

## A Lifestyle Micro-Hotel In Prime Urban Global Locations



### DEVELOPMENT

We have major plans for development at Motto. Check out our numerous deals in different stages of development in global prime urban neighbourhoods. To learn more about our development opportunities, please visit [hilton.com/development](http://hilton.com/development)

Atlanta / Lima / Mexico City / New York City  
Washington D.C.

### VALUE PROPOSITION

#### MICRO

Optimises revenue generation per square foot and provides flexible brand standards for hard to utilise prime urban locations

#### VALUE

Focus on affordability, giving guests flexibility to pay for what they want; no complimentary offerings

#### LOCATION

Prime locations in urban centres where our target guest wants to be

#### EXPERIENCE

Authentic, local, engaging, unique offering, driven by Motto Commons design and F&B offering

### PROGRAMMING

#### Rooms

- Efficient rooms, no fuss or muss, targeting ~15 square metres/~165 square feet
- Linking Rooms: Guests can book two, three or more with the ability to book multiple inter-connecting rooms in advance

- Premium coffee experience - can be integrated with bar or standalone
- Social, activated bar with enough food to support beverage sales. Must feature breakfast-specific offerings
- Third-party restaurants are encouraged

#### Food & Beverage

#### Amenities

- Fitness Centre
- Meeting Space (Market Driven)

### GUEST PROFILE – URBAN EXPLORERS

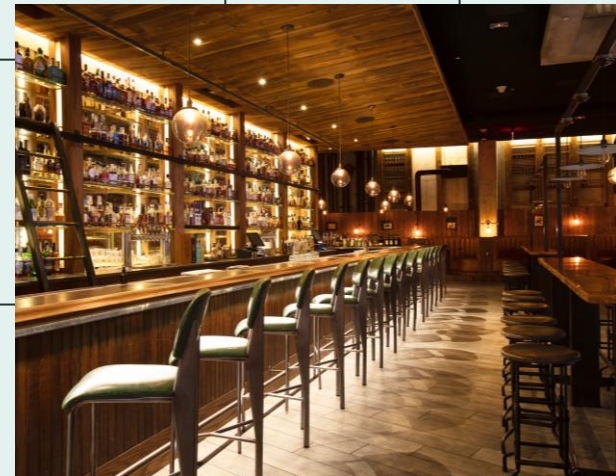
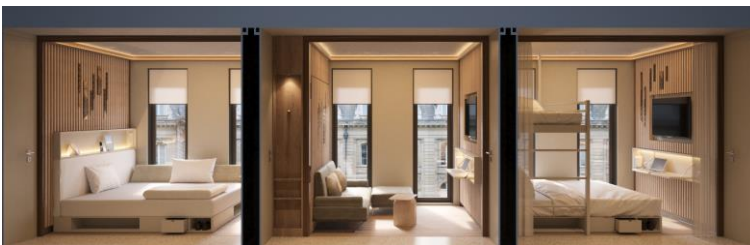
- Travelers who create shareable moments in key urban locations, whether traveling for work or play, in a group or solo
- They think experience is everything and are willing to make smart trade-offs
- They are looking to see the world and connect to local cultures and experiences. They want to stay in places that give them access to the local scene, not the heavily touristed areas.

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## A VIEW OF OUR ROOMS

It's app-powered mobile check-in. It's unplugging from the world and connecting with yourself. We're re-imagining the hotel experience.

- As a micro-hotel, we have a smaller environmental footprint by design
- Efficient rooms targeting ~15 square metres/~165 square feet
- Connected Room technology makes it easy to control the lights, climate, and TV from the Hilton Honors app
- Create your ideal space and size with flexible furniture and rooms that link
- Acoustically friendly materials and quiet mechanical systems contributing to a good night's sleep
- Outfitted with Malin+Goetz products



## ANYTHING BUT COMMON

Bespoke to each location, our Motto Commons offers a dynamic space to work / drink / eat / think/ chat / laugh / rest / ponder.

### Premium Coffee Experience

Bright, airy, friendly, the coffee experience is a destination for hotel guests and locals alike. A light food offering and great coffee bring this space to life as it transitions from day to night.

### Locally Curated Food & Beverage

Activated in the locally inspired Commons, Motto's beverage-forward program appeals equally to guests and locals through its thoughtfully curated and approachable menu.

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