



# 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.





Home2 Suites Charleston, NC

## FREE TO BE YOU™

We understand the needs of value-conscious travelers, therefore our green focused extended-stay hotels were designed with unique customizations, techno savvy enhancements and plenty of space to call your own. From studio and one-bedroom suites to an Inspired Table™ breakfast, free wifi and many other complimentary amenities, we're the kind of place you can kick back and be yourself.

[HOME2SUITES.COM](http://HOME2SUITES.COM)

[NEWSROOM.HILTON.COM/HOME2SUITES](http://NEWSROOM.HILTON.COM/HOME2SUITES).





Home2 Suites by Hilton Fayetteville, NC



Fully equipped studio suite



Oasis

## HOME2 SUITES BY HILTON HIGHLIGHTS

- Home2 Suites by Hilton features lifestyle-focused amenities that provide a full complement of services and flexibility for a customized guest experience.
- Suites provide separate living and bedroom space featuring the proprietary Home2 Suites by Hilton “working wall,” which incorporates the kitchen and a flexible working/media space.
- The fully accessorized kitchen includes place settings for six with a refrigerator/freezer, dishwasher, microwave oven and coffee maker.
- The Oasis is an expanded community space that provides common areas for social gathering as well as communal and individual work and meeting zones.
- The working/media zone includes a full-size sleeper sofa, flat-screen HDTV, roll-around ottoman, ambient and task lighting, alarm clock, many storage options and various pieces of furniture, which can be moved around to create customized living spaces.
- Within the Oasis is the Home2 Mkt™ stocked with convenient items and the Home2 Suites by Hilton complimentary breakfast at the Inspired Table, which offers a wide variety of continental and customizable breakfast items served each morning, including a hot breakfast sandwich and coffee and tea served throughout the day.
- A combined laundry and fitness area, Spin2 Cycle, allows for multitasking.
- Some of our sustainability efforts are present in places you’d probably never notice. Countertops in the Oasis are made of 85% pre-recycled and 100% post-recycled content. Containers in the breakfast areas are made of recycled glass and renewable bamboo. Our Humanscale® desk chair is made of 98% recycled product. The landscaping around every Home2 Suites™ hotel includes indigenous-only plants, which significantly minimize water usage and irrigation needs.

## Free to be you™

## HOME2 SUITES BY HILTON FACTS

- Studios begin at 323 square feet and one-bedroom suites at 491 square feet
- Home2 Suites by Hilton offers 4,200 square feet of community space
- 258 properties open

## HOME2 SUITES BY HILTON AWARDS AND HONORS

- 2018 Named Most Trusted Brand of the Year in the extended-stay category by Harris Poll Equitrend®
- 2016 Awarded four Marcom Awards. The awards recognize outstanding creative achievement by marketing and communications professionals who set the standard for excellence
- 2016 Awarded the J.D. Power & Associates highest ranking in the Extended Stay segment in its 2016 North America Guest Satisfaction Index Study<sup>SM</sup>.
- 2016 Won three Hermes Creative Awards.
- 2016 Won three Adrian Awards from the Hospitality Sales & Marketing Association (HSMIA)

### ABOUT HILTON HONORS™

Hilton Honors is the award-winning guest loyalty program for Hilton’s 15 world-class brands comprising more than 5,500 properties with nearly 895,000 rooms, in 109 countries and territories. Hilton Honors members who book directly through preferred Hilton channels have access to instant benefits, including a flexible payment slider that allows members to choose nearly any combination of Points and money to book a stay, an exclusive member discount that can’t be found anywhere else, and free standard WiFi. Members also enjoy popular digital tools available exclusively through the industry-leading Hilton Honors mobile app, where Hilton Honors members can check-in, choose their room, and access their room using a Digital Key. With nearly 82 million members, Hilton Honors offers hundreds of ways to earn and redeem Points. Members can redeem their Points for free nights, premium merchandise, and items on Amazon Shop with Points; make charitable contributions; or gain access to unique events through the Hilton Honors auction platform (hiltonhonors.com/auctions), such as exclusive artist experiences and hotel concert events with Live Nation®, and race experiences with the McLaren-Honda Formula 1 team. The program is free to join, and travelers may enroll online by visiting [www.hiltonhonors.com](http://www.hiltonhonors.com). Connect with Hilton Honors at [newsroom.hilton.com/hiltonhonors](http://newsroom.hilton.com/hiltonhonors), and follow Hilton Honors on Facebook, Twitter, and Instagram.

