



### UPSCALE EXPERIENCE

# PREMIUM MARGINS



Embassy Suites by Hilton<sup>TM</sup> is an upper upscale, all-suite hotel brand that anticipates the needs of both business travelers and families. The brand delivers what matters most: space and service—plus value-added amenities that guests prefer. With more than 30 years in the industry, this award-winning brand combines full-service benefits with a focused-service staffing model. When you invest in Embassy Suites, you join a unique frontrunner, becoming part of a decadeslong success story. Embassy Suites is a strong addition to every hotel portfolio.

### SYSTEM SIZE AND LOCATIONS

251 OPEN HOTELS 43
HOTELS IN

U.S.,
CANADA
& CALA
LOCATIONS

### WHY DEVELOPERS CHOOSE EMBASSY SUITES

**ADAPTABILITY.** The "kit-of-parts" construction of Embassy Suites makes this brand an extremely flexible partner for a variety of project types, sites and markets.

**FLEXIBILITY.** In its latest prototype the brand allows up to 20% studio suites, which helps owners increase keys in their projects.

**RECESSION RESILIENCE.** Over its 30-year history, the brand has continuously performed well—particularly during recessions, Embassy Suites has historically delivered strong and stable results.

**ON-POINT STYLE.** Ensuring guests' comfort is equally matched with style, hotels stay current on renovation trends—increasing appeal, loyalty and performance.

**CATEGORY OF ONE.** Providing a unique culture and stay experience, Embassy Suites is the distinct frontrunner in the upper upscale category, with no significant segment competitor.

## WHY GUESTS CHOOSE EMBASSY SUITES

#### **COMFORT AND SPACE.**

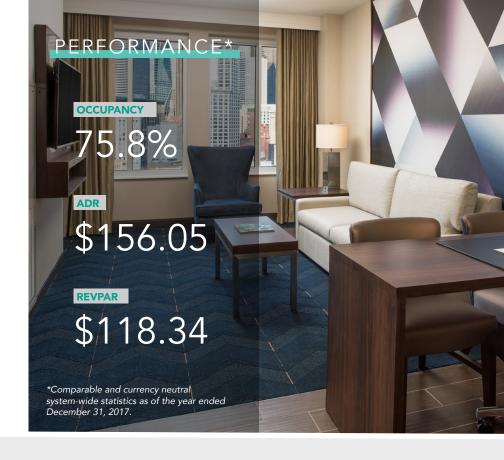
Every spacious suite has separate working and bedroom areas, which are ideal for either business or leisure travelers.

#### PERKS.

Embassy Suites offers guests what they need and want—including a cooked-to-order breakfast, nightly Evening Reception, fitness center, business services, in-room mini-fridge and microwave, plus complimentary WiFi for Hilton Honors members.

#### SATISFACTION GUARANTEED.

Embassy Suites promises an exceptionally satisfying stay for every guest, every time.



### THE HILTON PERFORMANCE ADVANTAGE

As the upper upscale, all-suite brand in the Hilton portfolio, Embassy Suites owners and operators benefit from Hilton's power, reputation, scale and performance engine— all delivered by the world's premier hospitality company.

Hilton Honors<sup>TM</sup> is our award-winning guest loyalty program that connects you with its nearly 80 million members. Hilton Honors also offers direct marketing efforts designed to drive immediate business to your property.

**Regional Marketing** teams supporting the Americas, EMEA and APAC regions take a purposeful, customer-oriented approach to inspiring demand for our hotels.

**Portfolio Marketing** initiatives leverage the power of our 15 global brands, combining resources to maximize efficiencies and the return on each marketing investment.

**Hilton Worldwide Sales** is a global team of sales professionals located in major markets that supports hotels in the Hilton portfolio through industry knowledge, resources, expertise and account management.

**Hilton Reservations and Customer Care** employs thousands of highly skilled, multilingual customer service professionals who work around the clock to keep rooms booked and guests happy.

Online Services put your property at travelers' fingertips wherever they are, with the latest mobile, search and online channels providing locally relevant content in more than 20 languages.

**Revenue Management** helps you maximize profits while increasing guest satisfaction, with industry-leading pricing and yield management capabilities.

Information Technology is critical for your property's success. Our industry-leading OnQ suite seamlessly handles reservations and property management systems, StayConnected provides reliable in-room internet access, and LightStay tracks your property's sustainability efforts.

**Hilton Supply Management** leverages Hilton's purchasing power to bring you competitive pricing on superior products and services.

Learn more at hilton.com/development.

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