



## About Embassy Suites by Hilton

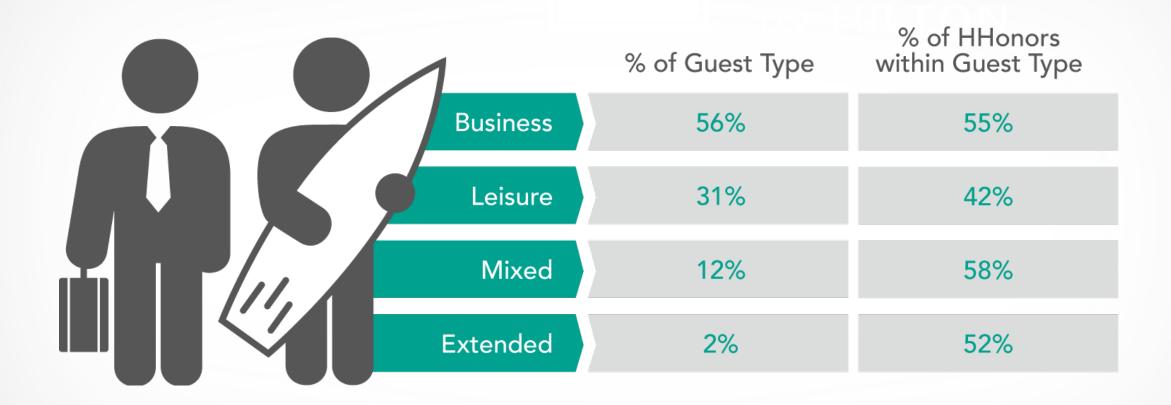
# EMBASS SUITES

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?







#### Who are our customers?



# EMBASS T

#### **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%
1	NON-HHONORS	6.66%	4.62%	7.77%	12.70%	10.60%	18.25%	2.49%	36.90%





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**







## Key benefits for developers

# EMBASSY

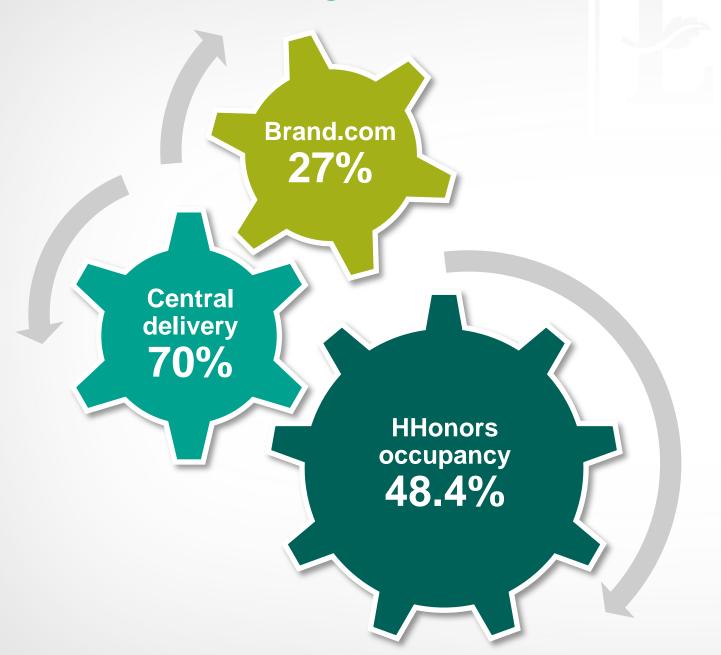
Our prototype offers the following features and benefits:

- "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



## EMBASS SUITES

Global Sales:
Business Travel
\$340 million per year

Global Sales: Group \$100 million per year





Where we are today, and where we're going



## Our portfolio



Embassy Suites by Hilton The Woodlands at Hughes Landing

# EMBASSY

#### **Current portfolio:**

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

#### **Future expansion:**

46 hotels in total pipeline

## Our portfolio



Embassy Suites by Hilton The Woodlands at Hughes Landing

# EMBASSY

#### **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 in Latin America

# EMBASSY





Pipeline hotels



Open hotels



## Market share dominance over the long term





## YTD 2016 performance\*

## EMBASSY

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

<sup>\*</sup>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.