



UPSCALE EXPERIENCE | PREMIUM MARGINS



EMBASSY
SUITES
by HILTON™

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)

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.



Embassy Suites by Hilton, part of Hilton Worldwide's portfolio of fourteen brands is a full service brand that offers both leisure and business travelers an approachable, upscale experience with best in class customer service, that anticipates travelers' needs and delivers what matters most to them. All Embassy Suites by Hilton properties offer two-room suites, free made-to-order breakfast and a complimentary evening reception with snacks and drinks*. The two-room suites have a separate bedroom and living area, two HD TVs, a microwave, a mini-fridge and a wet bar area; and most of the brand's hotels feature atriums that bring space and light to the design, along with a water feature. Embassy Suites by Hilton has 251 hotels with 45 in the pipeline.

*Service of alcohol subject to state and local laws. Must be of legal drinking age.

At Every Embassy Suites by Hilton

- Spacious, two-room suites
- Free made-to-order breakfast each morning, with cooked-to-order eggs, as well as other specialties, a Greek yogurt and toppings bar, and local/regional favorites
- Complimentary evening reception with snacks and drinks
- Open air atriums
- Free access to Embassy Fitness Centers 24/7
- Free access to Embassy Business Link™ Business Centers 24/7

Press Contact

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Inquire about development opportunities at:
hiltonworldwide.com/development

**Embassy Suites by Hilton
through the years**

FEBRUARY 1983

Holiday Corporation creates Embassy Suites hotel division.

MARCH-APRIL 1984

First Embassy Suites opens in Kansas City-Overland Park, Missouri.

JANUARY 1993

Brand launches the unconditional 100% Satisfaction Guarantee, offering an unconditional service assurance.

DECEMBER 1995

First South American location opens in Bogota, Colombia.

DECEMBER 1999

Joins the Hilton family after the merger of Hilton Hotels Corps. and Promus Hotel Corp.

JANUARY 2001

Becomes official hotel partner of the Starlight Children's Foundation and provides 2,000 complimentary suite nights to families.

JANUARY 2009

Celebrates 25th anniversary by donating \$2,500 each to 25 charities in Overland Park, Kansas, where the first Embassy Suites hotel still operates.

APRIL 2009

Celebrates the opening of its 200th hotel, the Embassy Suites Minneapolis - Brooklyn Center. It represents the brand's second Design Option III prototype property.

JULY 2011

Wins the J.D. Power and Associates Award for "Highest Guest Satisfaction" in the Upper Upscale Hotel Chains.

MARCH 2014

Ranked one of the "120 Most Trusted Brands" by Entrepreneur.

2016

Named 10 Best Hotel Chains for Families by Parent's Magazine for 2nd consecutive year.

2017

Launches its F&B evolution with new dining venues E'terie and Brickstones, offering bar-centric lunch and dinner menus.

