



## THE UPSCALE EXTENDED STAY POWERHOUSE



Homewood Suites by Hilton™ is the upscale, all-suite, residential-style, extended stay leader in satisfaction and performance. This innovative brand offers travelers a unique approach to longer stays by allowing guests to stay in their routines while on the road for business or leisure. Homewood Suites offers developers a cutting edge blueprint for success that has fueled unprecedented growth and demand for the brand. Homewood Suites is an exciting investment opportunity for a balanced hotel portfolio and is flexible enough to complement a variety of site locations.

### SYSTEM SIZE AND LOCATIONS

475  
OPEN  
HOTELS

125  
HOTELS IN  
THE PIPELINE

U.S.,  
CANADA  
& MEXICO  
LOCATIONS

### WHY DEVELOPERS CHOOSE HOMWOOD SUITES

**SCALABILITY AND FLEXIBILITY.** Homewood Suites is ideal for new builds, renovations, suburban, urban and adaptive reuse projects.

**EFFICIENCY.** The prototype allows for up to 85% studio suites, helping drive your margins.

**EXTENDED STAY BENEFITS.** With an average extended stay (5 or more consecutive nights) of 45%, Homewood Suites hotels enjoy a limited staffing model, fewer check-ins and -outs, business traveler and family appeal, and weekend and shoulder night coverage.

**STRONG PERFORMANCE.** Historically, Homewood Suites has performed well—regardless of economic conditions—and is a wise choice for developers seeking a balanced hotel portfolio.

**HIGH QUALITY PORTFOLIO.** To ensure all Homewood Suites hotels look fresh and new, a brand-wide refresh is underway.

**HILTON HONORS CONTRIBUTION.** Approximately 67% of guests staying at Homewood Suites are Hilton Honors members—a strong network of travelers who know and love the brand.

## WHY GUESTS CHOOSE HOMEWOOD SUITES

### SPACIOUS SUITES.

Every guest room at a Homewood Suites is a spacious studio, one- or two-bedroom suite that features a kitchen.

### HOMELIKE COMFORTS.

Guests enjoy separate living and sleeping areas, fully equipped kitchens (including full-sized refrigerators, microwaves and stove tops) and onsite laundry facilities.

### BUNDLED VALUE.

Travelers appreciate the value of our inclusive pricing strategy. Guests love our complimentary hot breakfast every morning, along with a free evening social offered Monday through Thursday.

## PERFORMANCE\*

### OCCUPANCY

80.2%

### ADR

\$136.32

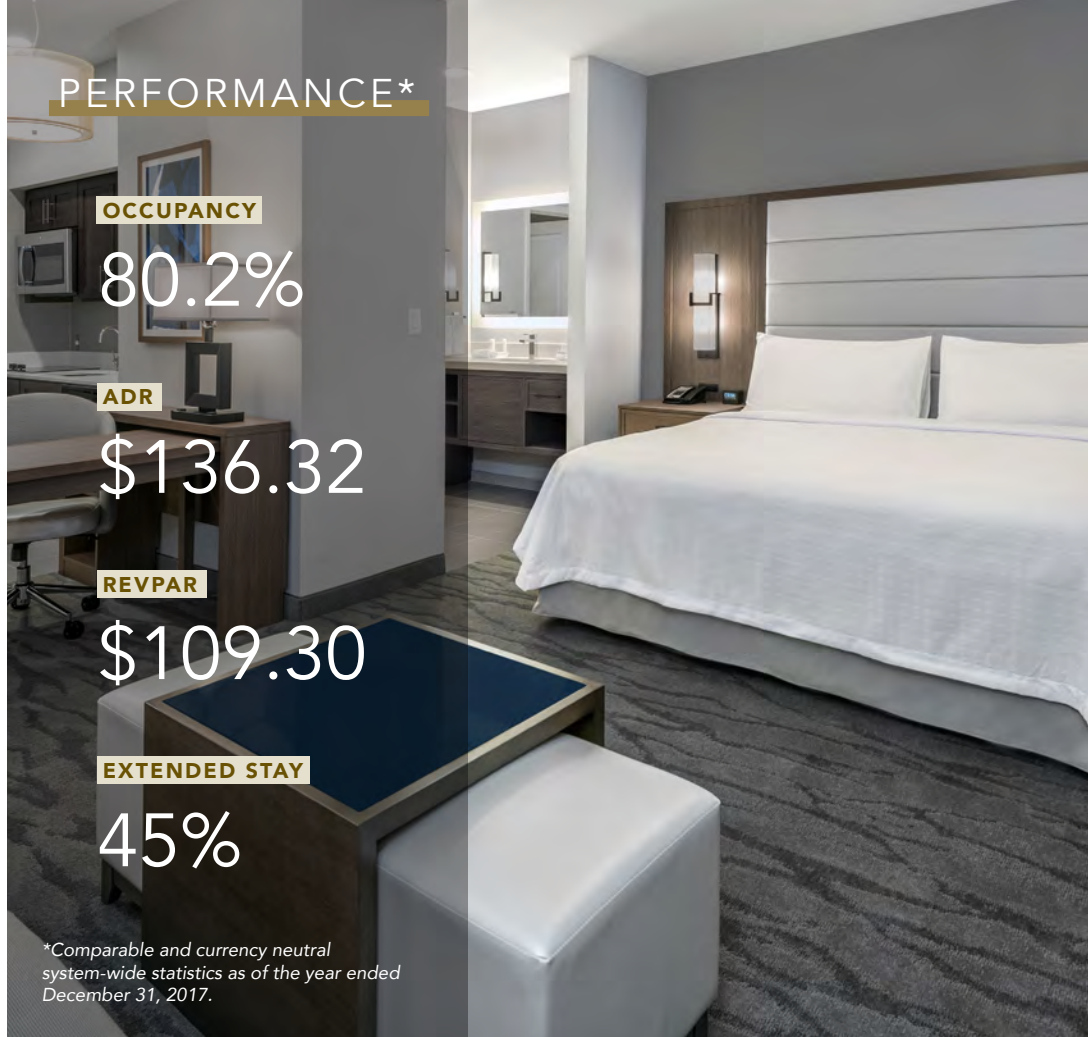
### REVPAR

\$109.30

### EXTENDED STAY

45%

\*Comparable and currency neutral system-wide statistics as of the year ended December 31, 2017.



## THE HILTON PERFORMANCE ADVANTAGE

As the upscale extended stay brand in the Hilton portfolio, Homewood 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.



Homewood Suites by Hilton Memphis, TN

## MAKE YOURSELF AT HOME<sup>®</sup>

With more than 470 hotels throughout the U.S., Canada and Mexico, Homewood Suites by Hilton™ has become a first choice for guests seeking comfortable and home-like accommodations when traveling for an extended stay. Homewood Suites by Hilton offers value-driven features and amenities like separate living and sleeping areas, fully-equipped kitchens with full-sized refrigerators, complimentary Internet, a daily hot breakfast and complimentary evening social Monday-Thursday. The brand is focused on guest satisfaction and stands behind each stay with its 100% Suite Assurance Guarantee<sup>®</sup>.

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

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





Homewood Suites by Hilton Orlando, FL



Homewood Suites by Hilton St. Louis-Galleria, MO



Homewood Suites by Hilton San Bernardino, CA

## HOMEWOOD SUITES BY HILTON HIGHLIGHTS

- Spacious studio, one- and two-bedroom suites.
  - Fully-equipped kitchens in all suites complete with microwave, full-size refrigerator, dishwasher, twin-burner stove, toaster, coffee maker, utensils and place settings for four.
  - Ample work space, two telephones with voice mail, and separate dining table.
  - Online check-in and room selection
  - Complimentary grocery shopping service.
  - Swimming pool, fitness center and 24-hour business center at most locations.
  - Guest satisfaction is guaranteed by an unconditional Suite Assurance Guarantee®.
- through Suite Selection, the hotel industry's first interactive, web-based room selection tool.
- Complimentary high-speed Internet in all guest suites, lodge and meeting rooms.
  - Daily full hot breakfast and complimentary evening social Monday–Thursday.
  - On-site 24-hour Suite Shop® convenience store and guest laundry.

## HOMEWOOD SUITES BY HILTON FACTS

- 474 hotels throughout North America
- More than 53,922 suites

## HOMEWOOD SUITES BY HILTON AWARDS AND HONORS

- **2017** Ranked #1 in the upscale extended-stay tier in Business Travel News' 2017 Hotel Brand Survey
- **2016** Won PR Platinum Award for Product Launch: Latin America Prototype
- **2016** Won eight Marcom Awards including four Platinum.
- **2016** Won seven Hermes Creative Awards including two Platinum.
- **2016** Harris Poll EquiTrend® Study Extended Stay Hotel Brand of the Year
- **2016** Won eight Adrian Awards including two Gold from the Hospitality Sales & Marketing Association (HSMIA)
- **2015** Won nine MarCom Awards. The awards recognize outstanding creative achievement by marketing and communications professionals who set the standard for excellence.
- **2015** PR Platinum Award External Publication: Future of Extended Stay
- **2015** Named Best in Hotel Brand Satisfaction by the American Customer Satisfaction Index (ACSI)
- **2015** Awarded five Hermes Creative Awards. The awards honor excellence and recognize the creative professions involved in the concept, writing and design of traditional and emerging media.
- **2015** Business Travel News' Hotel Brand Survey ranked number one in the upscale extended stay tier
- **2015** Homewood Suites was awarded the J.D. Power & Associates highest ranking in the upper Extended Stay segment in its 2015 North America Hotel Guest Satisfaction Index Study<sup>SM</sup>. This win commemorates the 12th award in 15 years for the brand and the sixth consecutive win in this segment.

### 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.

