



INDUSTRY TRENDSETTER



Home2 Suites by Hilton™ is a fresh take on the mid-scale, all-suite hotel. Expand your hotel portfolio with our signature, modern-style brand that's perfect for the sophisticated, value-conscious, extended-stay traveler. Our focus on extended stay (5+ consecutive nights) drives shoulder night and weekend occupancy. The brand's innovative prototype combined with our sustainable practices and products ensures cost-effective development and operation. Home2 Suites drives a strong value proposition for owners while offering unique amenities for guests, including our eco- and pet-friendly spaces plus free breakfast, laundry and fitness centers and more. We invite you to join the Home2 Suites' family—a smart investment for your hotel portfolio.

SYSTEM SIZE AND LOCATIONS

275+
OPEN
HOTELS

400+
HOTELS IN
THE PIPELINE

**U.S. &
CANADA**
LOCATIONS

WHY DEVELOPERS CHOOSE HOME2 SUITES

FLEXIBLE GROWTH OPPORTUNITIES. The Home2 Suites' prototypical footprint is less than two acres, perfect for new builds, adaptive reuse and mixed-use projects.

DESIGN AND STAFFING EFFICIENCIES. Lower operating costs through smaller staffing, reduced cleaning schedules, bulk shower amenities as well as energy efficient appliances and lighting all come together to create a productive and cost-effective business model.

POSITIVE PERFORMANCE. One of the fastest-growing brands in the industry, Home2 Suites delivers consistent performance in several key areas such as market share and customer satisfaction.

FRESH UPDATES. To maintain the appeal of the brand, hotels are typically renovated at year seven.

HILTON HONORS CONTRIBUTION. Our loyal Hilton Honors members are powerful allies in the success of Home2 Suites—about 67% of Home2's guests are Honors members who love and appreciate what our brand offers.

ECO-CONSCIOUS DEVELOPMENT. The prototype features many sustainable products that do not compromise value or comfort.

WHY GUESTS CHOOSE HOME2 SUITES

STYLISH, VERSATILE SUITES.

Every guest suite at a Home2 Suites is a stylish studio or one-bedroom suite that includes a kitchen and workspace for flexible comfort.

VALUE-ADDED BENEFITS.

Attractive complimentary amenities include free Wi-Fi and free hot breakfast each morning.

FOUR-LEGGED FRIENDS.

Guests don't need to leave their pets behind when they travel on family vacations or even business trips—fur babies are always welcome for a small fee, which covers cleaning after checkout.

PERFORMANCE*

OCCUPANCY

78.7%

ADR

\$116.91

REVPAR

\$92.03

*Comparable and currency neutral system-wide statistics as of the year ended December 31, 2017.



THE HILTON PERFORMANCE ADVANTAGE

As the upper midscale, all-suite brand in the Hilton portfolio, Home2 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.

Hilton Enterprise 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, property management tool, 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).

This is not an offer to sell or solicitation to buy a franchise. The US Federal Trade Commission and some states and provinces regulate the offer and sale of franchises. Offers will only be made in compliance with applicable law, including providing a Franchise Disclosure Document where required. Hilton Franchise Holding LLC, 7930 Jones Branch Drive, McLean, VA 22102. MN registration number 7829.