



# UPSCALE EXPERIENCE | PREMIUM MARGINS



Embassy Suites by Hilton™ 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 decades-long success story. Embassy Suites is a strong addition to every hotel portfolio.

## SYSTEM SIZE AND LOCATIONS

251  
OPEN  
HOTELS

43  
HOTELS IN  
THE PIPELINE

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™** 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.](https://www.hilton.com/development)

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