



Discover Dunwoody

2024 BUDGET MEETING




Board Vision

Make Dunwoody the premier destination in Metro Atlanta.




Drive economic development.



Convey the heart, soul and energy of Dunwoody.



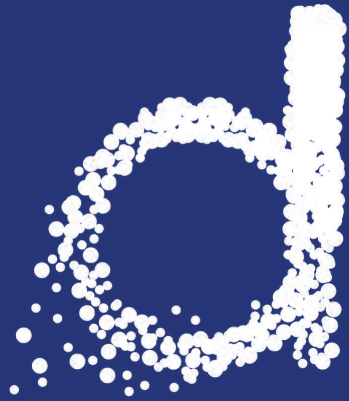
Be the source of information.



Improve the quality of life of Dunwoody.

DISCOVER-DUNWOODY

PERIMETER-MALL
 NEIGHBORHOODS THE-CITY LOCAL
 ABOVE-AND-BEYOND
 SUPPORT
 AWARENESS
 JETT-FERRY
 RESIDENTS CAMPUS-244
 TROLLEY WEDDINGS
 ASSEMBLY-ATLANTA
 FRONT-LINE-EMPLOYEES
 COMPANY
 HANDSHAKE
 FRIENDSHIP
 RETAIL MEETINGS
 ASHFORD-DUNWOODY
 RESTAURANTS
 HOTELS
 PEOPLE
 KEY-STAKEHOLDERS
 BROOK-RUN
 HIGH-STREET GIRLS-NIGHT-OUT
 PERIMETER
 THE-VILLAGE
 COMMUNITY-OUTREACH



discover
Dunwoody

2023 Year to Date Review

City of Dunwoody, GA

For the month of: October 2023

Year to Date - October 2023 vs October 2022												
	Occ %		ADR		RevPAR		Change from YTD 2022					
	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
United States	64.5	63.8	156.37	149.62	100.79	95.51	1.0	4.5	5.5	5.8	0.3	1.3
Georgia	63.6	63.5	125.67	118.78	79.96	75.44	0.2	5.8	6.0	6.6	0.6	0.8
Atlanta Northeast	71.6	72.9	115.42	110.71	82.60	80.69	-1.8	4.3	2.4	2.7	0.3	-1.5
Sandy Springs+	68.4	65.7	113.81	109.79	77.83	72.15	4.1	3.7	7.9	12.2	4.0	8.2
City of Dunwoody+	67.0	60.0	146.02	136.83	99.07	82.12	13.1	6.7	20.6	20.6	0.0	13.1
Atlanta, GA	66.5	65.9	127.07	118.70	84.52	78.22	0.9	7.0	8.1	9.2	1.0	2.0
Galleria/Marietta, GA	65.6	63.3	126.60	118.57	83.05	75.05	3.6	6.8	10.7	9.0	-1.5	2.1
Atlanta Perimeter Ctr/Roswell+	65.0	64.0	105.14	100.04	68.32	64.00	1.6	5.1	6.8	9.3	2.4	4.0
Alpharetta/North, GA	65.0	64.8	124.66	118.53	80.99	76.82	0.2	5.2	5.4	9.6	4.0	4.3
Atlanta Northwest	64.8	64.2	104.95	100.91	68.05	64.78	1.0	4.0	5.1	4.7	-0.3	0.7
Chamblee/Norcross, GA	64.7	66.1	82.85	79.11	53.62	52.28	-2.1	4.7	2.6	3.0	0.5	-1.6
DeKalb County, GA	64.3	63.9	107.30	99.67	69.02	63.67	0.7	7.6	8.4	7.7	-0.6	0.1
Buckhead, GA	64.3	60.6	173.36	161.58	111.42	97.96	6.0	7.3	13.7	15.7	1.7	7.8
Brookhaven - Atlanta, GA+	62.4	61.5	110.46	106.42	68.94	65.49	1.4	3.8	5.3	5.3	0.0	1.4
	3RD		2ND		2ND		1st	5th	1st	1st		1st
Dunwoody Full Service+	65.8	55.9	149.31	139.39	98.23	77.90	17.7	7.1	26.1	26.1	0.0	17.7
Perimeter Full Service+	57.5	58.5	138.82	131.33	79.76	76.82	-1.8	5.7	3.8	3.8	0.0	-1.8
Dunwoody Select Service+	71.7	67.7	140.42	132.91	100.63	89.96	5.9	5.6	11.9	11.9	0.0	5.9
Perimeter Select Service+	68.0	61.6	113.88	109.90	77.44	67.68	10.4	3.6	14.4	23.7	8.1	19.4



OCT 2023

STR REPORT

HOW are we doing on Weekdays & Weekends vs 2019 via STR


Weekday / Weekend		Oct-23											
Weekday	Current Month	70.9	7.8	153.63	3.8	108.94	11.9	48,300	4.5	34,252	12.7	5,262,003	17.0
(Sun-Thu)	Year To Date	65.9	19.0	151.69	8.4	99.96	28.9	457,800	0.5	301,696	19.5	45,763,151	29.5
Weekend	Current Month	80.3	9.6	128.47	-1.7	103.12	7.7	16,800	-11.1	13,485	-2.6	1,732,415	-4.3
(Fri-Sat)	Year To Date	72.8	1.7	133.03	1.7	96.80	3.5	180,600	-1.1	131,414	0.6	17,481,376	2.3
Total	Current Month	73.3	7.9	146.52	2.8	107.44	10.9	65,100	0.0	47,737	7.9	6,994,418	10.9
	Year To Date	67.8	13.1	146.02	6.7	99.07	20.6	638,400	0.0	433,110	13.1	63,244,527	20.6

Weekday / Weekend		Occupancy (%)		ADR		RevPAR		Supply		Demand		Revenue	
		Oct-19											
Weekday	Current Month	67.4	-3.8	164.57	-2.8	110.91	-6.5	40,664	40.4	27,405	35.1	4,509,970	31.3
(Sun-Thu)	Year To Date	59.6	-4.3	167.61	3.2	99.97	-1.3	383,876	6.5	228,971	1.9	38,377,013	5.1
Weekend	Current Month	61.0	1.7	113.62	-6.8	69.35	-5.3	14,144	40.4	8,633	42.8	980,886	33.0
(Fri-Sat)	Year To Date	53.5	-8.5	122.73	3.5	65.64	-5.2	151,428	6.3	80,985	-2.7	9,939,000	0.8
Total	Current Month	65.8	-2.5	152.36	-3.8	100.18	-6.3	54,808	40.4	36,038	36.9	5,490,856	31.6
	Year To Date	57.9	-5.4	155.88	3.5	90.26	-2.1	535,304	6.4	309,956	0.7	48,316,013	4.2

Geography Name	Last Processed Month	YTD Occupancy	YTD ADR	YTD RevPAR	YTD Occupancy Chg	YTD ADR Chg	YTD RevPAR Chg	YTD Revenue Chg	YTD Supply Chg	YTD Demand Chg
Atlanta - GA - Alpharetta/North	Oct 2023	64.97%	\$124.66	\$80.99	0.2%	5.2%	5.4%	9.6%	4.0%	4.3%
Atlanta - GA - Atlanta Airport	Oct 2023	72.10%	\$118.34	\$85.32	2.3%	7.9%	10.4%	13.0%	2.4%	4.7%
Atlanta - GA - Atlanta CBD	Oct 2023	65.37%	\$195.53	\$127.82	6.8%	6.4%	13.6%	15.0%	1.3%	8.1%
Atlanta - GA - Atlanta East	Oct 2023	63.99%	\$94.55	\$60.51	-6.4%	6.2%	-0.6%	1.3%	1.9%	-4.6%
Atlanta - GA - Atlanta Northeast	Oct 2023	71.56%	\$115.42	\$82.60	-1.8%	4.3%	2.4%	2.7%	0.3%	-1.5%
Atlanta - GA - Atlanta Northwest	Oct 2023	64.84%	\$104.95	\$68.05	1.0%	4.0%	5.1%	4.7%	-0.3%	0.7%
Atlanta - GA - Atlanta South	Oct 2023	67.45%	\$94.44	\$63.70	-4.3%	3.3%	-1.1%	-0.3%	0.8%	-3.5%
Atlanta - GA - Atlanta West	Oct 2023	64.74%	\$90.13	\$58.36	-4.0%	3.5%	-0.7%	-1.2%	-0.5%	-4.5%
Atlanta - GA - Brookhaven	Oct 2023	62.40%	\$110.46	\$68.94	1.4%	3.8%	5.3%	5.3%	0.0%	1.4%
Atlanta - GA - Buckhead	Oct 2023	64.27%	\$173.36	\$111.42	6.0%	7.3%	13.7%	15.7%	1.7%	7.9%
Atlanta - GA - Chamblee/Norcross	Oct 2023	64.72%	\$82.85	\$53.62	-2.1%	4.7%	2.6%	3.0%	0.5%	-1.6%
Atlanta - GA - Dunwoody	Oct 2023	67.00%	\$146.02	\$99.07	13.1%	6.7%	20.6%	20.6%	0.0%	13.1%
Atlanta - GA - Galleria/Marietta	Oct 2023	65.60%	\$126.60	\$83.05	3.6%	6.8%	10.7%	9.0%	-1.5%	2.1%
Atlanta - GA - Perimeter Center/Roswell	Oct 2023	66.65%	\$118.58	\$79.03	5.2%	6.8%	12.3%	14.2%	1.7%	6.9%
Atlanta - GA - Perimeter w/o Dunwoody	Oct 2023	64.96%	\$105.14	\$68.32	1.6%	5.1%	6.8%	9.3%	2.4%	4.0%
Atlanta - GA - Sandy Springs	Oct 2023	68.40%	\$113.81	\$77.83	4.1%	3.7%	7.9%	12.2%	4.0%	8.2%
Atlanta GA Metro	Oct 2023	66.50%	\$127.07	\$84.52	0.9%	7.0%	8.1%	9.2%	1.0%	2.0%
Georgia	Oct 2023	63.60%	\$125.67	\$79.96	0.2%	5.8%	6.0%	6.6%	0.6%	0.8%
Georgia North - Athens/Gainesville	Oct 2023	64.70%	\$132.48	\$85.71	-3.7%	10.1%	6.1%	5.8%	-0.3%	-3.9%
Georgia North - Georgia Northeast	Oct 2023	54.68%	\$161.56	\$88.35	-1.9%	3.7%	1.7%	1.7%	0.0%	-2.0%
Georgia North - Georgia Northwest	Oct 2023	52.94%	\$103.22	\$54.65	-4.3%	5.1%	0.6%	-3.9%	-4.5%	-8.6%
Georgia South - Albany/Southwest	Oct 2023	55.42%	\$92.32	\$51.16	0.6%	3.7%	4.4%	4.4%	-0.1%	0.6%
Georgia South - Brunswick/Kingsland	Oct 2023	59.11%	\$165.55	\$97.86	-2.8%	3.6%	0.8%	2.4%	1.6%	-1.2%
Georgia South - Columbus/Lagrange	Oct 2023	63.39%	\$125.55	\$79.58	1.1%	5.2%	6.3%	6.2%	-0.2%	0.9%
Georgia South - Georgia South Area	Oct 2023	54.60%	\$87.59	\$47.83	0.1%	2.8%	2.9%	2.1%	-0.7%	-0.6%
Georgia South - Valdosta/Lake Park	Oct 2023	59.82%	\$95.79	\$57.31	2.9%	0.8%	3.7%	4.8%	1.0%	3.9%
Macon/Warner Robins - GA - Macon	Oct 2023	51.52%	\$88.52	\$45.61	-7.0%	5.0%	-2.4%	-0.4%	2.0%	-5.1%
Macon/Warner Robins - GA - Perry/Warner Robins	Oct 2023	51.31%	\$96.35	\$49.44	-2.7%	4.8%	1.9%	1.9%	-0.1%	-2.8%
Savannah - GA - Savannah Airport	Oct 2023	73.81%	\$112.08	\$82.72	0.1%	4.1%	4.2%	6.0%	1.7%	1.8%
Savannah - GA - Savannah Historic District	Oct 2023	78.38%	\$229.94	\$180.22	3.5%	0.4%	3.9%	4.9%	1.0%	4.5%
Savannah - GA - Savannah I-95/South	Oct 2023	63.83%	\$90.91	\$58.03	0.7%	-3.2%	-2.5%	-1.7%	0.9%	1.6%
Savannah - GA - Savannah Midtown/East	Oct 2023	64.34%	\$110.71	\$71.23	-0.6%	-0.1%	-0.7%	-1.4%	-0.8%	-1.4%
Augusta - GA - AUGusta Area/Aiken	Oct 2023	61.7%	\$98.73	\$60.96	2.2%	8.4%	10.8%	4.7%	-5.5%	-3.4%
Augusta - GA - Augusta CBD/North Augusta	Oct 2023	58.4%	\$108.85	\$63.58	-1.7%	8.7%	6.9%	7.7%	0.8%	-1.0%
RANK OUT OF 34 GEORGIA MARKETS		7	6	4	1	9	1	1		1
Percentile	TOP	20.59%	17.65%	11.76%	2.94%	26.47%	2.94%	2.94%		2.94%



HOW DOES DUNWOODY RANK OUT OF 675 MARKETS IN THE US

 Geography Name	Last Processed Month	YTD Occupancy	YTD ADR	YTD RevPAR	YTD Occupancy Chg	YTD ADR Chg	YTD RevPAR Chg	YTD Revenue Chg	YTD Supply Chg	YTD Demand Chg
Atlanta - GA - Dunwoody	Oct 2023	67.0%	\$146.02	\$99.07	13.1%	6.7%	20.6%	20.6%	0.0%	13.1%
RANK OUT OF 675 US MARKETS		186	216	190	4	149	12	14		9
PERCENTILE										
675	TOP	27.6%	32.0%	28.1%	0.6%	22.1%	1.8%	2.1%		1.3%

Geography Name	YTD Occupancy	YTD ADR	YTD RevPAR	YTD Occupancy Chg	YTD ADR Chg	YTD RevPAR Chg	YTD Revenue Chg	YTD Demand Chg	YTD Supply Chg
Georgia	62.6%	\$118.27	\$74.00	5.5%	16.2%	22.6%	24.2%	7.0%	1.4%
ATLANTA, GA	64.9%	\$118.26	\$76.77	8.0%	18.3%	27.7%	30.6%	10.4%	1.2%
Dekalb County GA	63.0%	\$99.43	\$62.64	2.8%	16.2%	19.5%	23.3%	6.1%	3.1%
Dunwoody Hotels	58.7%	\$136.93	\$80.31	16.5%	19.4%	39.1%	46.3%	22.6%	5.2%
Atlanta - GA - Perimeter Center/Roswell	62.4%	\$110.66	\$69.01	7.2%	18.1%	26.6%	29.5%	9.7%	2.3%
Sandy Springs	64.8%	\$109.09	\$70.66	6.5%	14.6%	22.1%	25.5%	9.5%	2.8%
Brookhaven, GA	60.9%	\$105.79	\$64.47	9.3%	11.2%	21.5%	21.5%	9.3%	0.0%
Atlanta - GA - Alpharetta/North	64.0%	\$117.87	\$75.46	8.4%	18.1%	28.0%	32.8%	12.4%	3.8%
Atlanta - GA - Galleria/Marietta	62.0%	\$116.17	\$71.98	6.7%	16.1%	23.8%	25.5%	8.1%	1.3%
Georgia North - Athens/Gainesville	65.9%	\$121.18	\$79.82	9.2%	18.0%	28.9%	28.5%	8.9%	-0.3%
Atlanta - GA - Buckhead	60.1%	\$162.12	\$97.36	13.2%	13.6%	28.5%	38.7%	22.1%	7.9%
Atlanta - GA - Atlanta Northwest	63.4%	\$100.64	\$63.80	2.0%	12.9%	15.1%	13.9%	0.8%	-1.1%
Atlanta - GA - Atlanta Northeast	72.4%	\$110.37	\$79.84	6.6%	16.3%	24.0%	22.1%	5.0%	-1.5%
Atlanta - GA - Atlanta Airport	69.5%	\$109.44	\$76.05	12.9%	18.9%	34.2%	36.3%	14.6%	1.6%
Savannah - GA - Savannah I-95/South	62.7%	\$92.99	\$58.34	11.7%	12.3%	25.4%	27.8%	13.8%	1.9%
Savannah - GA - Savannah Historic District	74.7%	\$226.72	\$169.31	10.9%	13.8%	26.2%	28.8%	13.2%	2.0%
Savannah - GA - Savannah Airport	73.4%	\$107.34	\$78.83	5.2%	17.6%	23.6%	27.7%	8.6%	3.3%
Georgia South - Columbus/Lagrange	62.5%	\$120.25	\$75.17	6.1%	11.9%	18.7%	19.1%	6.5%	0.4%
Atlanta - GA - Atlanta CBD	59.9%	\$184.07	\$110.19	29.7%	16.7%	51.3%	56.8%	34.4%	3.6%
Georgia South - Brunswick/Kingsland	59.5%	\$157.56	\$93.75	2.7%	6.6%	9.5%	11.7%	4.7%	2.0%
Georgia North - Georgia Northeast	55.0%	\$156.23	\$85.93	3.4%	11.6%	15.4%	16.4%	4.3%	0.9%
Atlanta - GA - Chamblee/Norcross	65.3%	\$78.85	\$51.50	0.1%	15.3%	15.4%	18.8%	3.1%	3.0%
Atlanta - GA - Atlanta South	69.4%	\$90.80	\$63.00	-0.7%	10.0%	9.3%	12.8%	2.6%	3.2%
Macon/Warner Robins - GA - Macon	54.7%	\$84.08	\$46.02	-1.7%	11.3%	9.4%	13.6%	2.0%	3.9%
Savannah - GA - Savannah Midtown/East	63.5%	\$108.88	\$69.15	3.9%	10.8%	15.2%	13.0%	1.9%	-1.9%
Macon/Warner Robins - GA - Perry/Warner Robins	52.0%	\$91.69	\$47.71	0.1%	8.7%	8.8%	10.4%	1.5%	1.4%
Atlanta - GA - Atlanta West	66.3%	\$86.89	\$57.58	2.7%	9.7%	12.6%	11.3%	1.4%	-1.2%
Georgia South - Georgia South Area	53.6%	\$85.01	\$45.55	0.1%	11.1%	11.2%	10.6%	-0.4%	-0.5%
Atlanta - GA - Atlanta East	67.5%	\$89.07	\$60.12	-2.4%	13.8%	11.1%	11.8%	-1.7%	0.7%
Georgia North - Georgia Northwest	54.1%	\$98.22	\$53.10	-3.0%	14.1%	10.7%	11.1%	-2.6%	0.4%
Georgia South - Albany/Southwest	54.2%	\$89.20	\$48.32	-3.6%	10.5%	6.5%	6.9%	-3.2%	0.4%
Augusta - GA - Augusta CBD/North Augusta	57.8%	\$97.63	\$56.45	-3.7%	17.3%	13.0%	11.5%	-5.0%	-1.3%
Georgia South - Valdosta/Lake Park	58.2%	\$94.73	\$55.09	-3.1%	13.0%	9.6%	6.8%	-5.5%	-2.5%
Augusta - GA - Augusta Area/Aiken	59.4%	\$90.32	\$53.63	-4.5%	17.3%	12.0%	10.3%	-6.0%	-1.5%
RANK OUT OF 34	26th	6th	6th	2nd	1st	2nd	2nd	2nd	2nd

GEORGIA

STR REPORT

FINAL 2022

REPORT

Period	Geography Name	YTD Occupan	YTD Occupancy Chg	YTD ADR	YTD ADR Chg	YTD RevPAR	YTD RevPAR Chg	YTD Revenue	YTD Revenue Chg
Dec 2019	Atlanta - GA - Alpharetta/North	69.3%	-1.4%	\$118.61	3.1%	\$82.16	1.7%	5.9%	
Dec 2019	Atlanta - GA - Atlanta Airport	74.0%	0.3%	\$105.02	2.3%	\$77.69	2.6%	5.3%	
Dec 2019	Atlanta - GA - Atlanta CBD	74.1%	1.1%	\$174.31	7.5%	\$129.20	8.6%	13.1%	
Dec 2019	Atlanta - GA - Atlanta East	65.9%	-1.4%	\$74.73	2.5%	\$49.25	1.1%	3.3%	
Dec 2019	Atlanta - GA - Atlanta Northeast	69.8%	-4.3%	\$94.02	0.8%	\$65.64	-3.5%	1.0%	
Dec 2019	Atlanta - GA - Atlanta Northwest	65.4%	-2.5%	\$84.68	0.6%	\$55.36	-1.9%	-1.3%	
Dec 2019	Atlanta - GA - Atlanta South	65.4%	-2.5%	\$78.36	2.3%	\$51.24	-0.2%	2.4%	
Dec 2019	Atlanta - GA - Atlanta West	61.5%	-4.3%	\$76.36	4.5%	\$46.94	-0.1%	-0.7%	
Dec 2019	Atlanta - GA - Buckhead	73.4%	-0.2%	\$166.01	6.1%	\$121.76	5.9%	3.5%	
Dec 2019	Atlanta - GA - Chamblee/Norcross	69.2%	-0.9%	\$74.53	3.1%	\$51.56	2.1%	1.3%	
Dec 2019	Atlanta - GA - Galleria/Marietta	67.6%	-1.9%	\$108.06	4.1%	\$73.05	2.1%	4.6%	
Dec 2019	Atlanta - GA - Perimeter Center/Roswell	63.9%	-3.5%	\$120.54	1.8%	\$77.00	-1.8%	1.2%	
Dec 2019	Atlanta GA	64.4%	-0.8%	\$106.89	3.6%	\$86.54	78.3%	3.4%	
Dec 2019	Atlanta Perimeter without Dunwoody	67.2%	-2.2%	\$108.85	0.4%	\$73.77	-1.8%	-2.1%	
Dec 2019	Brookhaven	69.7%	-3.3%	\$118.51	-3.4%	\$82.62	-0.6%	-3.4%	
Dec 2019	Dekalb County	64.7%	-2.5%	\$97.74	1.9%	\$63.24	-3.5%	2.3%	
Dec 2019	DUNWOODY	57.1%	-5.3%	\$153.48	1.9%	\$87.69	-3.5%	7.1%	
Dec 2019	Georgia	74.4%	-0.8%	\$106.89	3.6%	\$68.88	2.8%	5.0%	
Dec 2019	Georgia North - Athens/Gainesville	60.6%	-0.8%	\$104.63	2.4%	\$63.38	1.6%	6.5%	
Dec 2019	Georgia North - Georgia Northeast	52.2%	3.4%	\$124.44	0.8%	\$64.93	4.2%	4.2%	
Dec 2019	Georgia North - Georgia Northwest	54.9%	1.9%	\$80.11	-0.6%	\$43.94	1.3%	2.5%	
Dec 2019	Georgia South - Albany/Southwest	58.5%	3.0%	\$79.94	2.6%	\$46.80	5.6%	5.1%	
Dec 2019	Georgia South - Brunswick/Kingsland	62.9%	2.3%	\$131.31	-0.1%	\$82.64	2.3%	4.6%	
Dec 2019	Georgia South - Columbus/Lagrange	61.4%	1.1%	\$102.43	6.9%	\$62.89	8.0%	10.1%	
Dec 2019	Georgia South - Georgia South Area	51.3%	-1.6%	\$72.43	1.4%	\$37.15	-0.3%	0.7%	
Dec 2019	Georgia South - Valdosta/Lake Park	56.4%	-5.5%	\$77.86	1.4%	\$43.92	-4.2%	0.5%	
Dec 2019	Sandy Springs	70.7%	-2.2%	\$123.24	1.6%	\$87.26	-0.6%	-0.7%	
Dec 2019	Savannah - GA - Savannah Airport	67.9%	-1.8%	\$88.46	1.1%	\$60.06	-0.7%	3.3%	
Dec 2019	Savannah - GA - Savannah Historic District	78.0%	0.5%	\$174.63	0.3%	\$136.26	0.8%	5.2%	
Dec 2019	Savannah - GA - Savannah I-95/South	57.6%	-0.4%	\$73.87	-2.4%	\$42.55	-2.8%	-0.7%	
Dec 2019	Savannah - GA - Savannah Midtown/East	65.8%	-2.5%	\$89.38	-0.7%	\$58.78	-3.2%	0.3%	
	Rank OUT of 31 2019	27th	30th	4th	15th	4th	28th	3rd	

GEORGIA
STR REPORT
FINAL 2019



2023 YTD INDEX v Perimeter

ACTUAL Thru AUGUST, 2023

Occupancy (%)	Year To Date					
	2018	2019	2020	2021	2022	2023
City of Dunwoody-	57.9	36.9	51.0	60.0	67.8	
Atlanta Perimeter Ctr/Roswell+	70.6	69.3	46.8	60.9	64.0	65.0
Index	86.7	83.5	78.8	83.8	93.8	104.4
% Chg						
City of Dunwoody+	-15.3	-5.4	-36.3	38.3	17.6	13.1
Atlanta Perimeter Ctr/Roswell+	-3.7	-1.8	-32.4	34.6	5.0	1.6
ADR	Year To Date					
	2018	2019	2020	2021	2022	2023
City of Dunwoody+	150.58	155.88	118.88	113.85	136.83	146.02
Atlanta Perimeter Ctr/Roswell+	106.92	108.96	79.16	86.11	100.04	105.14
Index	140.8	143.1	150.2	132.2	136.8	138.9
% Chg						
City of Dunwoody+	6.6	3.5	-23.7	-4.2	20.2	6.7
Atlanta Perimeter Ctr/Roswell+	5.4	1.9	-27.4	5.7	16.2	5.1
RevPAR	Year To Date					
	2018	2019	2020	2021	2022	2023
City of Dunwoody+	92.19	90.26	43.86	58.10	82.12	99.07
Atlanta Perimeter Ctr/Roswell+	75.52	75.54	37.08	52.45	64.00	68.32
Index	122.1	119.5	118.3	110.8	128.3	145.0
% Chg						
City of Dunwoody+	-9.7	-2.1	-51.4	32.5	41.3	20.6
Atlanta Perimeter Ctr/Roswell+	1.5	0.0	-50.9	42.2	22.0	6.8

Chart Area

FAIR SHARE REPORT

100 = FAIRSHARE

Occupancy (%)	2023		
	Aug	Sep	Oct
This Year	64.3	69.3	73.3
Last Year	55.3	60.2	68.0
Percent Change	16.4	15.2	7.9

Year To Date		
2021	2022	2023
51.0	60.0	67.8
36.9	51.0	60.0
38.3	17.6	13.1

ADR	2023		
	Aug	Sep	Oct
This Year	138.68	140.57	146.52
Last Year	142.04	141.13	142.59
Percent Change	-2.4	-0.4	2.8

Year To Date		
2021	2022	2023
113.85	136.83	146.02
118.88	113.85	136.83
-4.2	20.2	6.7

RevPAR	2023		
	Aug	Sep	Oct
This Year	89.22	97.46	107.44
Last Year	78.51	84.93	96.91
Percent Change	13.6	14.8	10.9

Year To Date		
2021	2022	2023
58.10	82.12	99.07
43.86	58.10	82.12
32.5	41.3	20.6

Supply	2023		
	Aug	Sep	Oct
This Year	65,100	63,000	65,100
Last Year	65,100	63,000	65,100
Percent Change	0.0	0.0	0.0

Year To Date		
2021	2022	2023
600,492	638,400	638,400
548,208	600,492	638,400
9.5	6.3	0.0

Demand	2023		
	Aug	Sep	Oct
This Year	41,881	43,680	47,737
Last Year	35,983	37,913	44,245
Percent Change	16.4	15.2	7.9

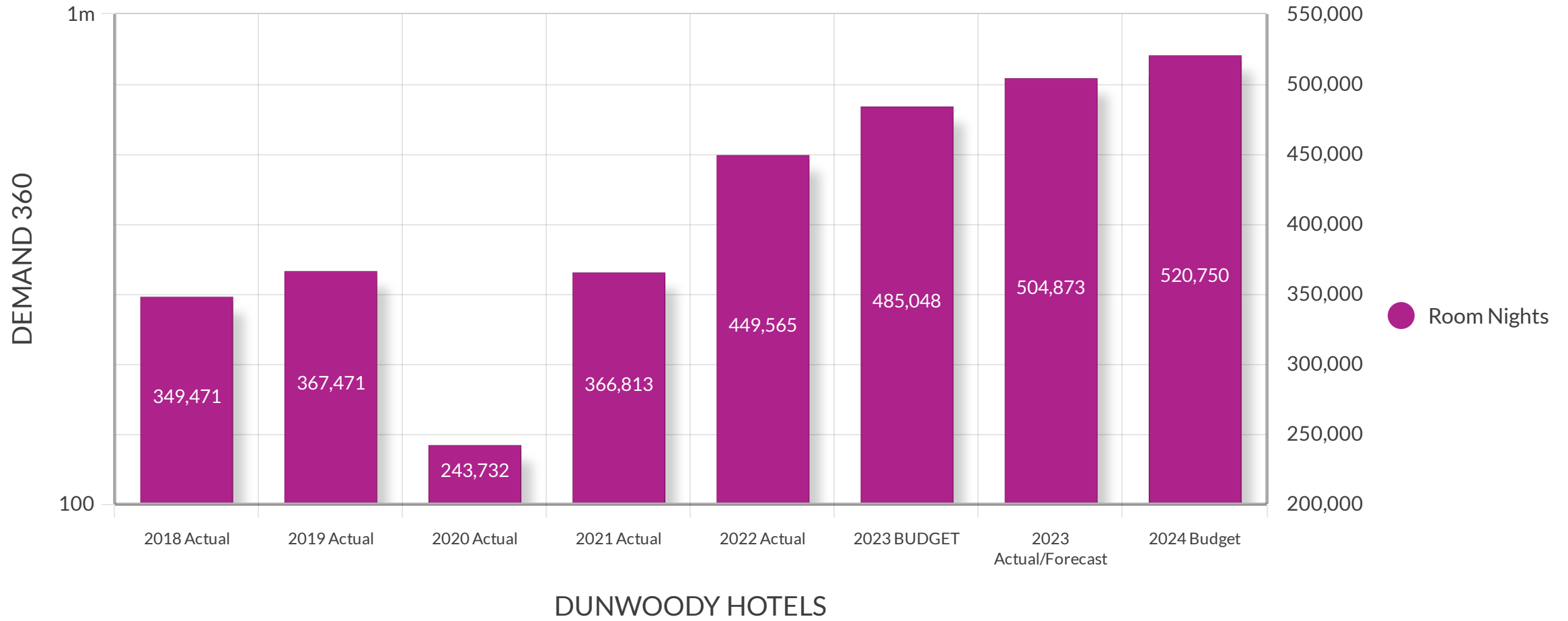
Year To Date		
2021	2022	2023
306,464	383,111	433,110
202,251	306,464	383,111
51.5	25.0	13.1

Revenue	2023		
	Aug	Sep	Oct
This Year	5,808,072	6,139,880	6,994,418
Last Year	5,110,925	5,350,655	6,308,692
Percent Change	13.6	14.8	10.9

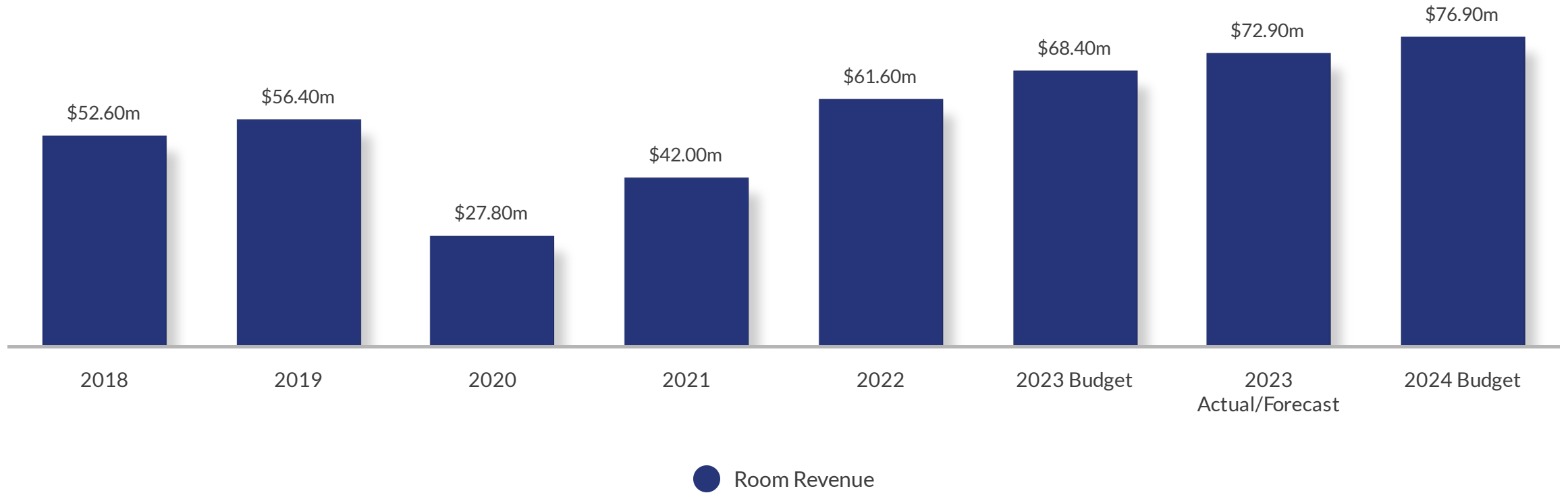
Year To Date		
2021	2022	2023
34,890,952	52,422,856	63,244,527
24,044,416	34,890,952	52,422,856
45.1	50.2	20.6

3 YEAR TREND

Dunwoody Hotels Room Nights



Dunwoody Hotels Room Revenue HISTORY



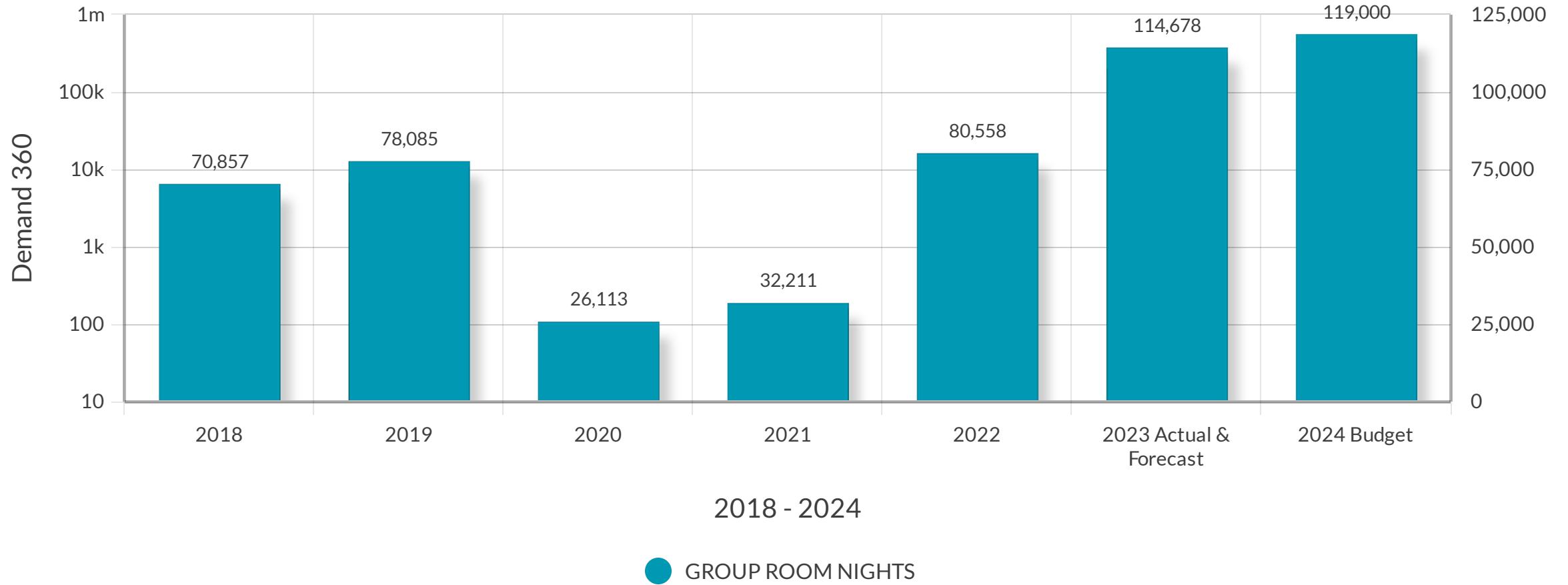
DISCOVER DUNWOODY HISTORICAL TAXABLE ROOM REVENUE

	Total Room Revenue	Taxable Room Revenue	Taxed %	Non Taxed %
2014	\$51,800,976			
2015	\$54,578,681			
2016	\$57,404,980	\$54,541,411	95.01%	4.99%
2017	\$60,487,030	\$56,487,453	93.39%	6.61%
2018	\$52,674,861	\$49,477,104	93.93%	6.07%
2019	\$56,399,045	\$53,640,968	95.11%	4.89%
2020	\$27,860,395	\$25,687,619	92.20%	7.80%
2021	\$42,075,838	\$31,968,154	75.98%	24.02%
2022	\$61,560,185	\$51,020,535	82.88%	17.12%
2023 Thru Sept	\$56,250,109	\$48,494,398	86.21%	13.79%



2023 SALES REVIEW

Dunwoody Hotels Group Room Nights



2018 - 2024

● GROUP ROOM NIGHTS

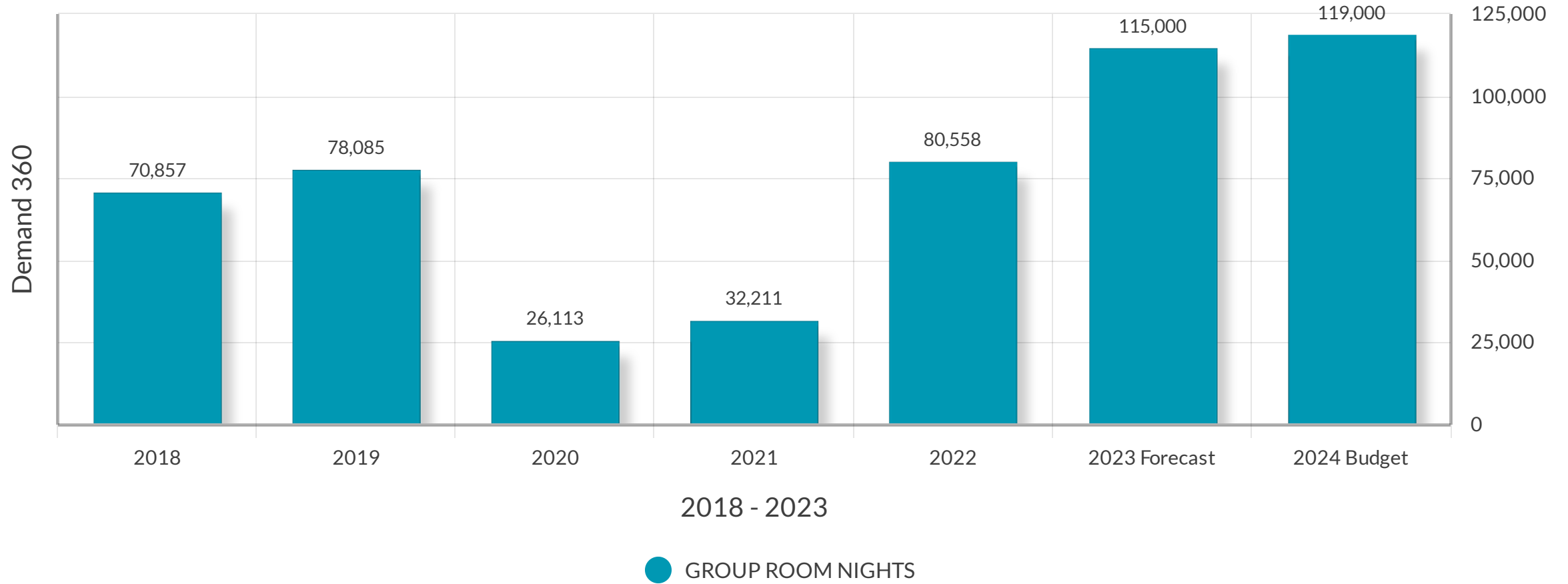
Dunwoody Hotels Group Room Nights



2019 - 2024

● Perimeter Hotels ● Dunwoody

Dunwoody Hotels Group Room Nights





2024 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



Our Sales Team Strategy

Focus

- Acquisition of New Business
- Retention of Existing Business
- Expansion of Existing Business
- Awareness of Comp-set and their assets
- Shift Market Share
- Create new Demand

Digital Engagements

CVent RFP Platform
 LinkedIn
 Video Interviews
 MINT

Introduce Planners to Dunwoody

Strategic Partnerships with Industry Organizations
 Site Visits
 Familiarization Tours
 Planner Events

Sales Engagements

Face 2 Face
 Telephone
 Email
 Social Solicitation - LinkedIn





discover
Dunwoody

2023 Marketing

2023 Key Marketing Successes

Top three marketing objectives and results

- 1 Book Direct Clicks - Averaged 1,010/Mo
- 2 Website Sessions - Average 25K since April
- 3 Social Media Engagement - Reach = 1.7M on FB & Insta



Mark Galvin -
Director of Marketing

Discover Dunwoody Marketing Team



Madison Holtz
Communications Manager



Emily Ensor-Gibson
Destination Experience Sales & Marketing
Coordinator



Ashley Rossolillo
Entertainment Coordinator

MARKETING



2023 Successes

- New, very effective, **Staff Members**
- **96 Blogs** - (2022: 39. By YE: 107)
- **Email Blast** Growth & Open Rate, Y/Y
- **Video Interviews/YouTube**
 - Added 74 videos (39 interviews)
 - 16.8K views, 408.2 watch hours & 121,632 impressions in 2023
- **Social Media**
 - Instagram reach 669,844 (↑ 1.3K%) & Followers: 10,798
 - Facebook reach: 962,200 (↑ 534.1%) & Followers: 23,248
 - LinkedIn posts and engagement

MARKETING

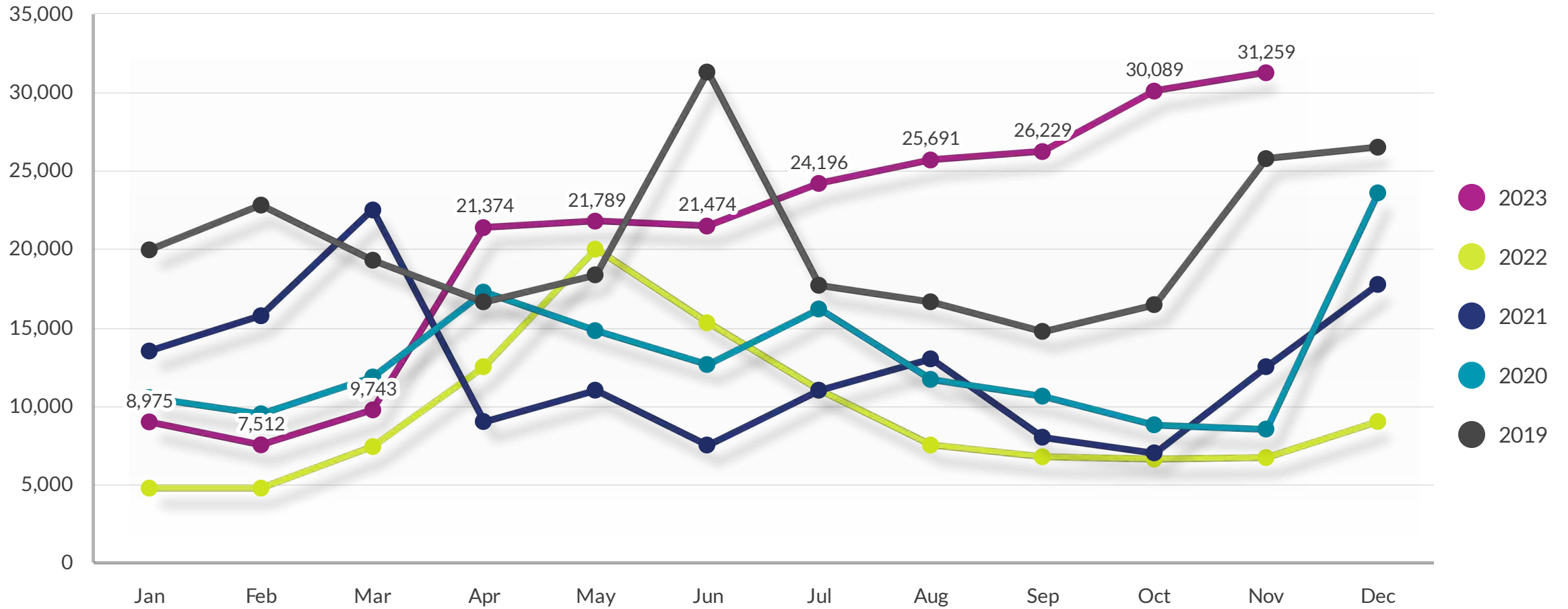


2023 Successes

- **Website Visits: Up to 30k per month**
 - Maintaining above 20K since April
 - TTL '22 visits: 112,253
 - YTD '23 visits: 197,072. Forecast Y/E: 250,637
- **Community Engagement**
- **Shifting Share: SimpleView "Book Now" Clicks over 1k/month**
- **Cox Next partnership**
 - Access Atlanta
 - Features like "Staycation Crowne Plaza"
 - Search Engine Marketing: 553k impressions/64k clicks
 - Social Media Marketing: 9.4m impressions/106k clicks
 - Mobile Precise Campaign: 5.9m impressions/18k clicks
 - DawgNation: 803k impressions/1,509 clicks

MARK GALVIN - DIRECTOR OF MARKETING

Website Monthly Sessions



MARKETING



Mission 2024

- Everything from 2023 will continue
- **NBC Universal Welcome Gift Baskets**
- Partnership with **Georgia Entertainment News** and website
 - Dunwoody is Funwoody.com
 - Dunwoody Dialogues hosted by Jezlan Moyet
- **Entertainment Production Professional of the Month**
- **Training Alliance**
- **Create Dunwoody Board involvement**
- **Atlanta Jewish Film Festival**
- **Bring all Social Media in house**
- **Leadership Perimeter graduation**
- **Website Updates**



Discover Dunwoody

2024 BUDGET





ACQUISITION RETENTION ADVOCACY PERIMETER-CENTRIC
 COMMUNITY-ENGAGEMENT ALLIANCES STEWARDSHIP
 BRAND-EQUITY DISCOVER DUNWOODY
 GEO-FENCE EXPANSION BT FILM STRATEGIC
 RESEARCH DIGITAL EVENTS TRANSIENT NBCU REDISCOVER MEETINGS
 COMMUNITY OUTREACH HUMAN-CAPITAL ASSEMBLY-ATLANTA
 WEEKENDS ADVERTISING BUSINESS TRAVEL

Discover Dunwoody 2024 Budget Revenue

Revenues	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	TOTAL	
Days in Month	91	91	92	92	366	
Supply (Monthly Room Nights)	191,100	191,100	193,200	193,200	768,600	
Occupancy Forecast	66.7%	71.4%	69.1%	63.8%	67.8%	3.0%
RN Forecast	127,500	136,500	133,550	123,200	520,750	3.1%
ADR Forecast	\$146.65	\$148.98	\$148.08	\$146.83	\$147.67	2.2%
Room Revenue Forecast	\$18,697,500	\$20,336,000	\$19,776,400	\$18,090,000	\$76,899,900	4.9%
Lodging Tax	3.00%	3.00%	3.00%	3.00%	3.00%	
2024 Hotel Tax Revenue	\$560,925	\$610,080	\$593,292	\$542,700	\$2,306,997	
2024 SHORT TERM RENTAL Tax Revenue	\$53,000	\$59,000	\$59,000	\$47,750	\$218,750	
2024 TOTAL TAX REVENUE	\$613,925	\$669,080	\$652,292	\$596,700	\$2,531,997	5.8%

2024 Discover Dunwoody BUDGET OVERVIEW

2024 Discover Dunwoody Budget	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	2024 Total	2023 Forecast	
Total Revenue	613,925.00	669,080.00	652,292.00	596,700.00	2,531,997.00	\$2,384,756.34	5.9%
Total 950.7540.511100.00 Employees/Personnel	219,199.99	190,224.99	219,199.99	190,225.03	\$ 818,850.00	\$717,500.00	14.1%
Total Admin	137,614.98	137,614.98	137,614.98	137,615.06	550,460.00	\$540,230.00	1.9%
Total Marketing	175,104.96	175,104.96	175,104.96	175,105.12	700,420.00	\$615,000.00	13.9%
Total Promotional & Sales	106,250.04	106,250.04	106,250.04	106,249.88	425,000.00	\$471,635.00	-9.9%
Total Expenditures	\$ 638,169.97	\$ 609,194.97	\$ 638,169.97	\$ 609,195.09	2,494,730.00	\$2,344,365.00	6.4%
Net Operating Revenue	-\$ 24,244.97	\$ 59,885.03	\$ 14,122.03	-\$ 12,495.09	37,267.00	\$40,391.34	-7.7%

Executive Summary

DISCOVER DUNWOODY

BUDGET COMPARISONS

PERSONNEL

14.1 % higher than 2023 Projections

- Additional Positions for full year
- Shifting Public Relations & Social Media In-house
- Higher Insurance /Benefits Cost
- Salary Adjustments

ADMINISTRATIVE

1.9% higher than 2023 Projections

- Rent & Storage Increase Cost
- Increased Sponsorships
- IT Support Cost Increase

MARKETING

13.9% higher than 2023 Projections

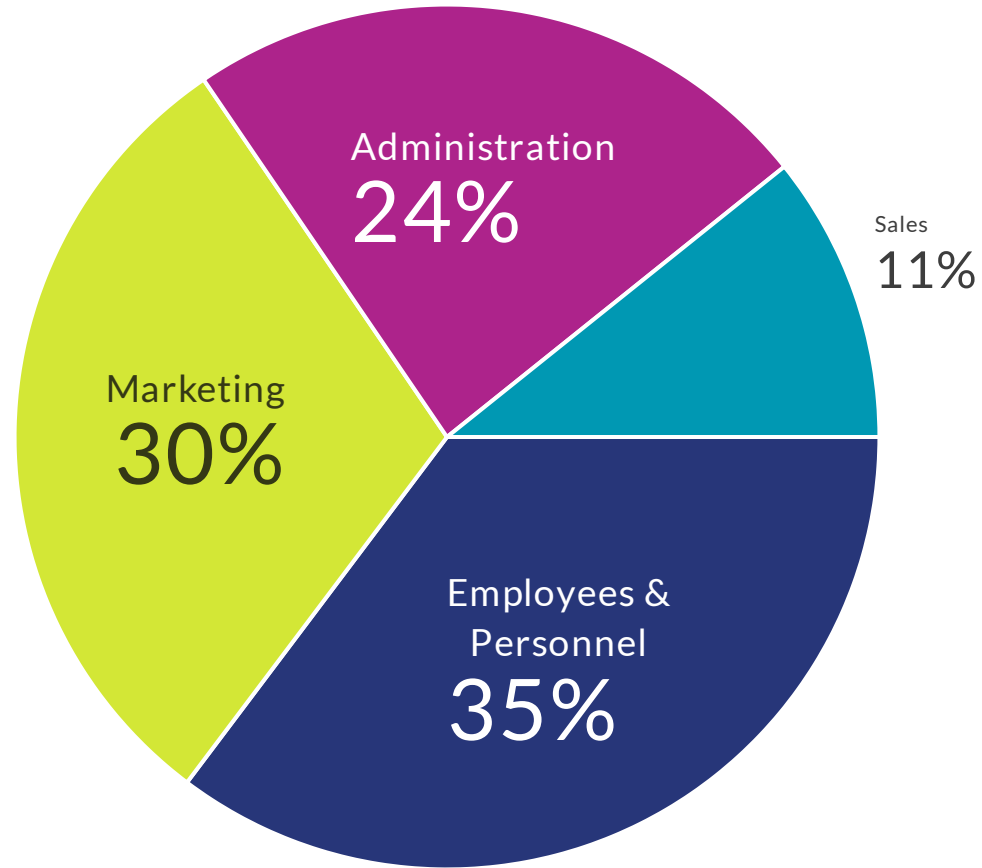
- Moving some line items to marketing from other departments*
- Additional Community Engagement
- Additional Film Strategy
- Additional Business Travel Strategy

SALES

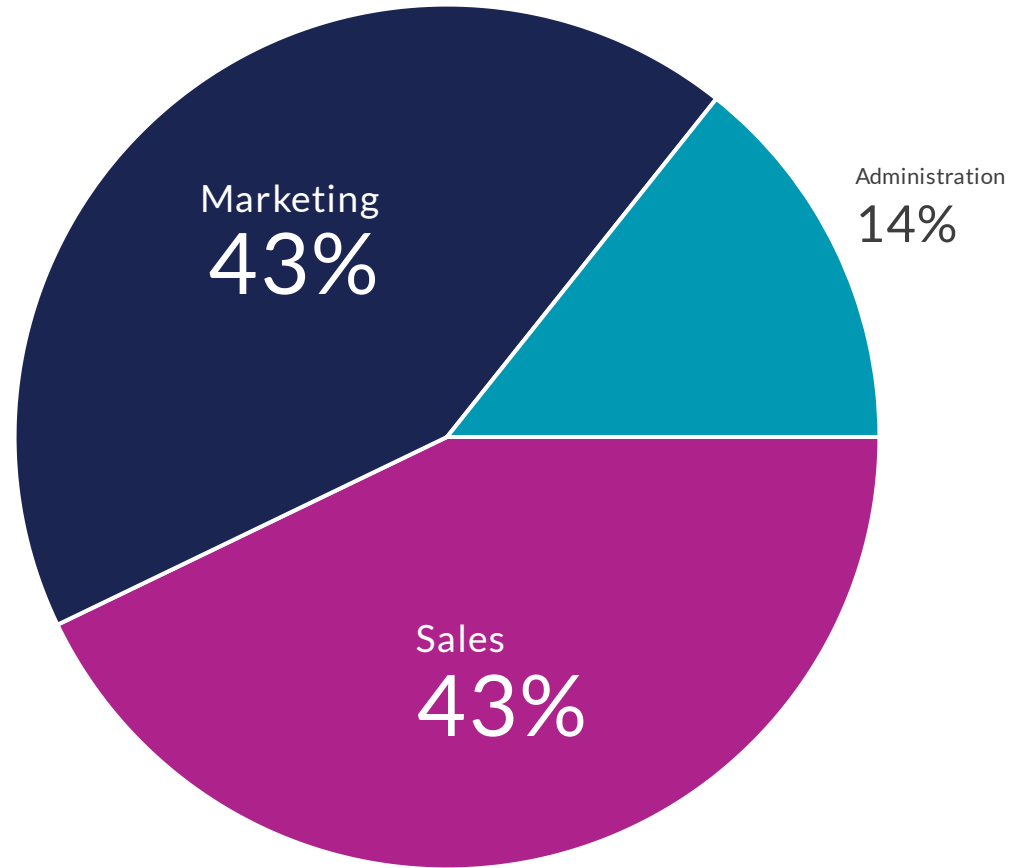
9.9% lower than 2023 Projections

- Some expenses from Sales Department moved to Marketing for 2024
- Enhanced the Incentive Program
- Georgia and Perimeter Centric
- Group, Film and Business Travel Focus

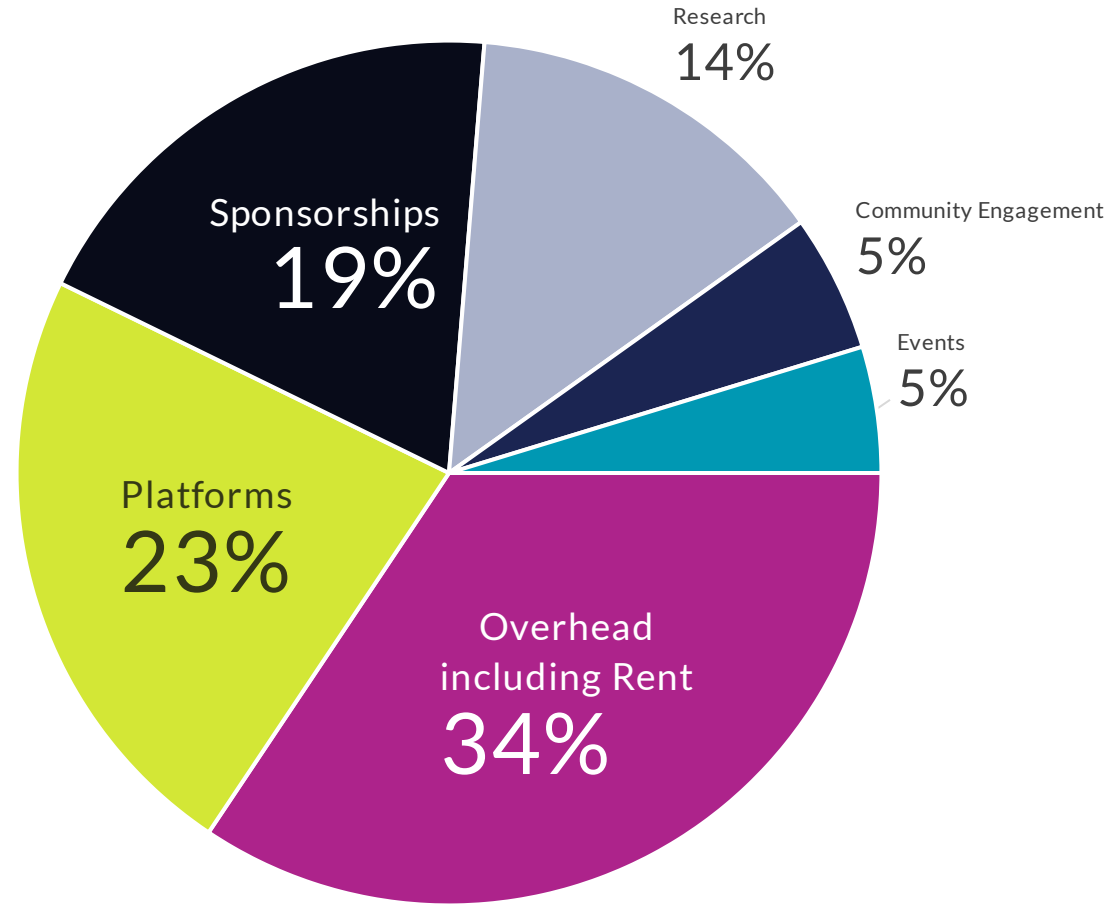
DEPARTMENT BUDGETS



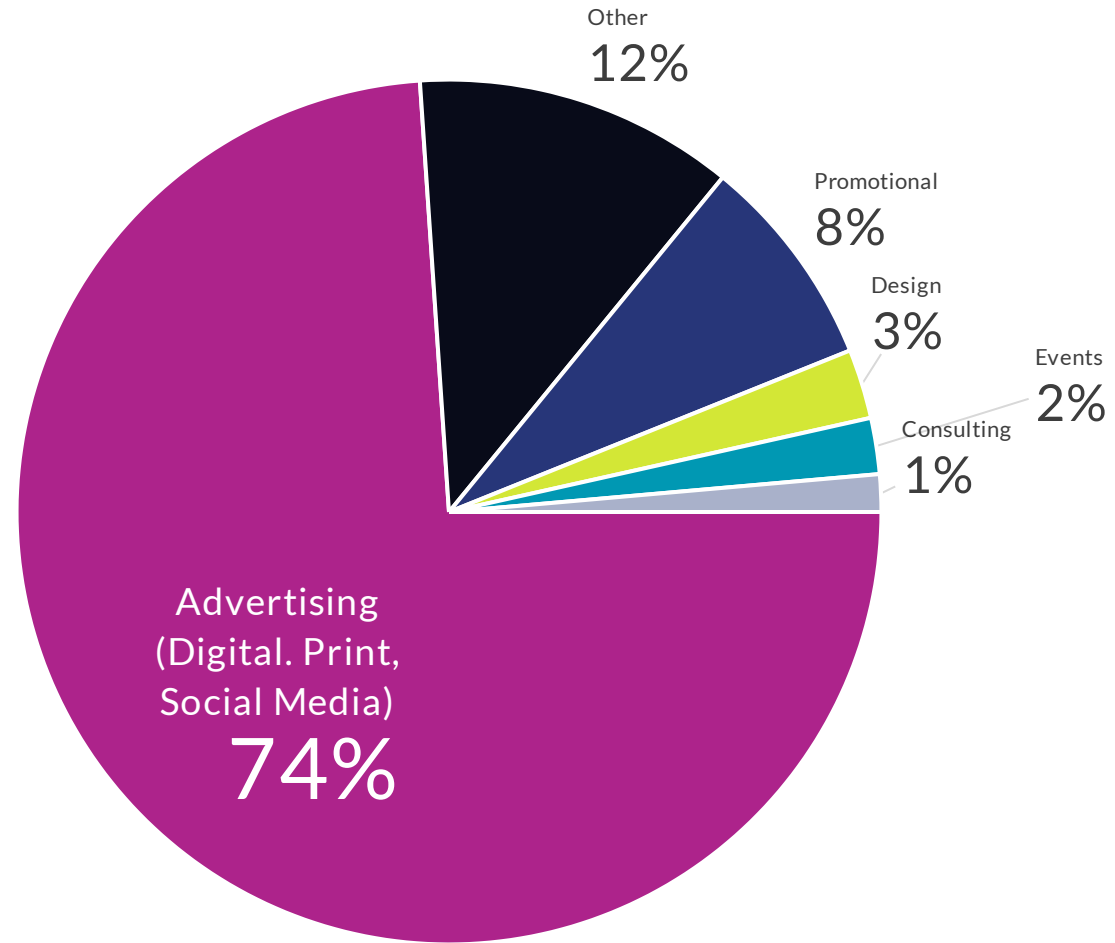
PERSONNEL



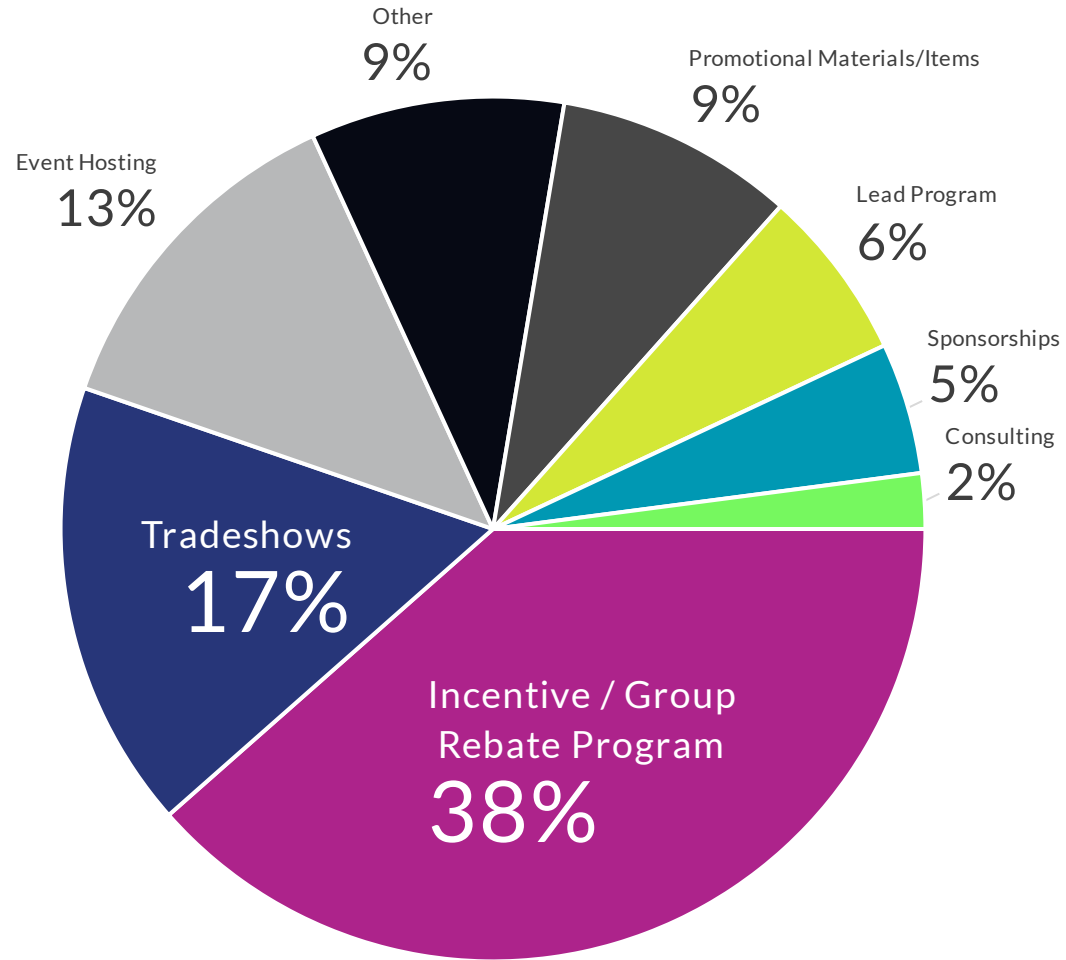
ADMIN BUDGET BREAKDOWN



MARKETING BUDGET BREAKDOWN



SALES BUDGET BREAKDOWN



2024 Discover Dunwoody Annual Budget

January - December 2024

	Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024	Jun 2024	Jul 2024	Aug 2024	Sep 2024	Oct 2024	Nov 2024	Dec 2024	Total
Tax Revenue	195,350	206,000	212,575	220,150	228,680	220,250	233,750	202,960	215,582	231,500	193,870	171,330	2,531,997
Employees/Personnel	57,758	57,758	103,683	57,758	57,758	74,708	57,758	83,958	77,483	57,758	57,758	74,708	818,850
Admin	45,872	45,872	45,872	45,872	45,872	45,872	45,872	45,872	45,872	45,872	45,872	45,872	550,460
Marketing	58,368	58,368	58,368	58,368	58,368	58,368	58,368	58,368	58,368	58,368	58,368	58,368	700,420
Promotional & Sales	35,417	35,417	35,417	35,417	35,417	35,417	35,417	35,417	35,417	35,417	35,417	35,417	425,000
Total Expenditures	197,415	197,415	243,340	197,415	197,415	214,365	197,415	223,615	217,140	197,415	197,415	214,365	2,494,730
Net Operating Revenue	-2,065	8,585	-30,765	22,735	31,265	5,885	36,335	-20,655	-1,558	34,085	-3,545	-43,035	37,267

S U C C E S S

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