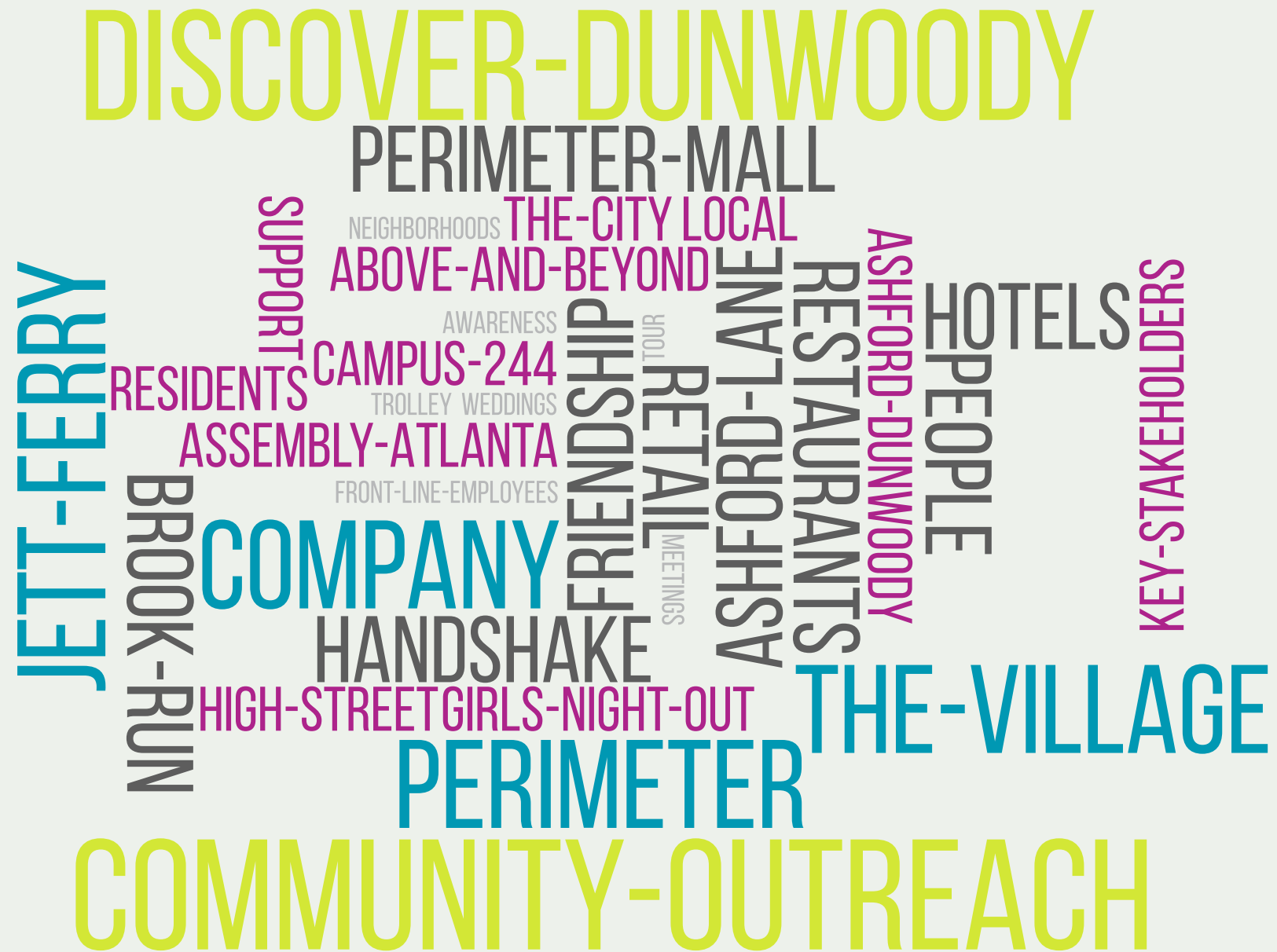


Drive economic development.

Convey the heart, soul and energy of Dunwoody.

Be the source of information.

Improve the quality of life of Dunwoody.





HISTORY

Dunwoody Hotels Room Nights



Dunwoody Hotels Room Revenue HISTORY



YEAR TO DATE 2025 METRO ATLANTA RANK

January 1, 2025 - September, 30 2025

OUT OF 15 ATLANTA SUBMARKETS PER STR

OCCUPANCY

66.3%

● RANK: 3RD

- 1st: Sandy Springs - 68.9%
- 2nd: Airport District - 67.7%

● OUTPERFORMED:

- USA: 63.4%
- GEORGIA: 61.5%
- ATLANTA: 64.3%
- PERIMETER CENTER: 63.9%
- ALPHARETTA: 65.8%
- BUCKHEAD: 62.8%
- GALLERIA-MARIETTA: 63.7%
- CHAMBLEE-NORCROSS: 62.3%
- BROOKHAVEN: 59.5%

AVERAGE DAILY RATE

\$144.42

● RANK: 3RD

- 1st: ATL Central Business District - \$197.26
- 2nd: Buckhead - \$177.50

● OUTPERFORMED:

- GEORGIA: \$127.30
- ATLANTA: \$127.74
- PERIMETER CENTER: \$103.94
- SANDY SPRINGS: \$109.58
- ALPHARETTA: \$121.24
- GALLERIA-MARIETTA: \$130.89
- CHAMBLEE - NORCROSS: \$79.95
- BROOKHAVEN: \$98.13
- ATLANTA AIRPORT: \$114.57

REVENUE PER AVAILABLE ROOM

\$95.72

● RANK: 3RD

- 1st: ATL Central Business District - \$126.73
- 2nd: Buckhead - \$111.53

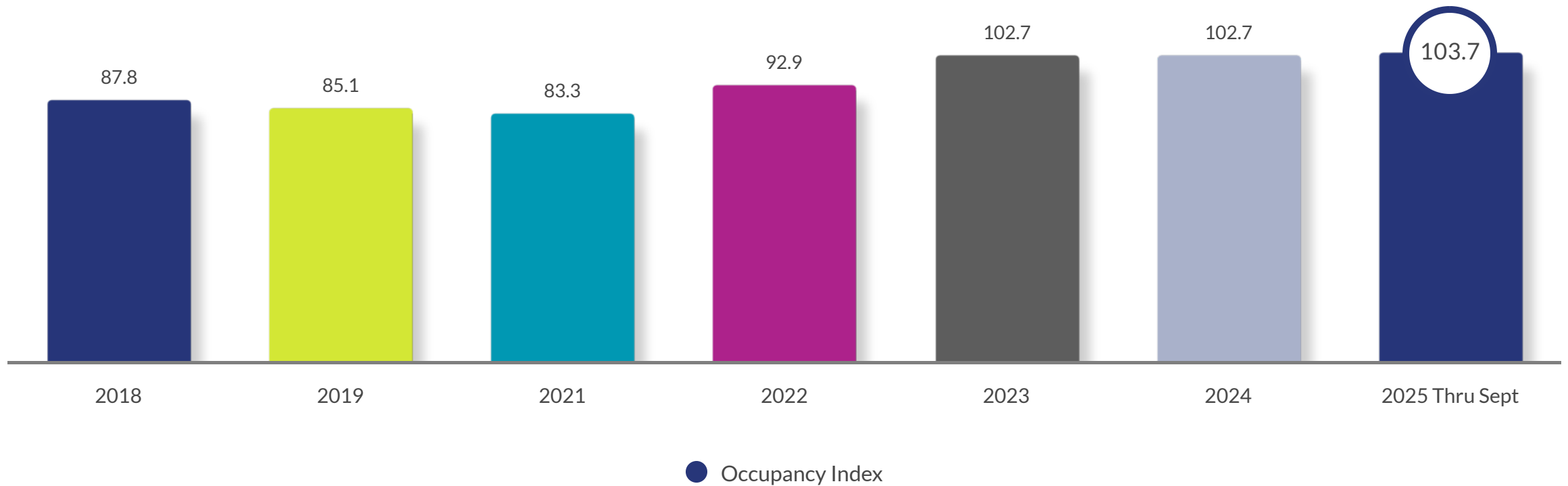
● OUTPERFORMED:

- GEORGIA: \$78.33
- ATLANTA: \$82.15
- PERIMETER CENTER: \$66.46
- SANDY SPRINGS: \$75.50
- ALPHARETTA: \$79.79
- GALLERIA-MARIETTA: \$83.41
- CHAMBLEE - NORCROSS: \$49.80
- BROOKHAVEN: \$58.35
- ATLANTA AIRPORT: \$77.59

Dunwoody Hotels Fair Share HISTORY vs Perimeter

100=Fair Share

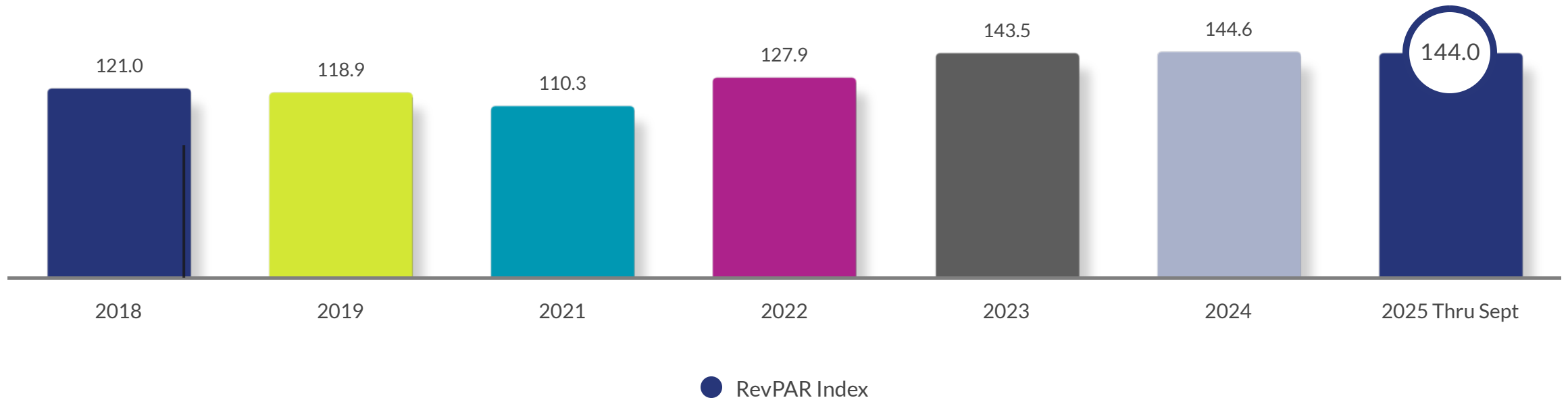
OCCUPANCY INDEX



Dunwoody Hotels Fair Share HISTORY vs Perimeter 100=Fair Share

RevPAR INDEX

RevPAR is based on 2,245 Room Supply in 2025 vs 2,100 Room Supply in 2024



WEEKDAY & WEEKEND ROOM DEMAND

ROOMS SOLD

Weekday Room Demand Sunday - Thursday

- 2025 YTD Sept 284,016 65.0%
- 2024 Final: 358,944 64.7%
- 2023 Final: 349,092 63.7%
- 2022 Final: 297,374 54.5%
- 2019 Final: 270,422 58.8%
- 2018 Final: 255,590 61.6%
- 2025 YTD is UP 3.2%

Weekend Room Demand Friday - Saturday

- 2025 YTD Sept 121,533 69.5%
- 2024 Final: 153,481 69.6%
- 2023 Final: 153,428 70.3%
- 2022 Final: 152,191 69.0%
- 2019 Final: 97,049 53.0%
- 2018 Final: 94,078 57.0%
- 2025 YTD is UP 3.8%

Hotel Industry Reservation Source Codes

Brand.Com: Reservations through the hotel brand's corporate website (e.g., Marriott.com, Hilton.com, IHG.com)

165,801 RNs

Up 3.3%

31.2% of Reservations

CRS (Central Reservation System) Phone — Direct calls to hotel reservations or central call center **Brand Loyalty Program** — Reservations through brand membership programs (e.g., Marriott Bonvoy, Hilton Honors) **Email Campaign** — Direct email marketing campaigns to past guests

23,255 RNs

Down 18.5%

4.4% of Reservations

Direct **Property.com** — Bookings via the individual hotel's website **Walk-in** — In-person arrivals without prior booking **Referral** — Direct referrals from guests or partners **Social Media** — Bookings generated through social media marketing **Corporate Account** — Direct corporate negotiated rates **Meeting Planner/Group** — Convention and group event bookings **Third-Party Planners** — Helms Briscoe, Conference Direct, and similar group planning companies **Convention Bureau** — Destination marketing organization referrals

130,319 RNs

Down 9.6%

24.5% of Reservations

GDS (Global Distribution Systems) **Amadeus** — Global distribution system bookings **Sabre** — Global distribution system bookings **Galileo** — Global distribution system bookings **Travel Agent** — Bookings placed through travel agencies using GDS

94,074 RNs

Up 8.1%

17.7% of Reservations

OTA (Online Travel Agencies) **Expedia** — OTA platform **Booking.com** — OTA platform **Hotels.com** — OTA platform **Priceline** — OTA platform **TripAdvisor**, **Kayak**, **Agoda**, **Orbitz** — Secondary OTA channels

116,691 RNs

Up 24.2%

21.9% of Reservations

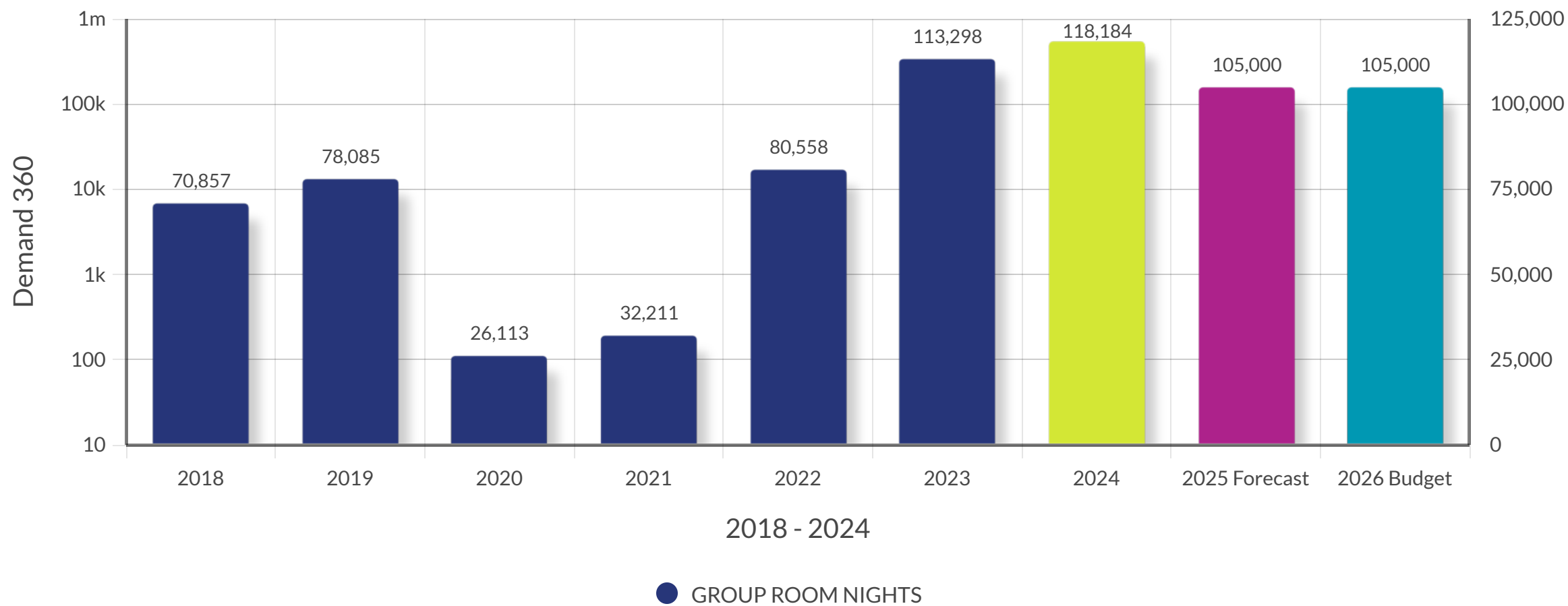


2025 SALES STRATEGY

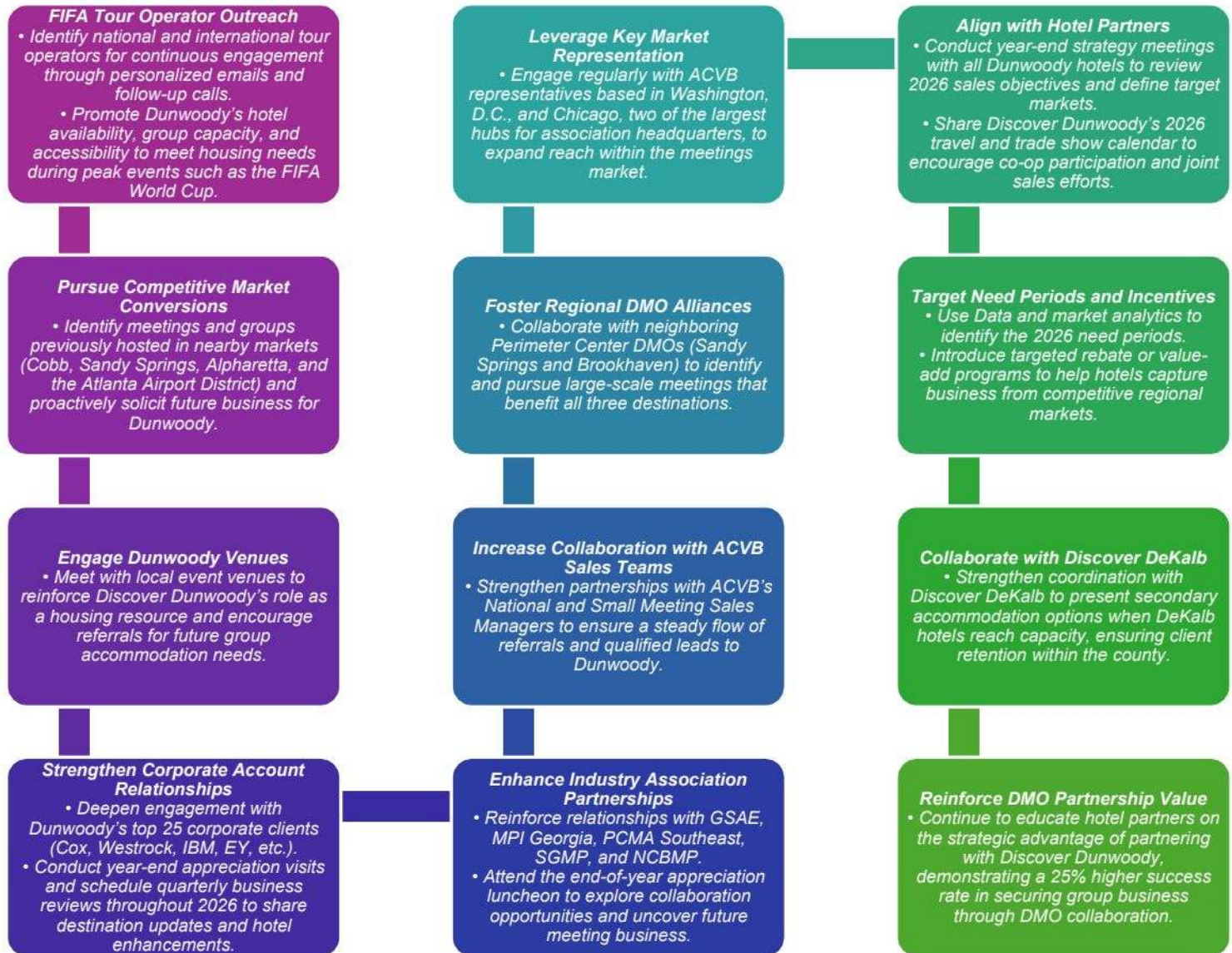
- Objective 1: Boost Room Night Sales
- Objective 2: Increase Market Share
- Objective 3: Customer Retention
- Objective 4: Listen to and know our Customer
- Objective 5: Hyper Focused Customer Engagement



Dunwoody Hotels Group Room Nights



2026 Sales Team Strategy



EXAMPLE OF 2026 GROUPS IN DUNWOODY

- * Phillips School of Theology Conference
- * Dental Infection Control Boot Camp Meeting
- * Tacala Corporation Leadership Conference
- * The National Bowling Association Annual Conv.
- * Supreme Grand Lodge 108th Annual Session
- * Amer. Society for Colposcopy & Cervical Pathology
 - * Multiple Family Reunions
 - * And Many More

MARKETING

Mark Galvin
Chief Marketing &
Operating Officer



2025 Key Marketing Successes

Top three marketing objectives and results

1 Community Engagement - 51 Engagement Initiatives

2 Book Direct/aRes Clicks - Averaged 1,206/Mo

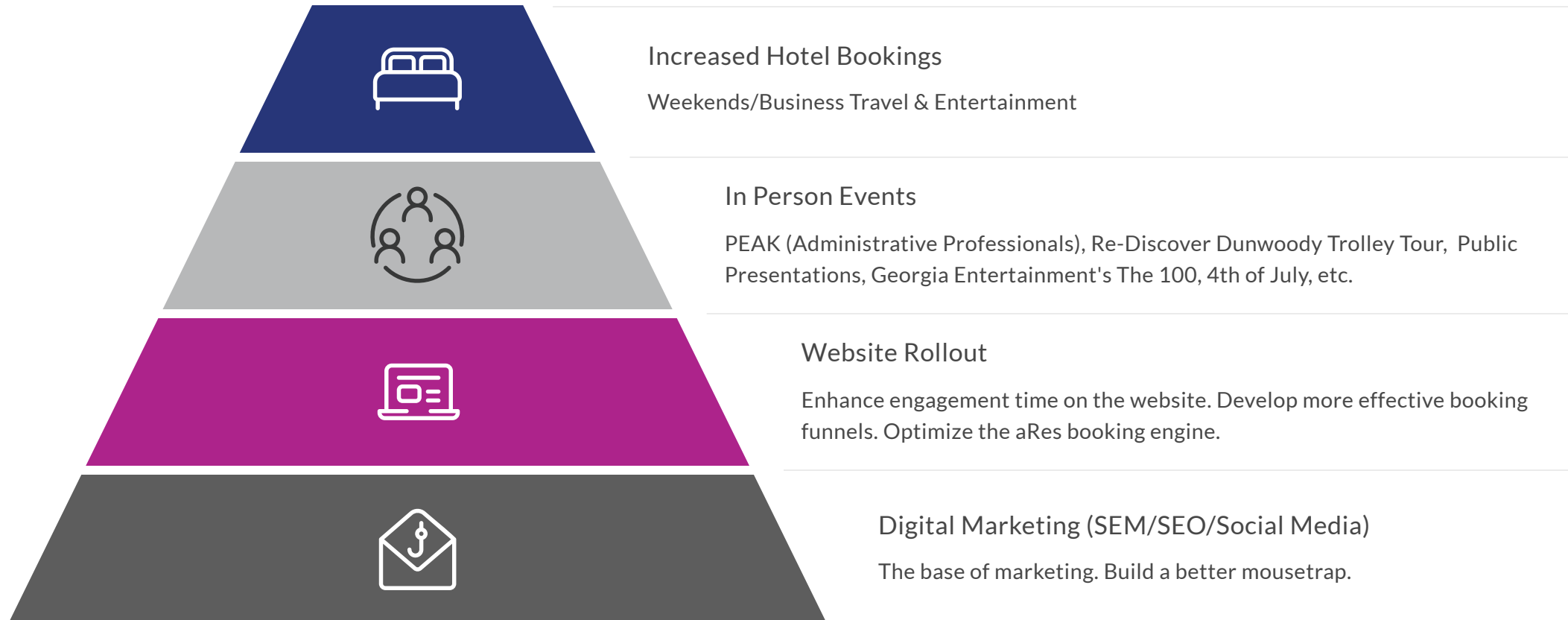
3 Website Sessions - Average 53K since January (+62.6% YOY)

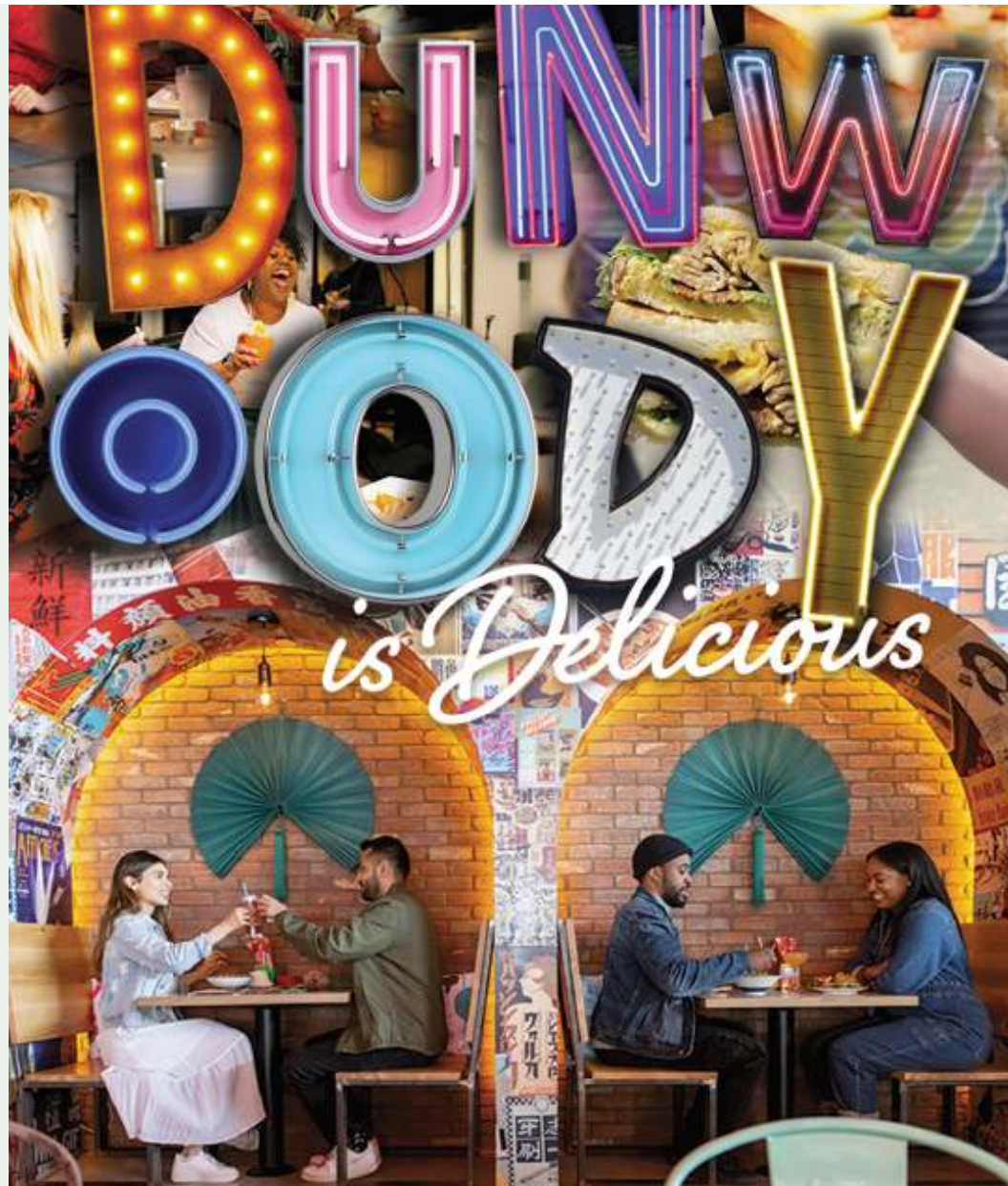
4 Social Media Engagement - Reach = 1.98M on FB & Insta (+ 18% YOY YTD)

PLANNING

2026 Marketing Plan

"If you want to become a billionaire, you need to think like a billionaire." Sabri Suby







2026 PROPOSED BUDGET

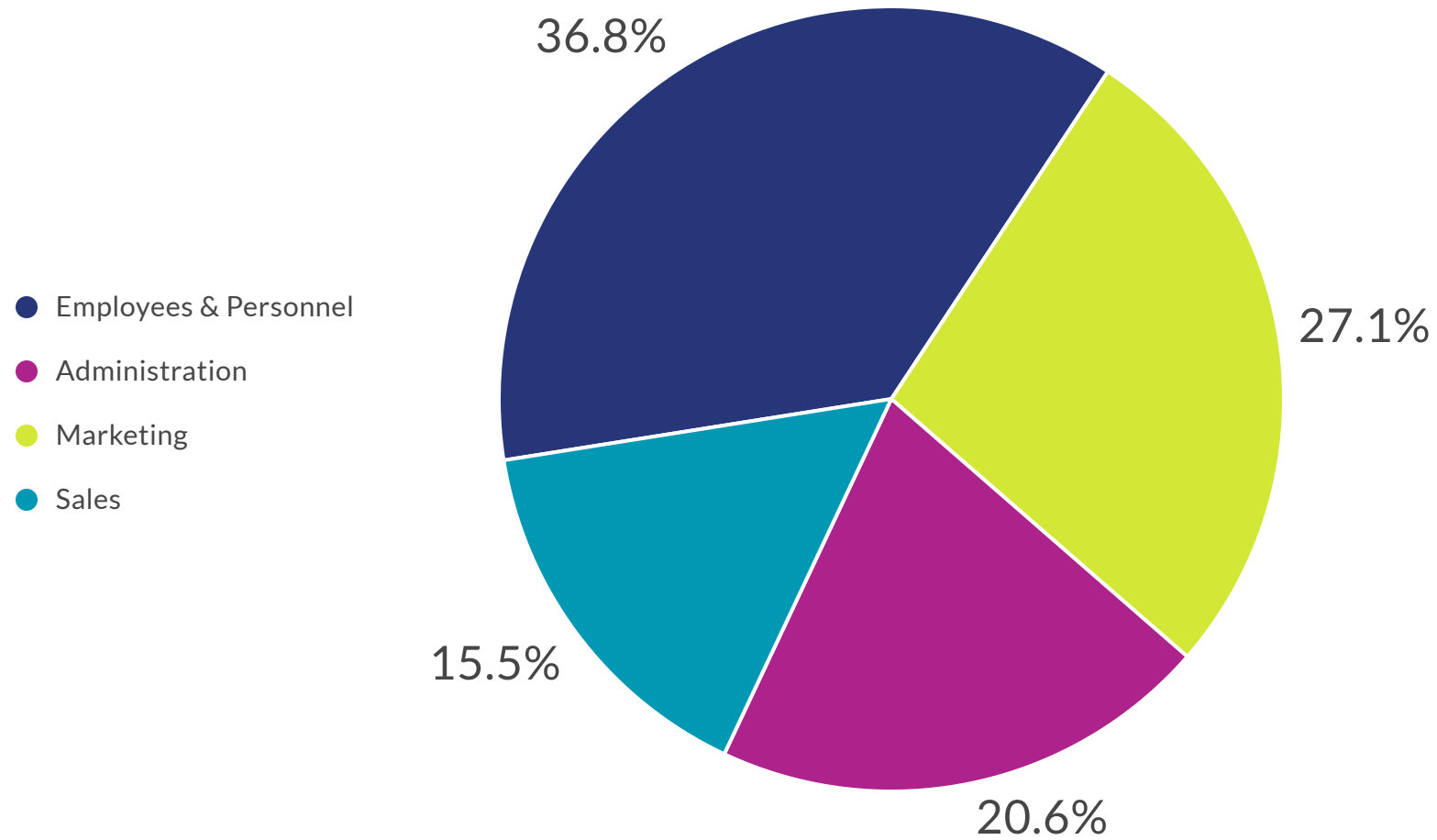


DISCOVER DUNWOODY						
2026 Budget Revenue						
Revenues	2026 TOTAL		2025 Actual/Forecast	Variance to 2025	%	2024 FINAL ACTUAL
Days in Month	365			365		
Supply (Monthly Room Nights)	819,425		818,402			775,345
Occupancy Budget	65.4%		64.2%			66.1%
RN Budget	536,000		525,360	10,640	2.0%	512,425
ADR Budget	\$143.16		\$142.39	\$0.77	0.5%	\$141.47
2026 Room Revenue Budget	\$76,731,555		\$74,806,303	\$1,925,252	2.6%	\$72,491,201
Lodging Tax	3.00%		3%			
Tax Revenue	\$2,301,947		\$2,244,189	\$57,758	2.6%	\$2,118,484
2026 PrePaid OTA & SHORT TERM RENTAL Tax Revenue	\$282,500		\$275,000			\$273,694
2026 TOTAL TAX REVENUE	\$2,584,447		\$2,519,189	\$65,258	2.6%	\$2,448,912
Gains & Interest	\$12,000					
2026 TOTAL REVENUE	\$2,596,447					Packet page:...

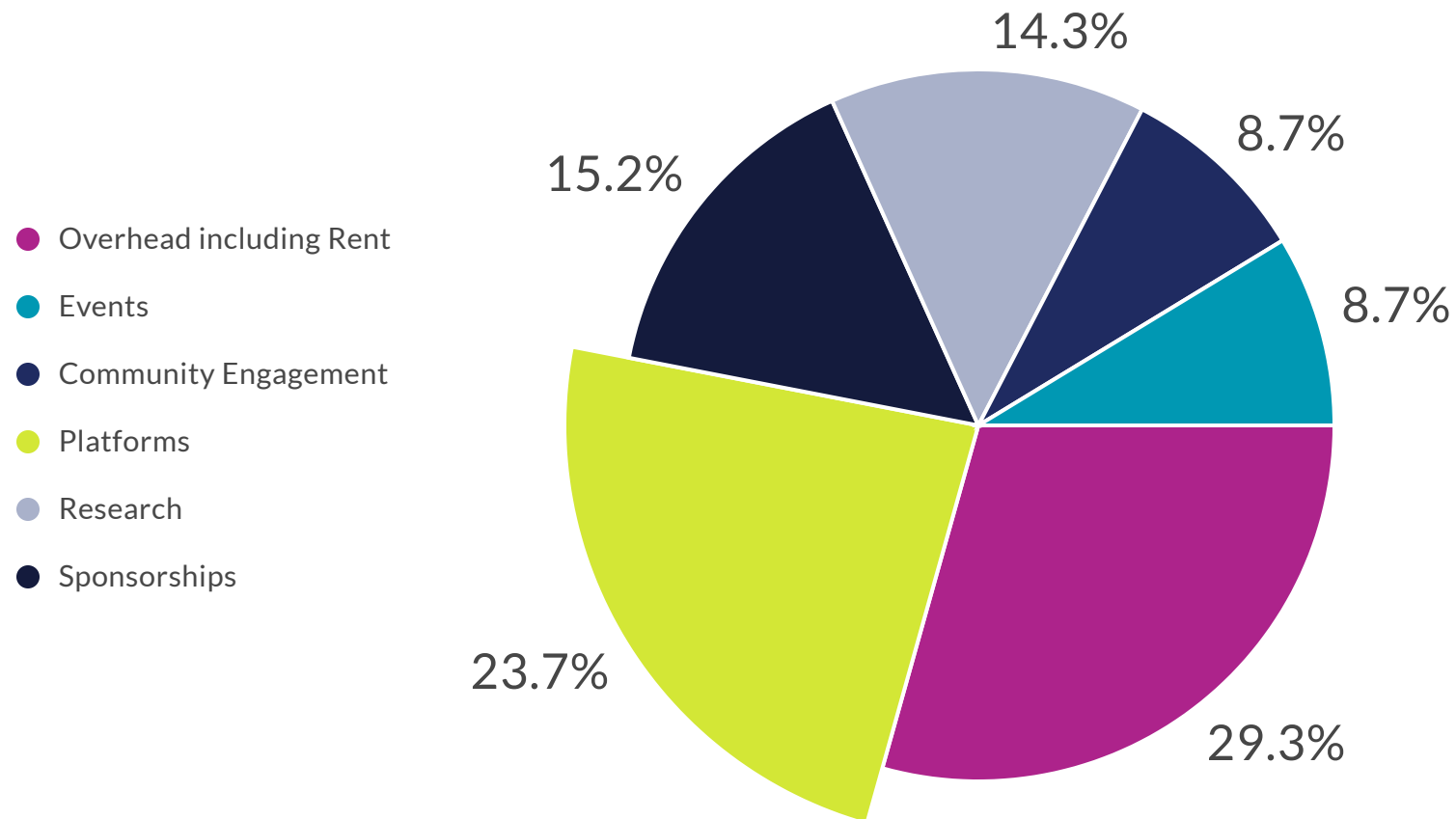
DISCOVER DUNWOODY PROPOSED 2026 BUDGET

	2026 Budget	2025 Budget	2025 Forecast
REVENUE	\$2,596,447	\$2,486,924	\$2,519,189
Employees Expenses	\$951,400	\$900,376	920,000
Admin Expenses	\$531,445	\$559,549	560,000
Marketing Expenses	\$700,952	\$621,888	625,000
Sales Expenses	\$400,000	\$403,900	405,000
Total Expenses	\$2,583,797	\$2,485,713	2,510,000
Net Operating Income	\$12,650	\$1,211	\$9,189

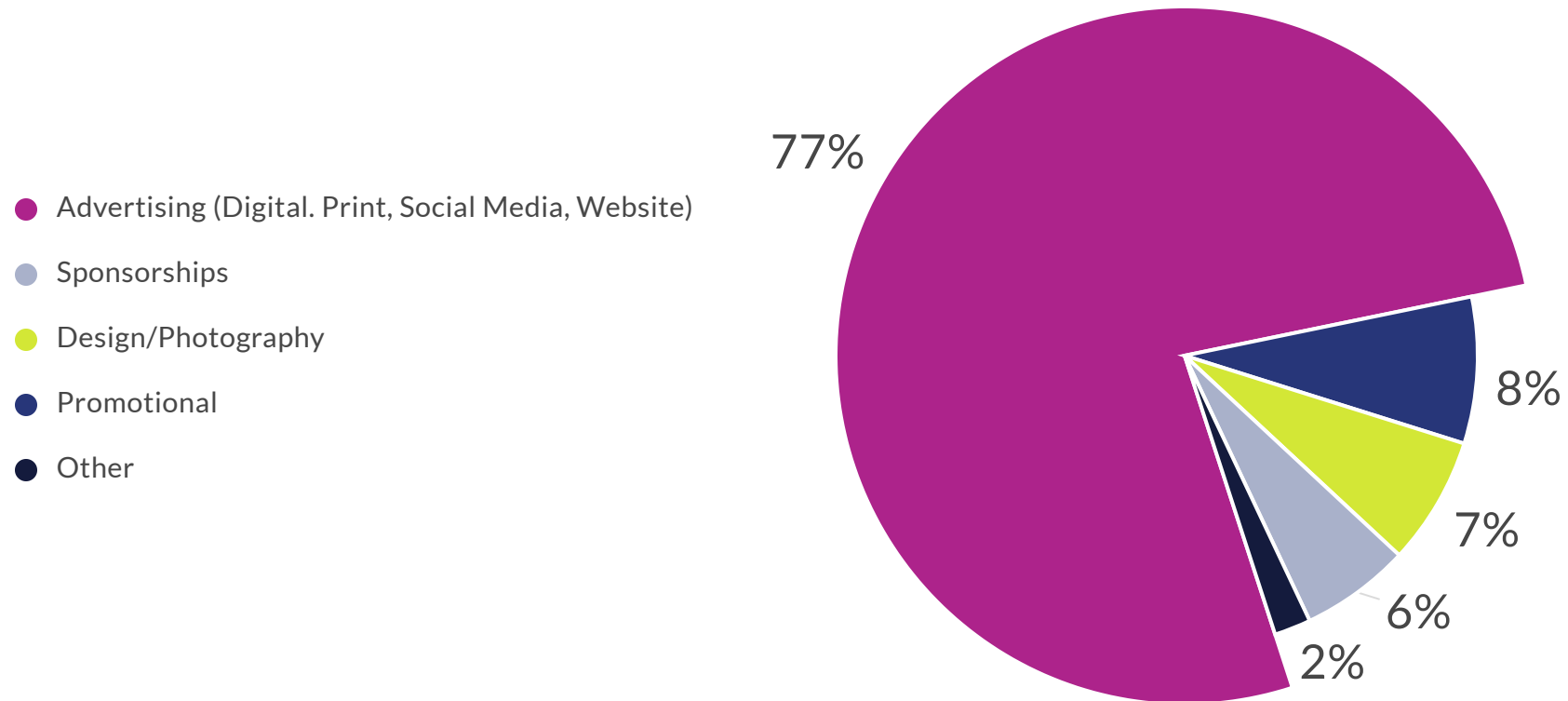
DEPARTMENT BUDGETS



ADMIN BUDGET BREAKDOWN

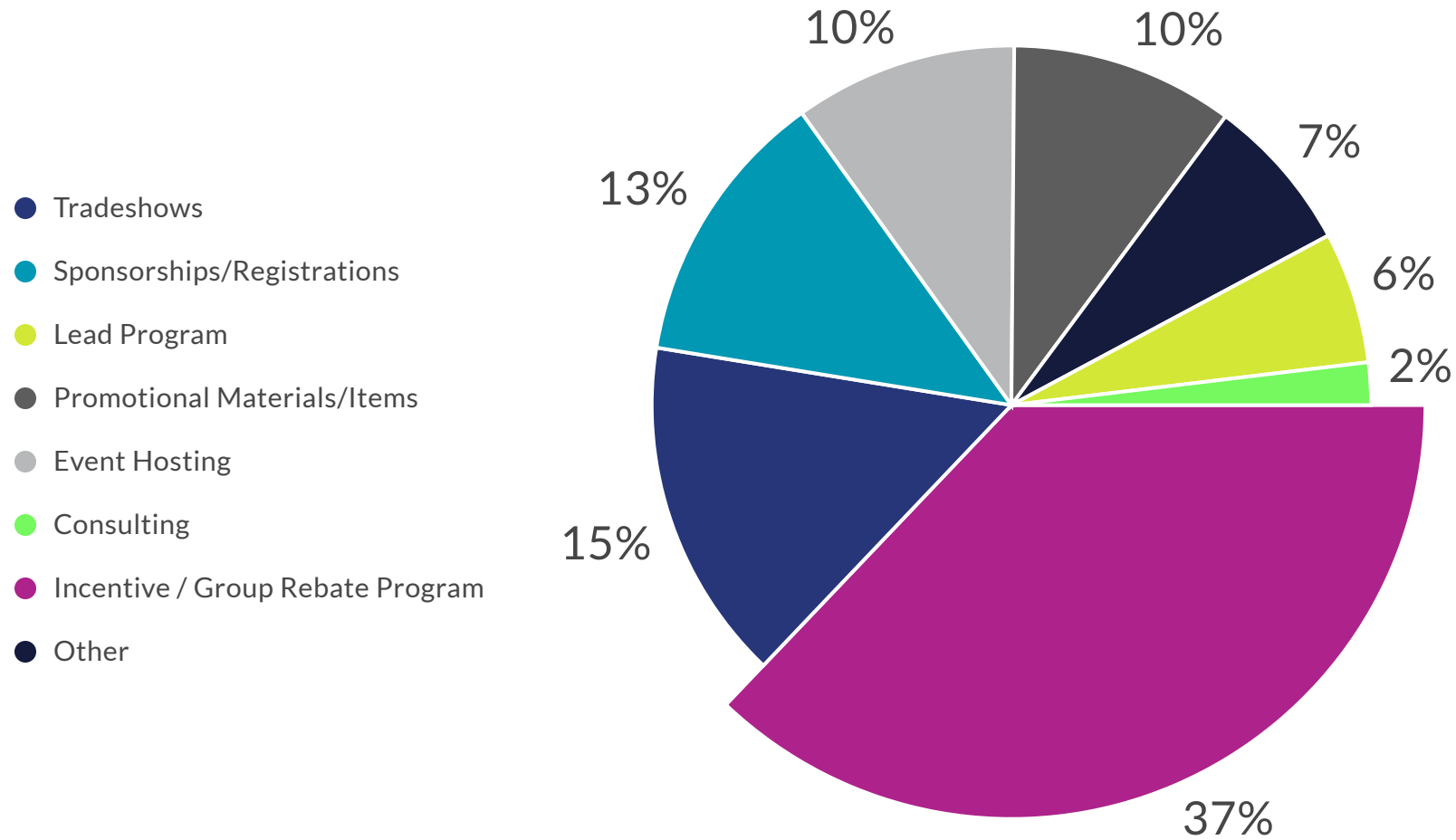


MARKETING BUDGET BREAKDOWN



- Advertising (Digital, Print, Social Media, Website)
- Sponsorships
- Design/Photography
- Promotional
- Other

SALES BUDGET BREAKDOWN



- Tradeshows
- Sponsorships/Registrations
- Lead Program
- Promotional Materials/Items
- Event Hosting
- Consulting
- Incentive / Group Rebate Program
- Other