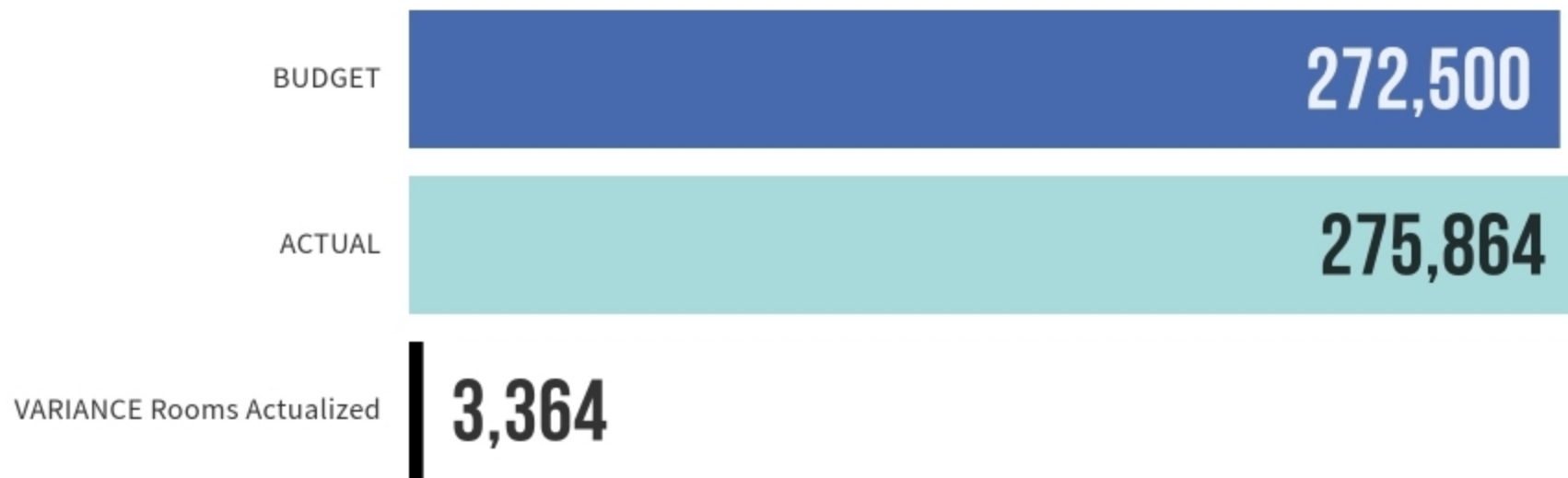


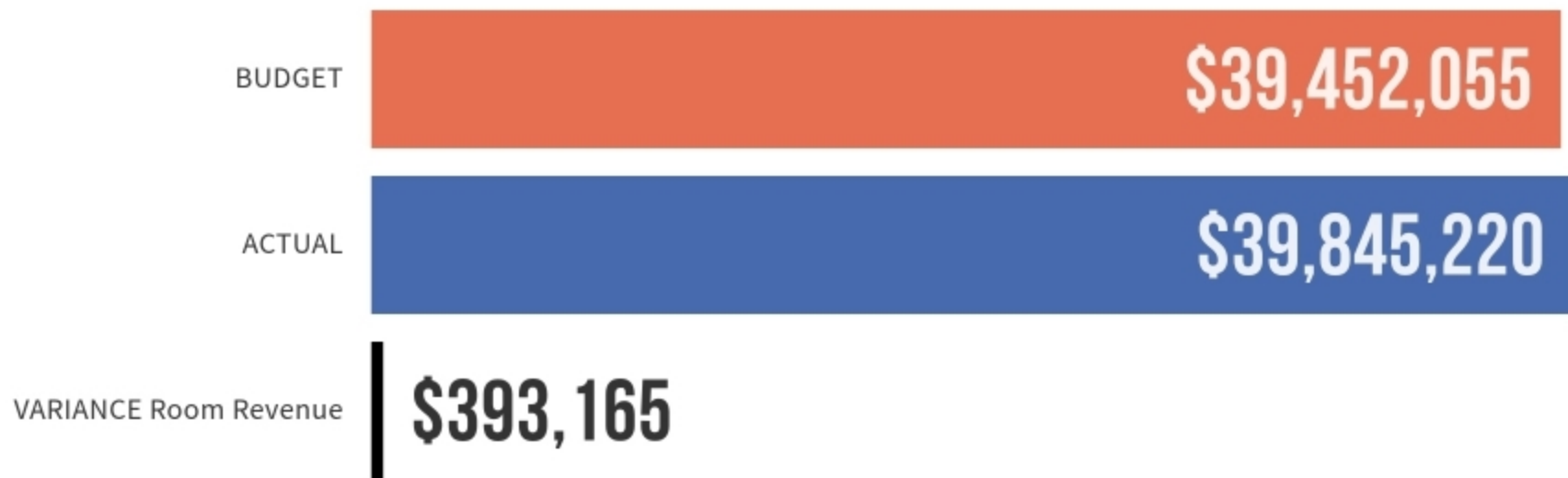
DISCOVER DUNWOODY MID-YEAR 2026



MID-YEAR 2026 ROOM DEMAND



MID-YEAR 2026 ROOM REVENUE



MID-YEAR METRO ATLANTA RANK

OUT OF 15 ATLANTA SUBMARKETS PER STR

OCCUPANCY

67.9%

- **RANK: 3RD**
 - 1st: Sandy Springs - 68.9%
 - 2nd: ATL Airport - 68.6%
- **OUTPERFORMED:**
 - USA: 63.0%
 - GEORGIA: 61.1%
 - ATLANTA: 64.1%
 - PERIMETER CENTER: 66.5%
 - ALPHARETTA: 62.8%
 - BUCKHEAD: 65.4%
 - GALLERIA-MARIETTA: 63.1%
 - BROOKHAVEN: 62.1%

AVERAGE DAILY RATE

\$144.44

- **RANK: 3RD**
 - 1st: ATL Central Business District - \$208.55
 - 2nd: Buckhead - \$182.65
- **OUTPERFORMED:**
 - GEORGIA: \$130.80
 - ATLANTA: \$131.21
 - PERIMETER CENTER: \$122.87
 - SANDY SPRINGS: \$108.33
 - ALPHARETTA: \$122.22
 - GALLERIA-MARIETTA: \$127.29
 - CHAMBLEE - NORCROSS: \$81.37
 - BROOKHAVEN: \$106.32
 - ATLANTA AIRPORT: \$116.95

REV PER AVAILABLE RM

\$98.06

- **RANK: 3RD**
 - 1st: ATL Central Business District - \$134.39
 - 2nd: Buckhead - \$119.48
- **OUTPERFORMED:**
 - GEORGIA: \$79.91
 - ATLANTA: \$84.04
 - PERIMETER CENTER: \$81.73
 - SANDY SPRINGS: \$76.64
 - ALPHARETTA: \$76.76
 - GALLERIA-MARIETTA: \$80.31
 - CHAMBLEE - NORCROSS: \$49.17
 - BROOKHAVEN: \$65.99
 - ATLANTA AIRPORT: \$80.21

TOURISM DASHBOARD

Mid-Year 2026 | January – June

#3.

Dunwoody's tourism economy remains strong, driving jobs, tax revenue and long-term prosperity.



275,867

ROOM NIGHTS
SOLD



\$39.85M

HOTEL ROOM
REVENUE



1,764

FULL-TIME EQUIVALENT
JOBS SUPPORTED



\$270.3M

TOTAL ECONOMIC
IMPACT



\$203.4M

VISITOR-RELATED
BUSINESS SALES



\$13.6M

LOCAL TAX
REVENUE



HOTEL PERFORMANCE

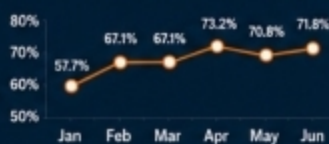
Year-to-Date Through June 2026

OCCUPANCY

71.8%

▲ +4.4 pts vs. 2025

2025: 67.4%



ADR

\$144.44

▲ +0.6% vs. 2025

2025: \$143.57



RevPAR

\$98.06

▲ +1.3% vs. 2025

2025: \$96.78



Source: STR – Dunwoody Hotels



VISITOR SPENDING BY CATEGORY

Mid-Year 2026



Source: EIC – Tourism Economics



ECONOMIC IMPACT ANALYSIS

Mid-Year 2026



\$270.3M

TOTAL ECONOMIC IMPACT
Direct, indirect & induced impact on the Dunwoody economy.



\$203.4M

VISITOR-RELATED BUSINESS SALES
Total business sales generated by visitor activity.



\$66.9M

PERSONAL INCOME
Income generated for Georgia workers.



1,764

JOBS SUPPORTED
Annual full-time equivalent jobs supported.

Source: EIC – Tourism Economics

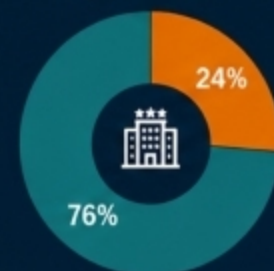


LOCAL TAX BENEFITS

Mid-Year 2026

Total Local Taxes Generated

\$13.6M



Source: EIC – Tourism Economics

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Why This Matters to the City

#3.

Generates **\$13.6 million** in local tax revenue.

Supports approximately **1,764** annual full-time equivalent jobs.

Produces more than **\$270.3 million** in total economic impact.

Generates over **\$203.4 million** in visitor-related business sales.

Creates nearly **\$66.9 million** in personal income for Georgia workers.

Keeps tourism-funded benefits off Dunwoody resident taxpayers.

Tourism is one of Dunwoody's strongest economic engines.

It generates jobs, business sales, tax revenue, and long-term economic prosperity—all funded by visitors rather than Dunwoody residents.

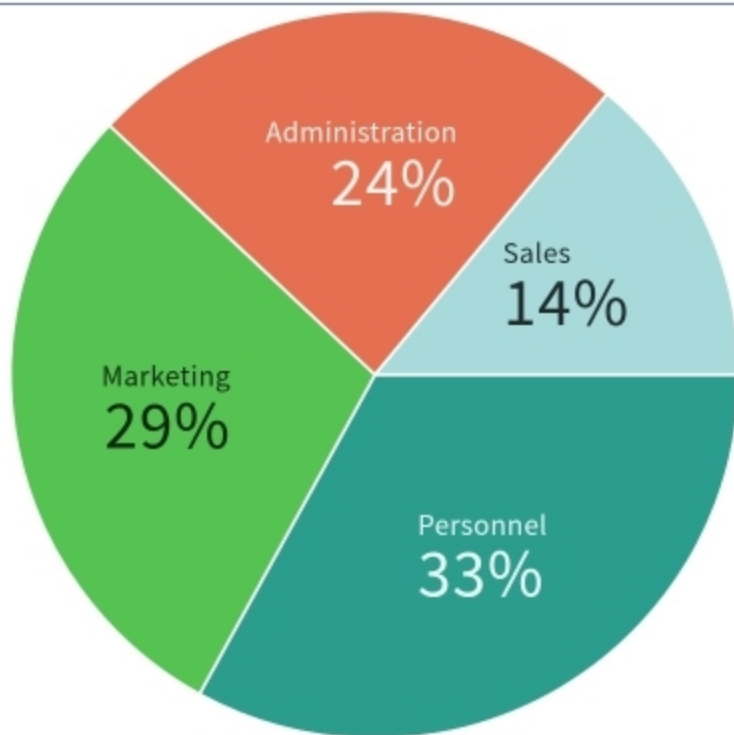
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Discover Dunwoody
Budget vs. Actuals: Budget_2026_P&L_1 - FY26 P&L

January - June, 2026

	Total			
	Actual	Budget	over Budget	% of Budget
Total Revenue	\$ 1,337,603.62	\$ 1,329,562.00	\$ 8,041.62	100.60%
950-7540.511100.00 Employees/Personnel/Salaries	373,366.19	371,000.00	2,366.19	100.64%
950-7540.512100.00 Employees/Personnel/Benefits	62,649.76	56,700.00	5,949.76	110.49%
950-7540.512200.00 Employees/Personnel/Soc Sec	28,942.22	30,000.00	-1,057.78	96.47%
Total Admin	\$ 324,268.63	\$ 332,685.00	-\$ 8,416.37	97.47%
Total Marketing	\$ 406,166.26	\$ 385,954.00	\$ 20,212.26	105.24%
Total Promotional & Sales	\$ 186,767.12	\$ 209,100.00	-\$ 22,332.88	89.32%
Total Expenditures	\$ 1,382,160.18	\$ 1,385,439.00	-\$ 3,278.82	99.76%
Net Operating Revenue	-\$ 44,556.56	-\$ 55,877.00	\$ 11,320.44	79.74%

MID-YEAR EXPENDITURES



FIRST HALF HIGHLIGHTS: MARKETING PERFORMANCE SNAPSHOT!

These are the metrics we live
by...January to June, 2026.

Paid Media Impressions

39,450,832

Instagram Impressions

1,873,900

Instagram Followers

28,011 (+21%)

SEO Impressions

4,980,181

LinkedIn Followers

3,656 (+16.5 %)

SEM Clicks/Google

39,854

BLOGS - 70 PUBLISHED IN 2026

Why blogs are important:

- **Improves online visibility:** Huge impact on search engine results
- **Supports AI-powered search:** AI tools increasingly rely on authoritative website content to answer travel-related questions and recommend destinations. Consistent, high-quality blogs help ensure Discover Dunwoody is included in those recommendations.
- **Builds long-term value:** Unlike social media posts, blogs continue to generate traffic and attract new visitors for months or years after they are published, making them a lasting marketing asset.

Top-performing blogs in June:

- Your Guide to Navigating MARTA
- What's New and Coming Soon in Dunwoody
- Best Happy Hour Specials in Dunwoody
- High Street New Entertainment Restaurants Open and Coming Soon
- Top Birthday Freebies and Special Deals in Dunwoody

City of Dunwoody Blog Collaboration:

Launching in August: Monthly blog series in partnership with the City of Dunwoody and surrounding organizations

First featured author: Michael Starling

Future contributors: Community leaders and partners, including local artist Huelani Mei (creator of the new Busy Bee sculpture)

Goal: Highlight City initiatives, economic development, public art, and other community-focused stories



Packet page:...

SALES SOCIAL MEDIA TAKEOVERS

TAKE OVER LINKEDIN FOR 4 ORGANIZATIONS

- Meeting Planners International (MPI)
Georgia Chapter, **2 social media takeovers**
- Georgia Society of Association Executives
- Society of Government Meeting Professionals
- Professional Convention Management Association, **2 social media takeovers**

- Features a Dunwoody hotel
- Showcasing meeting space, guest rooms, and amenities.
- Participants answer 3 Dunwoody trivia questions for engagement.

Giveaway: a complimentary hotel stay with a gift card to a Dunwoody restaurant.

Goal: Increased awareness for Dunwoody as a meeting destination while promoting hotels & local businesses

MPI GA Metrics from LinkedIn:

Announcement post:

- 19 likes
- 6 reposts

Le Meridien Promotional post:

- 40 likes
- 2 reposts

Main Trivia post:

- 32 likes
- 22 organic comments
- 12 reposts



Top Performing Instagram/Facebook Reels

133 original reels were created by Discover Dunwoody since January 1, 2026.

Chubby Cattle Opens at Perimeter Mall

Views: **227,414**

Reach: **6,401**

Accounts Engaged: **2,552**

Reel Interactions

(Likes/Shares/Saves): **2,264**



Chairs on Mt. Vernon Road before the 4th of July Parade

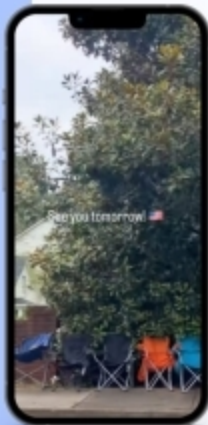
Views: **96,780**

Reach: **58,717**

Accounts Engaged: **2,261**

Reel Interactions

(Likes/Shares/Saves): **2,491**



Waka Flaka passes out NFA Burger on the Trolley Tour

Views: **117,075**

Reach: **66,661**

Accounts Engaged: **2,896**

Reel Interactions

(Likes/Shares/Saves): **4,048**



SALES ACCOMPLISHMENTS MID YEAR



TRADESHOWS – INDUSTRY EVENTS

Religious Conference Management Association
 Rendezvous South (Small Meeting Conference)
 Georgia Society of Association Executives
 Meeting Planners International / Georgia
 Society of Government Meeting Professionals / GA
 Florida Society of Association Executives
 Professional Conference Management Association/ Southeast



TRADESHOWS – INDUSTRY EVENTS

Professional Conference Management Association/ Convening Leaders
 Atlanta Convention & Visitors Bureau Customer events
 Dunwoody Personal Site Visits to Dunwoody Hotels
 Welcome Greetings to groups during opening Sessions
 Exhibit at multiple Industry Events around the country
 Provided VIP Dunwoody Items to Leaders of Industry



GROUP BOOKINGS

58,626 Actualize Group Nights
 31 New Group Bookings to the City
 6 Return group Bookings to City
 Customized Planner Engagements
 Engage with 200+ potential customers
 who never booked Dunwoody.

Dunwoody Leadership & Sponsorship in the Hospitality Industry

Industry Leadership

Discover Dunwoody's sales team serves in leadership roles within leading hospitality organizations, increasing Dunwoody's visibility and strengthening relationships with meeting professionals.

Mike Jackson, Chief Sales Officer

- National Leadership – SGMP
- 2nd Vice President – SGMP Georgia Chapter
- Education Committee – PCMA Southeast

Treasure Wilson, Senior Sales Manager

- Vice President of Communications – MPI Georgia Chapter

Strategic Industry Sponsorships

Discover Dunwoody invests in key industry organizations to build relationships, promote the destination, and generate future business.

- **GSAE** – Association Executives
- **MPI Georgia** – Meeting Professionals
- **PCMA Southeast** – Convention & Business Events
- **SGMP Georgia** – Government Meetings

Value to the City of Dunwoody

Our leadership and sponsorships help to:

- Attract corporate, association, government, education, nonprofit, and reunion business.
- Increase Dunwoody's visibility among meeting planners.
- Build long-term industry relationships.
- Drive hotel occupancy, visitor spending, and economic impact.
- Position Dunwoody as a premier meetings destination.