

Embassy Suites



EMBASSY
SUITES
by HILTON™



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About Embassy Suites by Hilton

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SUITES

Embassy Suites by Hilton is an **upper-upscale, all-suite** hotel brand that anticipates needs of both **business travelers** and **families**, and delivers what matters most. With over 25 years in the industry, our **award-winning** brand guarantees our guests are **satisfied** with their stay, or we'll **Make It Right**.

Who are our customers?



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| | % of Guest Type | % of HHonors within Guest Type |
|----------|-----------------|--------------------------------|
| Business | 56% | 55% |
| Leisure | 31% | 42% |
| Mixed | 12% | 58% |
| Extended | 2% | 52% |

Who are our customers?



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AGE GROUP

| | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | Above 75 | Unknown |
|-------------|-------|-------|--------|--------|--------|-------|----------|---------|
| HHONORS | 0.37% | 7.94% | 22.12% | 30.23% | 21.86% | 8.71% | 2.34% | 6.44% |
| NON-HHONORS | 0.58% | 8.11% | 17.66% | 16.71% | 10.72% | 6.29% | 2.58% | 37.35% |

INCOME

| | Less than 25K | 25K-35K | 35K-50K | 50K-75K | 75K-100K | 100K-200K | More than 200K | Unknown |
|-------------|---------------|---------|---------|---------|----------|-----------|----------------|---------|
| HHONORS | 2.04% | 2.00% | 5.02% | 13.93% | 18.57% | 50.35% | 1.92% | 6.17% |
| NON-HHONORS | 6.66% | 4.62% | 7.77% | 12.70% | 10.60% | 18.25% | 2.49% | 36.90% |



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FEATURES AND BENEFITS

For guests and developers

Key features for guests

COMFORT



Spacious 2-bedroom suites, with separate living and bedroom areas

COMPLIMENTARY AMENITIES



WiFi, free for HHonors members



Made-to-order breakfast



Nightly evening reception

ON-SITE FACILITIES



Fitness center



Business center

Key benefits for developers

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Our prototype offers the following features and benefits:

- **“Kit-of-parts” construction:** ideal for new-build, conversion, adaptive reuse and mixed-use properties
- **Smaller footprint:** approximately 3-acre site
- **Scalability:** 150+ suites
- **Smart design:** double-loaded corridors
- **Flexibility:** front-loaded atrium
- **Efficiency:** side-by-side suite design
- **Adaptability:** allowance of up to 20% studio suites, which helps owners increase keys in the project



Portland Hillsboro, OR

Benefits of being part of Hilton

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Global Sales:
Business Travel
\$340 million per year

Global Sales: Group
\$100 million per year





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SUCCESS AND PERFORMANCE

Where we are today, and where we're going

Our portfolio



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Current portfolio:

- 230+ hotels throughout U.S., Canada, Latin America and the Caribbean

Future expansion:

- 46 hotels in total pipeline



Embassy Suites by Hilton The Woodlands at Hughes Landing

Our portfolio



Current portfolio:

- 225+ hotels throughout U.S., Canada, Latin America and the Caribbean
- 6 hotels in Latin America and the Caribbean

Future expansion:



- 46 hotels in total pipeline
- 3 hotels in the pipeline in Latin America and the Caribbean



Embassy Suites by Hilton The Woodlands at Hughes Landing

Embassy Suites in Latin America

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-  Pipeline hotels
-  Open hotels



Market share dominance over the long term



YTD 2016 performance*



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| Measurement | Performance (comparable system) | vs. 2015 |
|-------------|------------------------------------|----------|
| Occupancy | 80.7% | +0.4 pts |
| ADR | \$162.86 | +2.7% |
| RevPAS | \$131.50 | +3.3% |

*For the nine-month period ending September 30, 2016, as reported in Hilton's Q3 2016 earnings release, available in its entirety at <http://ir.hiltonworldwide.com>.