



DEVELOPMENT GUIDE v1.1

August 2016



by HILTON™



A revolutionary new midscale brand by Hilton.™



This advertisement is not an offering. Federal regulations and the laws of some states and provinces regulate the offer and sale of franchises. An offering will only be made in compliance with those regulations and laws, which may require providing you with a disclosure document.

It's one thing to separate
ourselves from the competition.

It is quite another to challenge
the status quo and pursue

**radical
reinvention...**

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Tru by Hilton is a
**revolutionary new
midscale brand**
changing travel as we know it today.

By creating an **original, back-to-basics experience with soul**—grounded in value and anchored in the DNA of Hilton—we will win the hearts and minds of guests who are looking for **social engagement, unexpected certainty and vibrant simplicity**.

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Tru by Hilton was designed to disrupt the midscale category.

It's simplified, spirited, and grounded in value. These are the pillars of our brand.



Simplified

We stand up for the love of simplicity. Intuitive and effortless. Nimble and efficient. All beautifully balanced.

Spirited

We embrace the human spirit. We cultivate connections with a vibe that is playful, energetic, and engaging. A sense of place unlike anything in our space.

Grounded in Value

We champion the value-conscious traveler. We understand what matters most—better basics served up in a fresh, consistent and surprisingly affordable way. Minimal yet meaningful.

Who will Tru by Hilton appeal to?

Tru by Hilton is designed to appeal to a broad range of travelers who span generations but think alike; they share a zest for

Life Mindset.

- They have a youthful energy and an open-minded optimism.
- They have a passion for pleasing others.
- They want a unique, lively environment where they can choose to recharge through their connections with others or simply watch the world go by.
- They value the best technology.
- They live for freedom of choice.
- And, they're looking for the basics served up in a fresh, consistent and surprisingly affordable way.

No brand is meeting their needs, in their price point, today.

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We've **Revolutionized** Everything About The Space

Our Design Intent

Just like our brand pillars, our product has been designed to be spirited—bold and imaginative—yet simplified and grounded in value. We call it **minimal yet meaningful**. This sets our product apart from the hum drum reality of the category, connecting with guests in never-before-seen ways.

Simplified and spirited will walk hand in hand. We have used clever graphics and unexpected winks to spark a conversation with our guests. We have used vibrant colors and patterns that are playful. We have selected FF&E that is highly functional, simply stylish, comfortable, and unconventional in a head-turning sort of way.

And...we have ensured operational efficiency and simplicity in everything we do. We have used neutral palettes in areas that need a shelf-life, and pops of colors where things can be cost-effectively changed from time to time.

We have limited built-in case goods to make it easy to maintain the overall condition of the hotel. We have used luxury vinyl tile that is simple to clean and easy to replace, built for sound absorption and longevity. We have made it easy for guests to power up and connect. And...we have ensured the right light in the right places with the right solutions.

Our design intent can be summed up in three words:

Fun, fresh and functional!



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The HIVE

This is a game changing public space—a 2,857 square foot lobby that is so much more. Divided into four zones for eat, work, play, or lounge; it's designed for activation—to foster connections with fellow travelers, chill and watch the world go by, or quietly work alone. A central command center with built-in marketplace sits in the heart of the space.



work.



play.



eat.



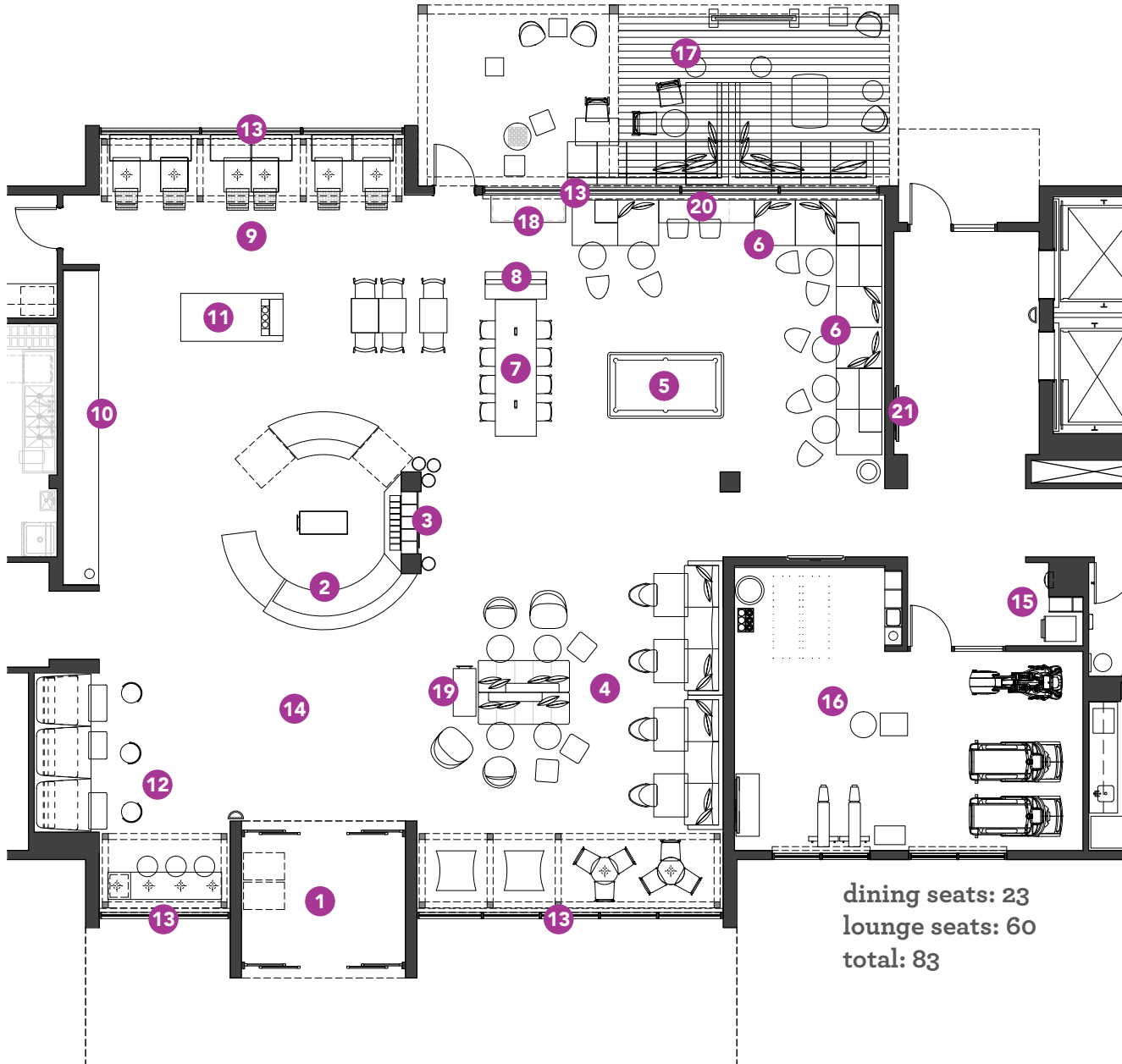
lounge.



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The Hive Plan

2,857 SF (net)



dining seats: 23
lounge seats: 60
total: 83

- 1 Vestibule with Brand Walk-off Mat
- 2 Command Center Front Desk
- 3 "Shop It" Market
- 4 Lounge Seating with Side Tables
- 5 Play Zone with Game Table
- 6 Upholstered Tiered Seating
- 7 Powered Community Table with Bar-Height Seating
- 8 Mobile TV and Dry Erase Unit
- 9 Dining Area with Traditional Dining and Bench Seating
- 10 Breakfast / Coffee Bar with Storage (below)
- 11 Breakfast Island
- 12 Private Work Alcove with Printer Functionality
- 13 Glass Storefront
- 14 Luxury Vinyl Tile with Integrated Carpet Tiles in Quiet Zones
- 15 Hydration Station with Ice Machine and Water Cooler
- 16 Fitness Room with Equipment and Accessories
- 17 Outdoor Patio with Tables and Lounge Seating (Optional)
- 18 Trash & Recycling Station
- 19 Mobile Cart with Coffee Service
- 20 Console Table with Shelving for Games
- 21 Social Media Screen

Work Zone



Play Zone

With Gaming Options



Lounge



Eat / Drink Zone



Breakfast



Command Center / Market

Our Re-envisioned Lobby



Fitness



Fitness



A Place To Go “To” Not Just “Through”

“The Hive” – Our Big Lobby Statement

Unlike any other midscale hotel lobby, we have re-invented our public space to drive easy-going engagements. This starts with a glass storefront system both in the front and back of the building, allowing lots of natural light into the lobby space.

“The Hive” has **four zones** that serve as signature brand features – a zone to work, play, lounge and eat. They are distinct yet fluid with inventive and flexible seating to support the whole. The space is designed for social activation and revenue generation...with a seamless flow between social/ play, semi-private and work/private spaces so guests can be alone, socially alone, or engaged with others.

Signature “Work” Zone Private spaces and built-in alcoves, including work booths with sound absorption, provide a dedicated place with ample surfaces to focus on getting work done. We understand guests travel with their tablets, laptops and smart phones, so we provide a place for self-service printing.

Signature “Play” Zone This is the most spirited zone with games designed to play with others. Owners can choose from a set of game options that include table games, which co-exist in a flexible space with a large mobile TV and dry-erase unit – all surrounded by upholstered, easy-to-clean and maintain tiered seating.

Signature “Lounge” Zone Flexible seating arrangements including comfortable lounge chairs, ottomans, couches with high backs, side tables, and unique comfortable “hammock style seats” are located by full glass front walls to enjoy the outdoors indoors. This is a perfect place for reading, listening to music or connecting with new and old friends while watching the world go by.

Signature “Eat/Drink” Zone Flexible seating allows guests to enjoy our complimentary breakfast, coffee or tea, or purchase treats, drinks, and light meals from the market. Bar chairs at the community table provide alternative dining seating.

The Command Center and Market

A central “command center” re-invents the traditional front desk and creates a hallmark for the Brand and a focal point for guests. Here guests can check-in / check-out, buy drinks and snacks at our 24/7 market built into the circular front desk – all in one place.

F&B

We’ve got all of our guest’s F&B bases covered. The prototype has a dedicated breakfast counter with plenty of storage and a closure system to close off after breakfast hours. Our complimentary “Top It” breakfast includes a toppings bar with 30 sweet, savory and healthy items so guests can be their own tastemakers.

And for those anytime cravings, a 24/7 market allows guests to purchase traditional and unique local snacks, light meals, drinks, and single-serve wine and beer.

Technology Integration

This is important to guests so it’s important to us. Baked into our brand are digital check-in and straight-to-room; convenient power outlets throughout the hotel to charge devices; super-fast and complimentary wireless internet access; and fixed and portable screens for entertainment and information.

LVT Flooring And Integrated Carpet Tiles

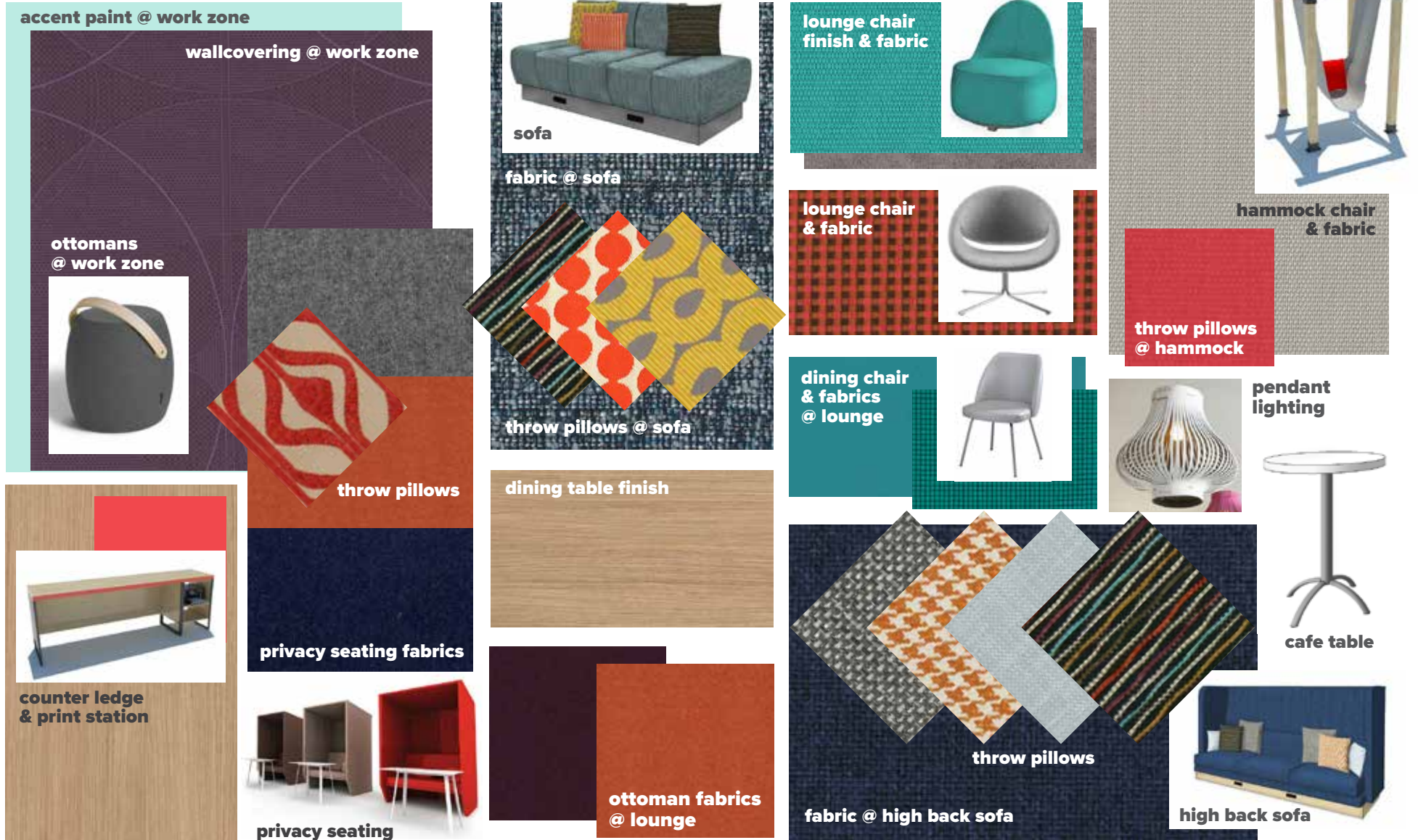
The predominant flooring material in the lobby space is Luxury Vinyl Tile (LVT) with a sound absorption backing. Carpet tiles are seamlessly integrated with LVT planks in quieter lobby zones. LVT flooring combines pattern and style with a strong “clean” message and can accommodate various activity levels. While more expensive upfront than carpet, LVT has a longer shelf-life and is easier to maintain over time.

Fitness Center

Our fitness center is located just off the lobby and adjacent to the hydration water and ice station. The fitness center facilitates guests’ changing workout needs. With ample space for guest workout customization, our fitness center has both traditional and non-traditional equipment and accessories that leverage wellness trends and features cardio, strength, and flexibility.

The Hive - Work / Lounge FF&E

Furniture, Materials and Finishes

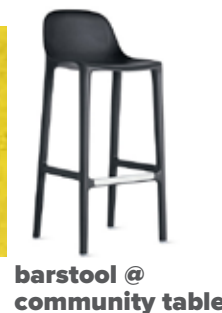
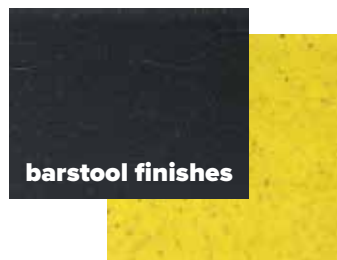
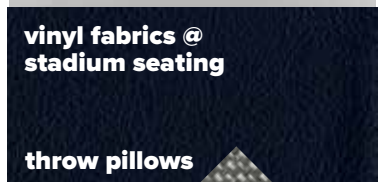
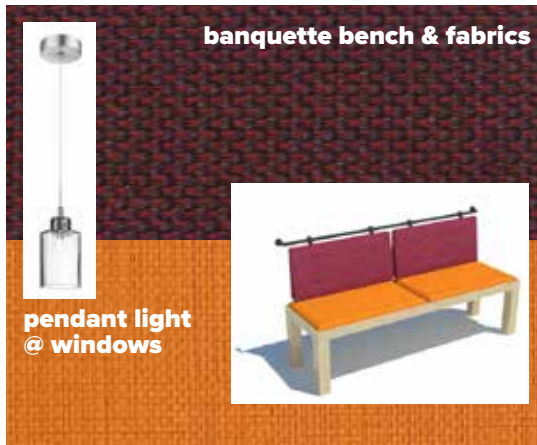


PLEASE NOTE: One Lobby FF&E package is currently available.

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The Hive - Eat / Drink and Play FF&E

Furniture, Materials and Finishes



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Guest Rooms

Thoughtfully designed to maximize the use of space and operational efficiency, the guest rooms feature an all-white bedding program on a platform bed, expansive window for plenty of natural light, clear visual access to lighting and power, a multi-functional chair, and inventive features like sound absorption solutions that become style elements in the space. The overall number of case goods are purposefully minimal with cleverly designed, highly usable surfaces. We've packed a lot into these 231sf and 280sf guest rooms – all of the right stuff, in all of the right ways!

The spacious bathrooms have been designed with a laser-focus on those things that matter most to guests – all with operational ease in mind. Bathrooms are 100% shower – a really great shower – with lots of light, ample storage space, functional amenities and pops of whimsy.



snooze.



chill.



enjoy.



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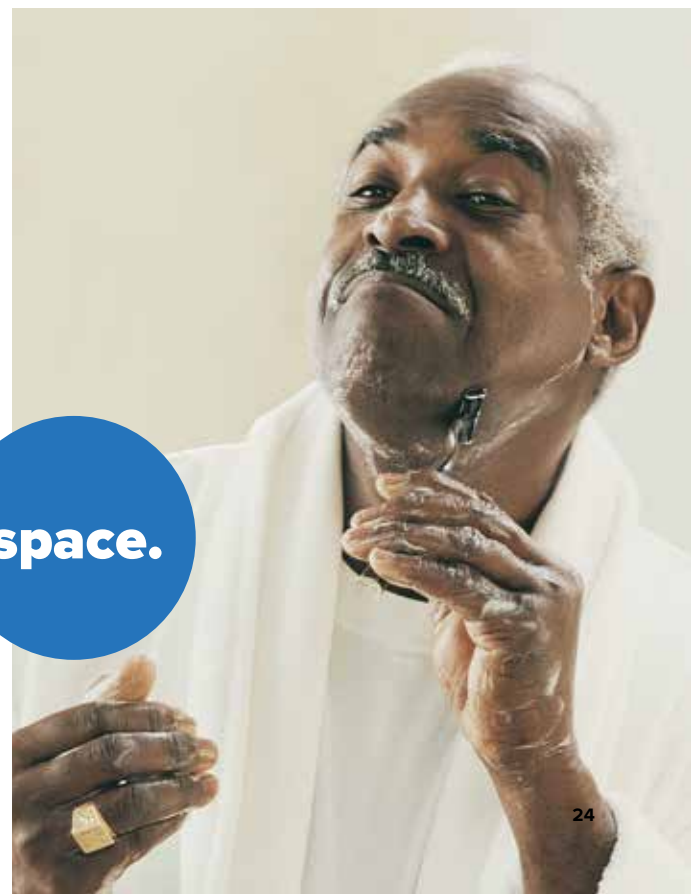
light.



clean.



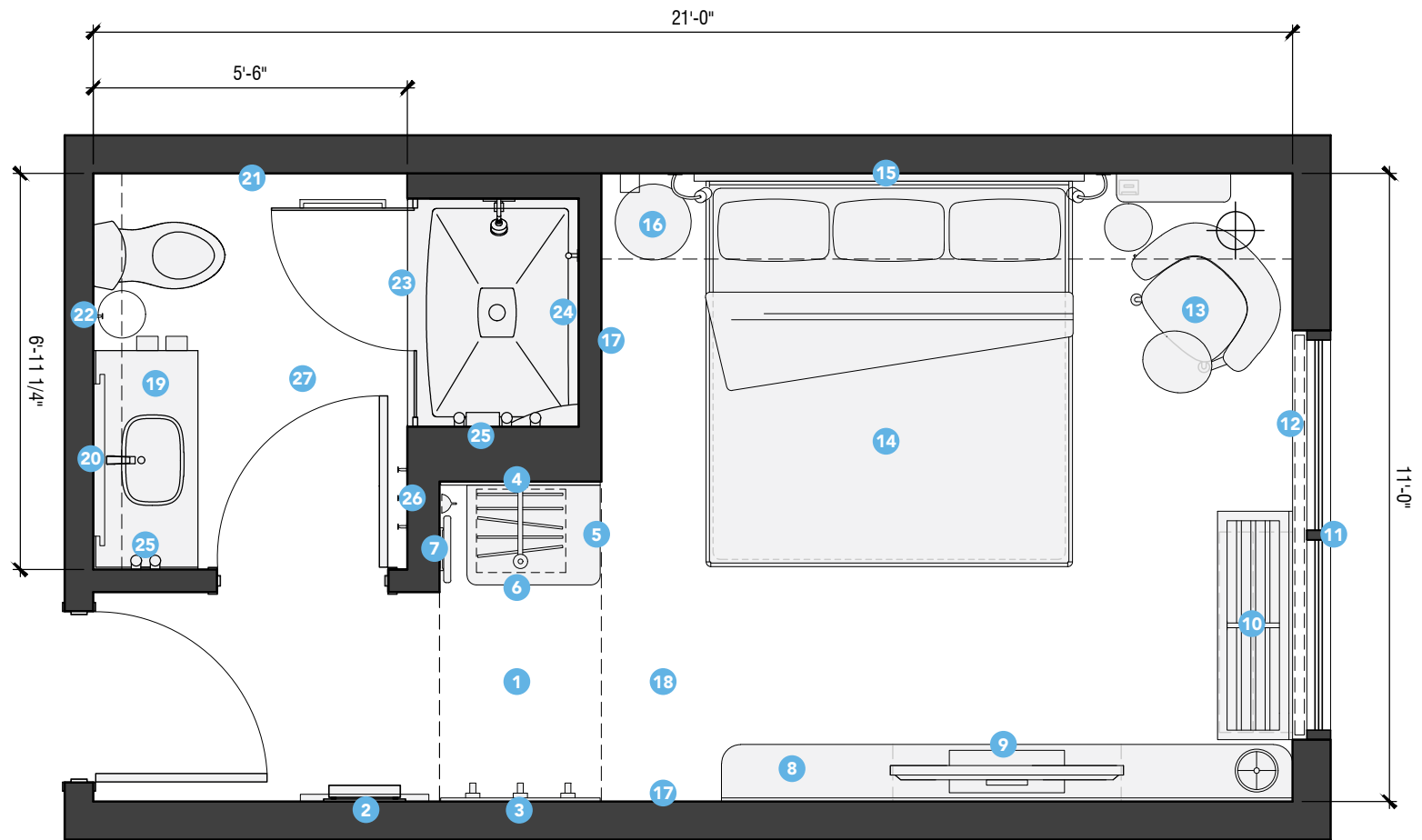
space.



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Single King Guest Room

231 SF

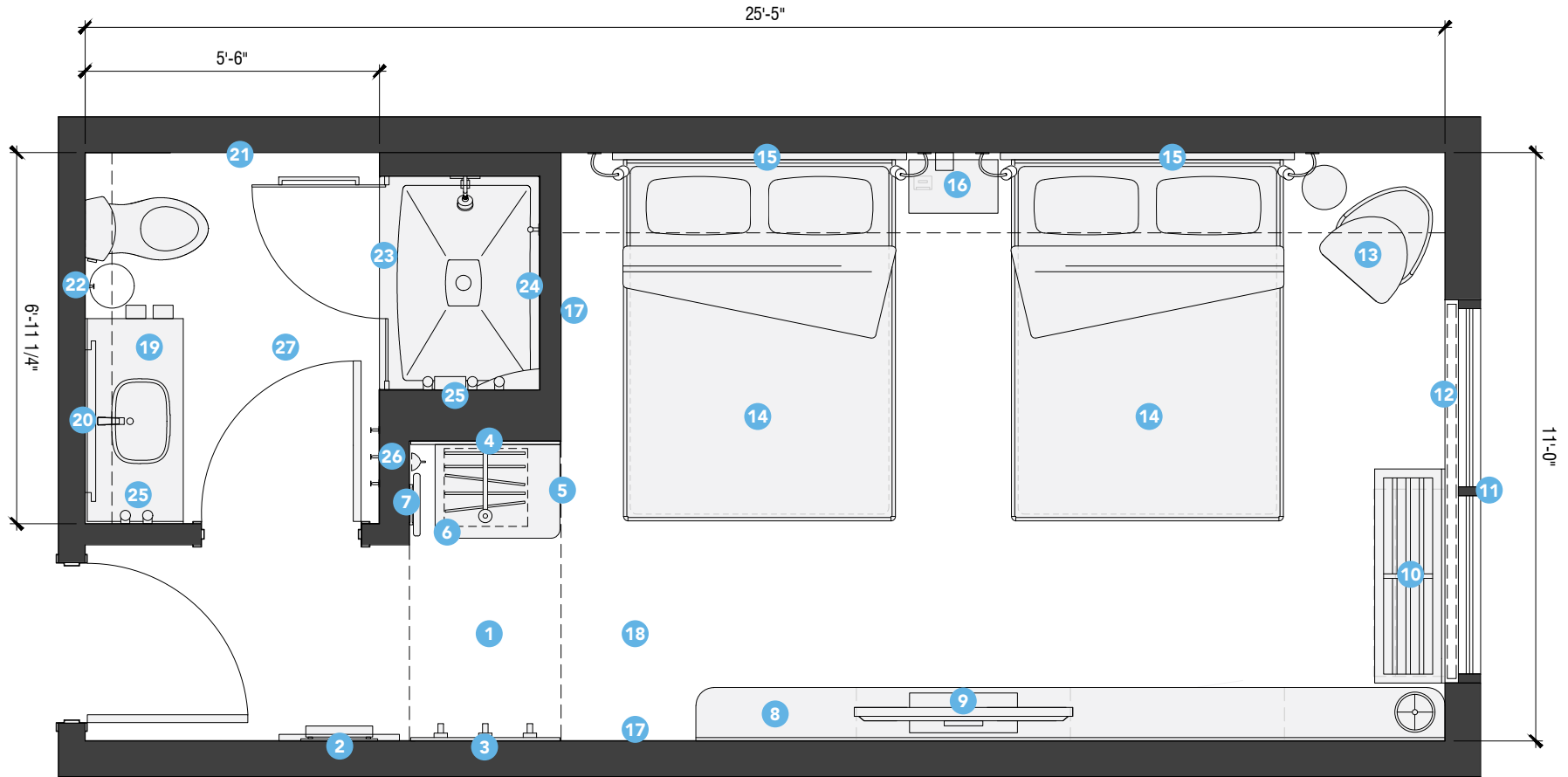


- | | | | |
|-----------------------------------|---|--|---|
| 1 Landing Zone | 9 55" TV with DIRECTV Programming | 16 Nightstand / Stool and Wall-mounted Phone | 22 Hair Dryer in Bag (Hanging) |
| 2 Full Length Mirror and Light | 10 PTAC Bench | 17 Knock-down Finish with Accent Color at Headboard Wall | 23 Shower with Glass Swing Door and Exterior Towel Bar |
| 3 Artwork Hanging Space | 11 Double Window | 18 Luxury Vinyl Tile (LVT) | 24 Panelized, Groutless Shower Surround |
| 4 Hanging Clothes Storage (above) | 12 Printed Solar Sheer & Blackout | 19 Expansive Vanity with Storage Ledge Above and Towel Storage Below | 25 Bulk Dispensers |
| 5 Luggage Bench | 13 Side Chair with Tablet Surface along with Adjacent Ledge and Power | 20 Illuminated Mirror | 26 Towel Hooks |
| 6 Refrigerator (below) | 14 Platform-Style, King Bed | 21 Vinyl Wallcovering Accent Wall | 27 12' x 24' Porcelain Tile Flooring with Narrow Grout Line |
| 7 Iron and Ironing Board | 15 Headboard with Adjacent Lights and Power | | |
| 8 TV Ledge and Storage Shelf | | | |

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Double Queen Guest Room

280 SF




- 1 Landing Zone
- 2 Full Length Mirror and Light
- 3 Artwork Hanging Space
- 4 Hanging Clothes Storage (above)
- 5 Luggage Bench
- 6 Refrigerator (below)
- 7 Iron and Ironing Board
- 8 TV Ledge and Storage Shelf
- 9 55" TV with DIRECTV Programming
- 10 PTAC Bench
- 11 Double Window
- 12 Printed Solar Sheer & Blackout
- 13 Upholstered Chair
- 14 Platform-Style, King Bed
- 15 Headboard with Adjacent Lights and Power
- 16 Nightstand / Stool and Wall-mounted Phone
- 17 Knock-down Finish with Accent Color at Headboard Wall
- 18 Luxury Vinyl Tile (LVT)
- 19 Expansive Vanity with Storage Ledge Above and Towel Storage Below
- 20 Illuminated Mirror
- 21 Vinyl Wallcovering
- 22 Hair Dryer in Bag (Hanging)
- 23 Shower with Glass Swing Door and Exterior Towel Bar
- 24 Panelized, Groutless, Shower Surround
- 25 Bulk Dispensers
- 26 Towel Hooks
- 27 12' x 24' Porcelain Tile Flooring with Narrow Grout Line

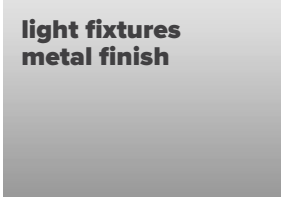
Guestroom Architectural Finishes

overall knockdown finish


reading light @ bedside




light fixtures metal finish




light laminate @ casegoods



dark laminate @ casegoods



pendant light @ side chair



wall scone @ full length mirror



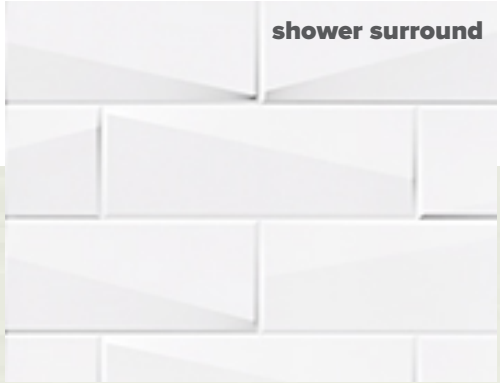



table lamp @ TV ledge




shower surround




wallcovering @ guest bath




plumbing fixtures metal finish




countertop @ bath vanity




dark luxury vinyl tile




light luxury vinyl tile




vinyl base



metal finish @ casegoods

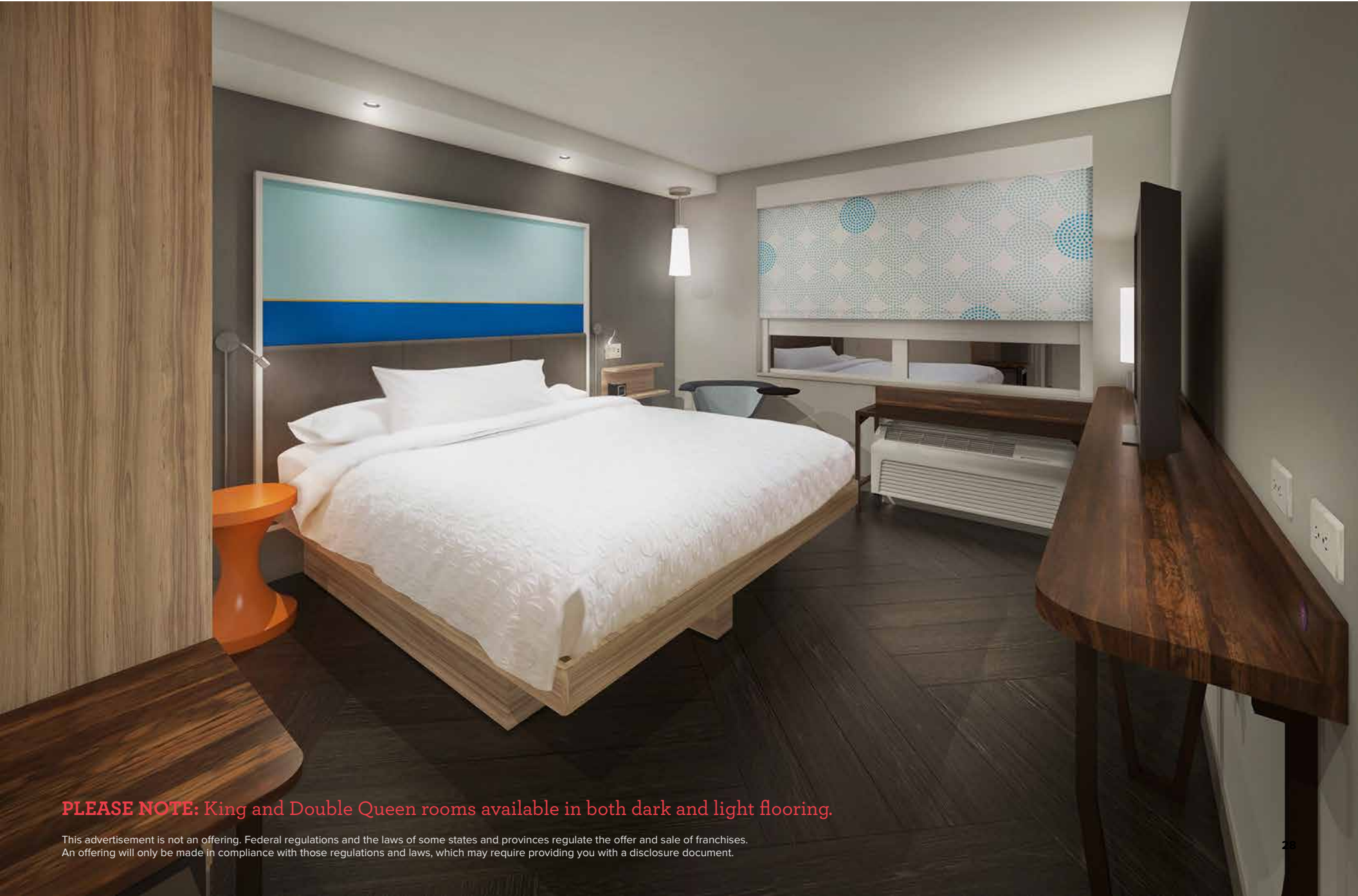


floor tile @ guest bath



Glimmer Guestroom

Dark Flooring Option

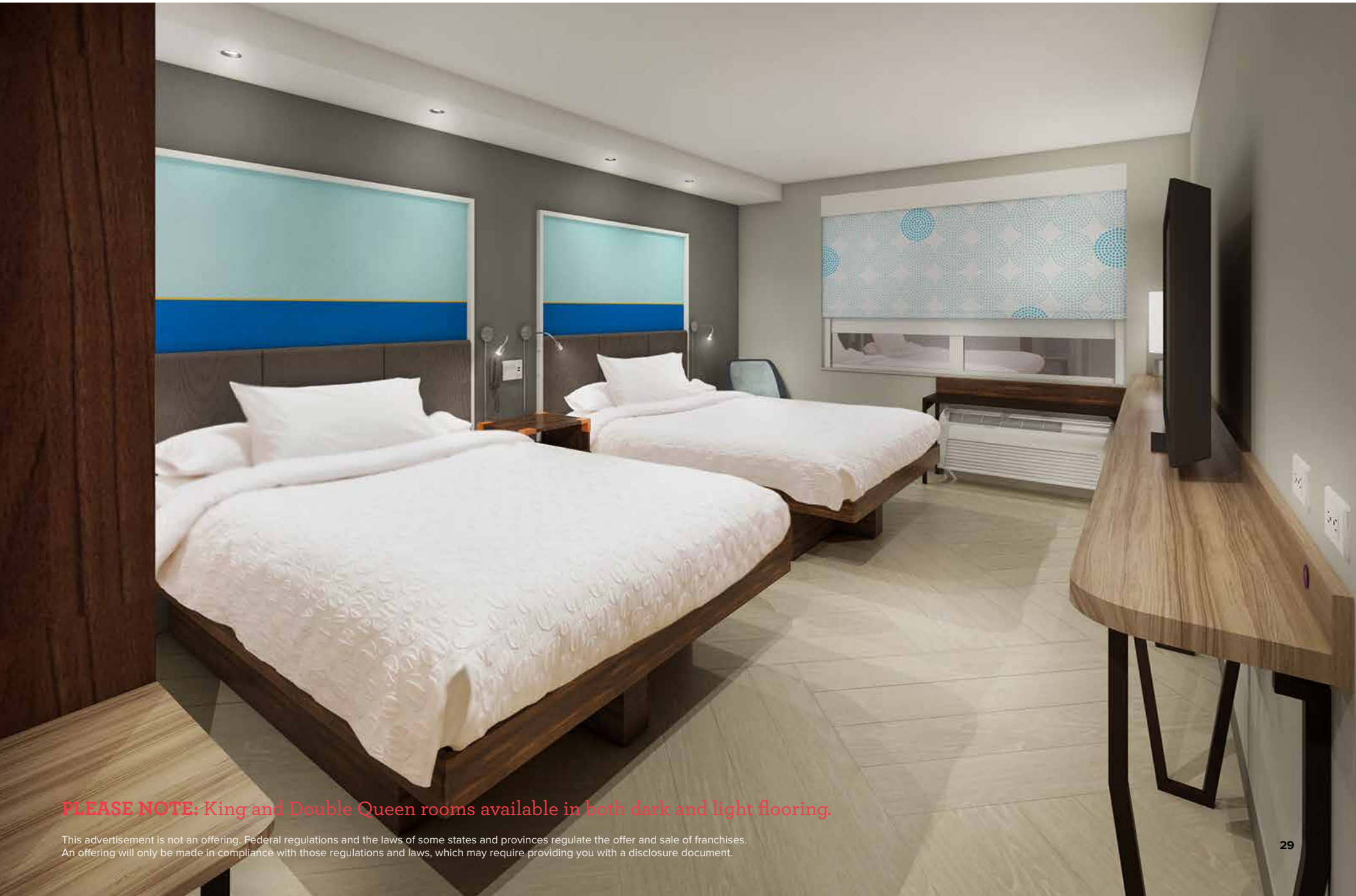


PLEASE NOTE: King and Double Queen rooms available in both dark and light flooring.

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Glimmer Double Queen Guestroom

Light Flooring Option

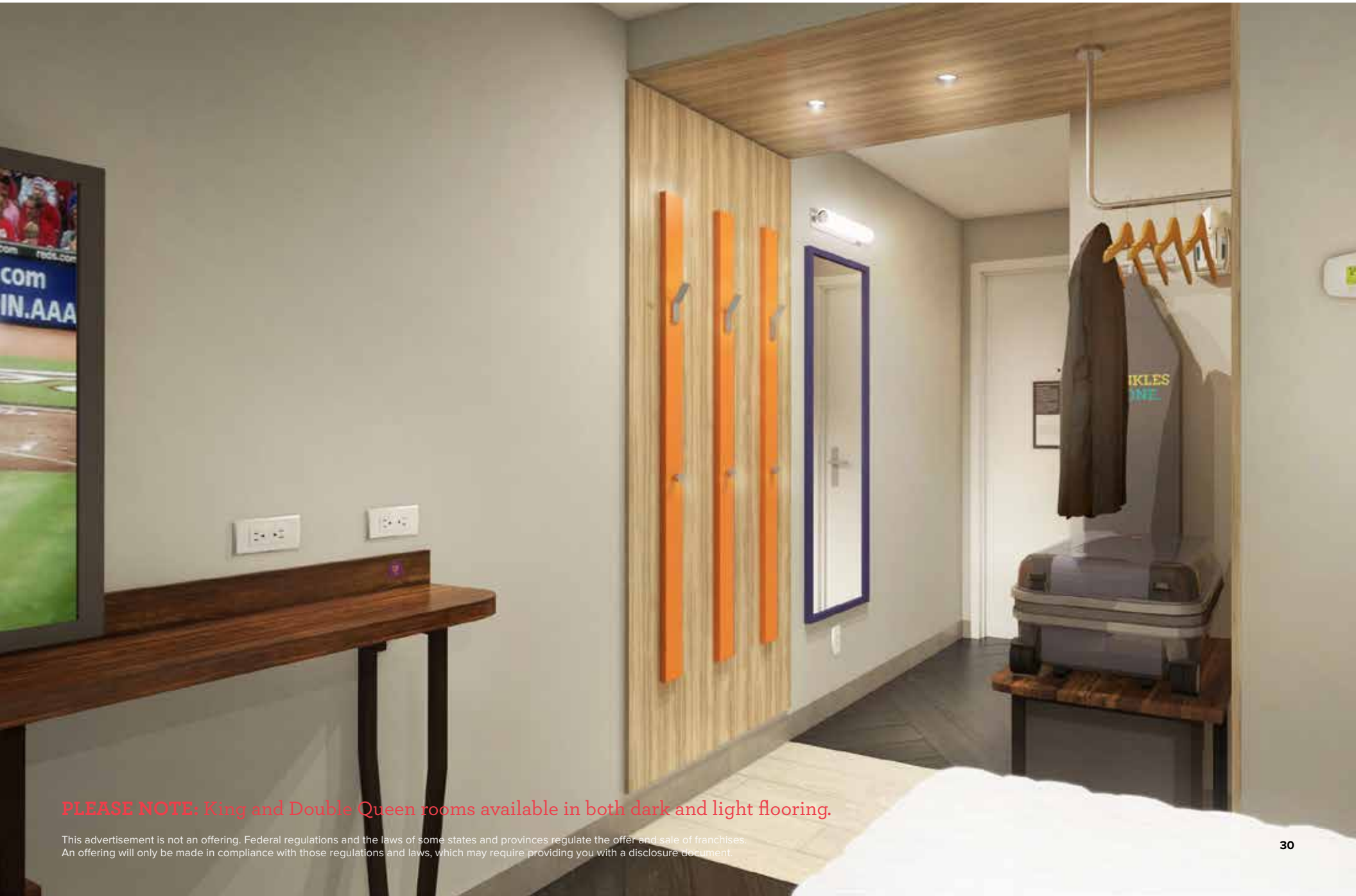


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Glimmer Guestroom

Dark Flooring Option



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Glimmer Guest Bathroom



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Glimmer Guestroom FF&E

Guestroom Materials, Furniture and Finishes



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Spark Guestroom

Light Flooring Option

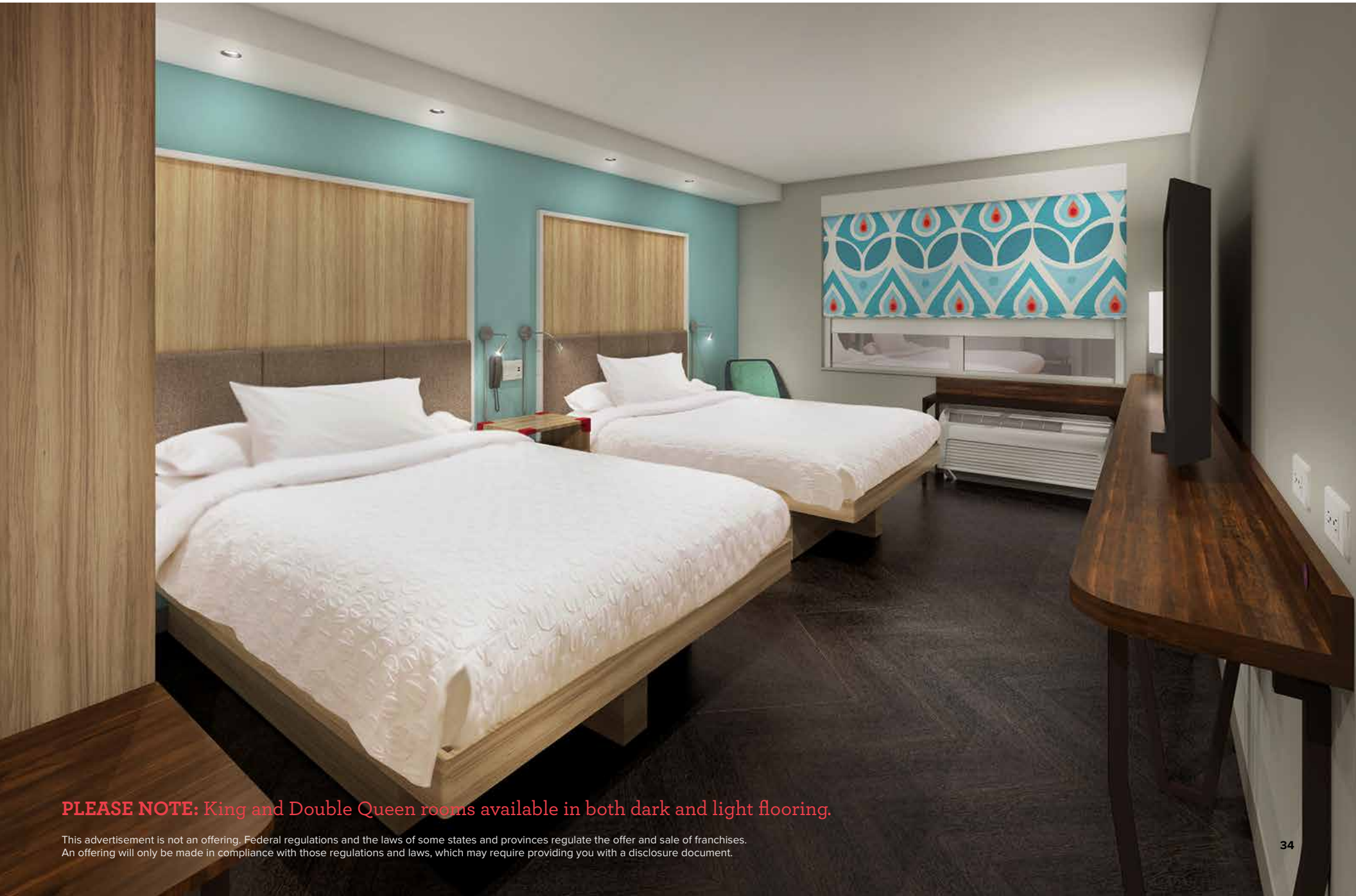


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Spark Double Queen Guestroom

Dark Flooring Option

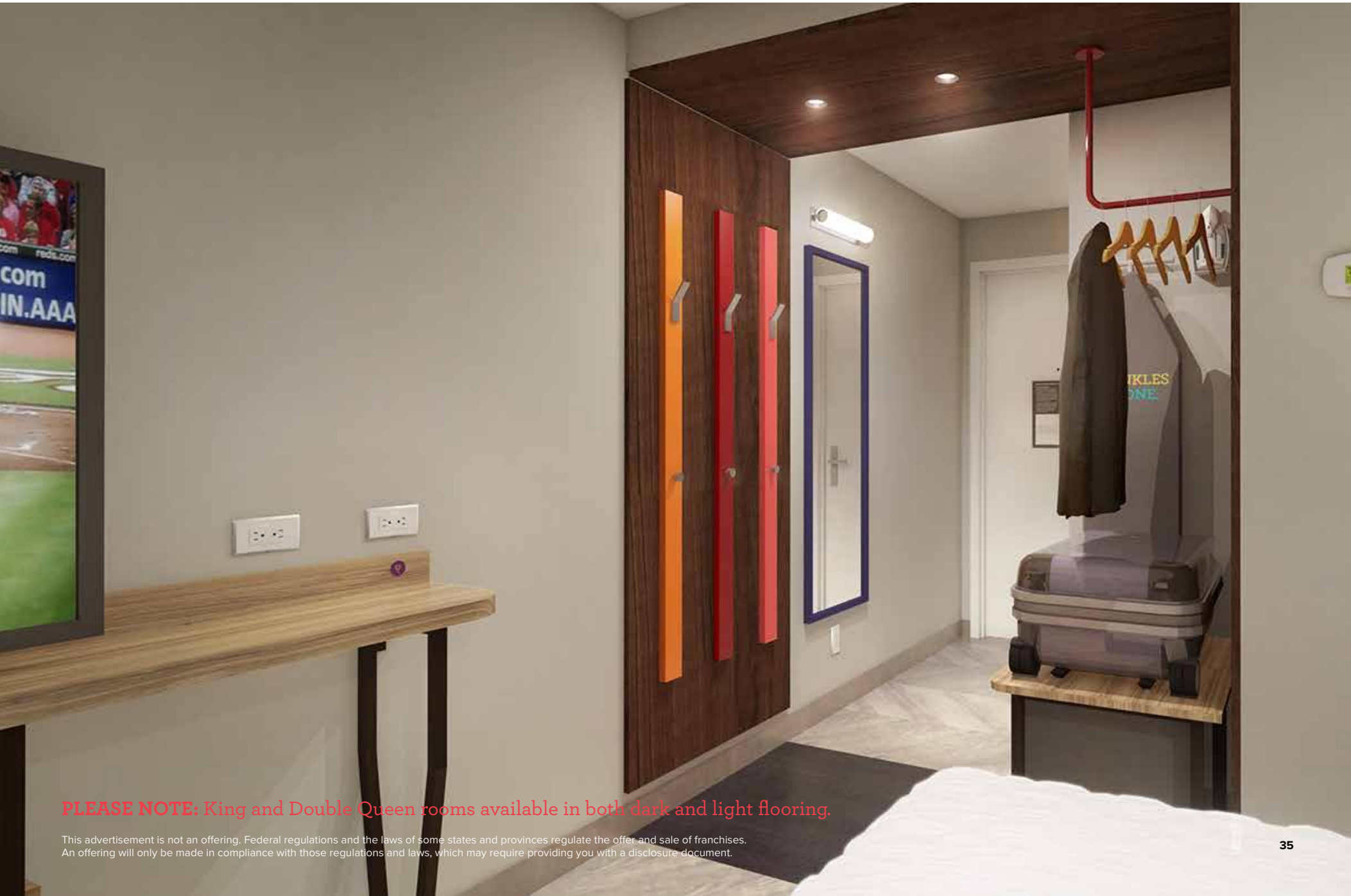


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Spark Guestroom

Light Flooring Option



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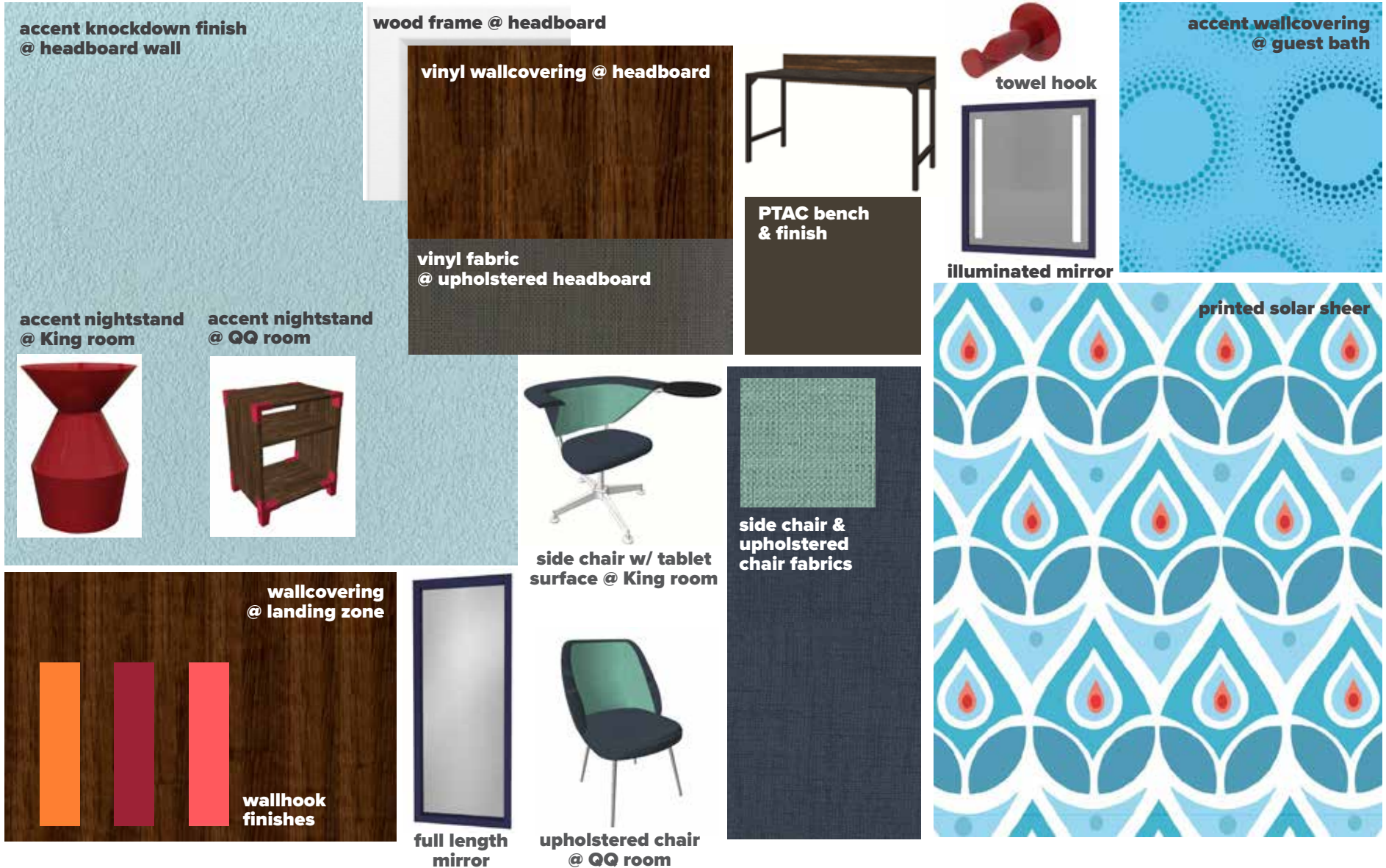
Spark Guest Bathroom



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Spark Guestroom FF&E

Guestroom Materials, Furniture and Finishes

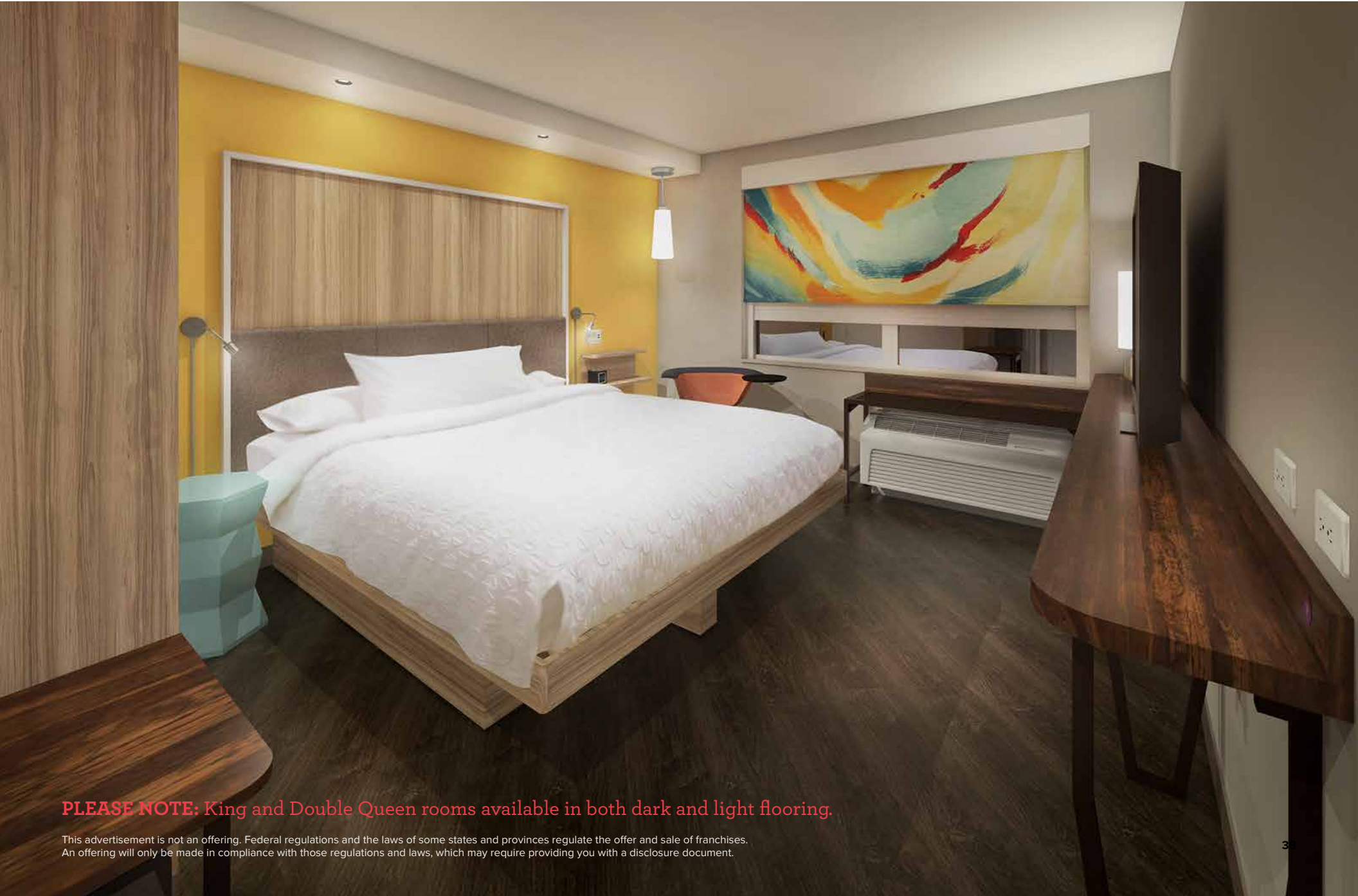


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Burst Guestroom

Dark Flooring Option



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Burst Double Queen Guestroom

Light Flooring Option

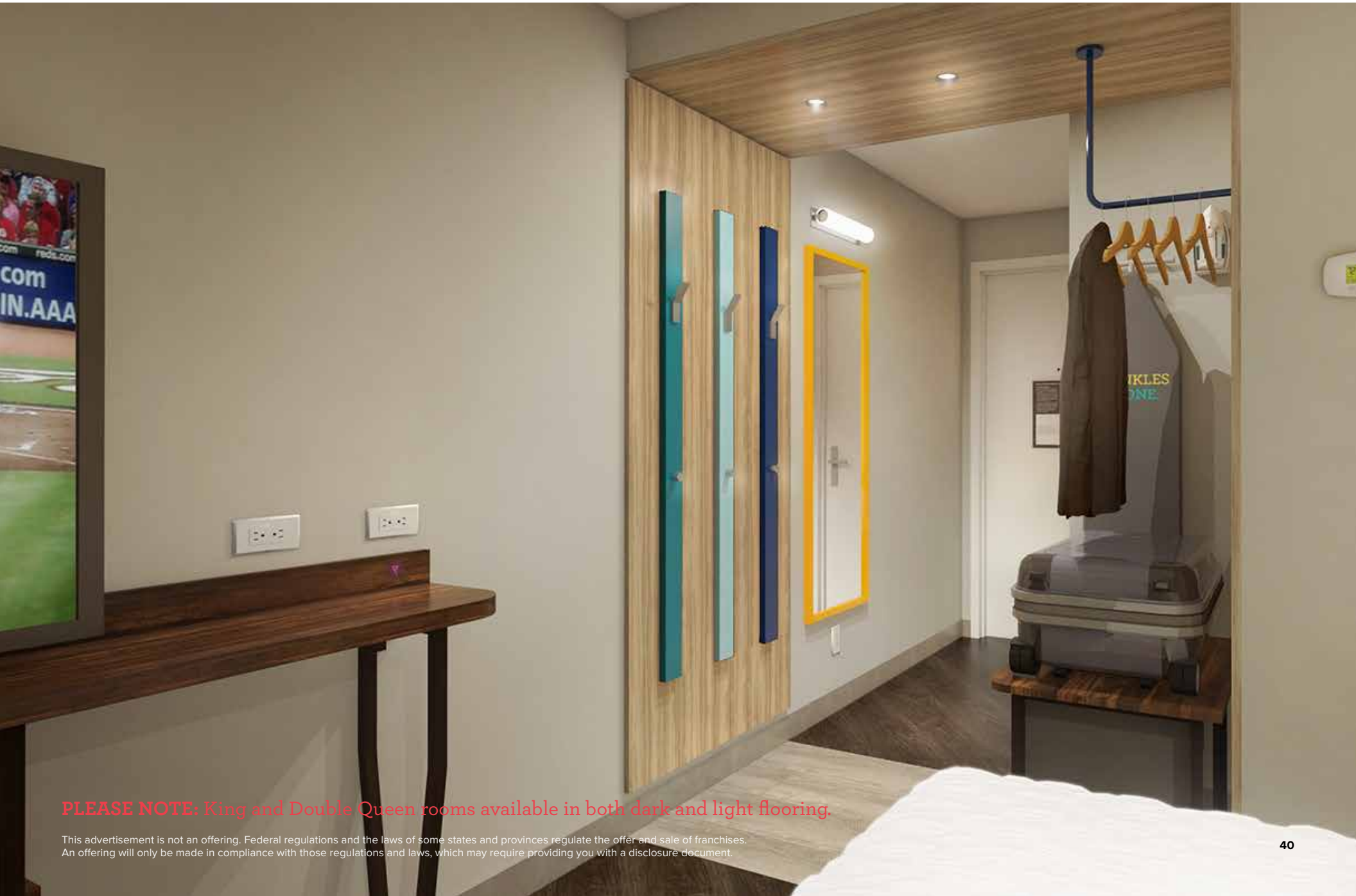


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Burst Guestroom

Dark Flooring Option



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Burst Guest Bathroom



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Burst Guestroom FF&E

Guestroom Materials, Furniture and Finishes



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Minimal Yet Meaningful Guest Rooms

Signature “Landing Zone”

This is a place to pause, unload and organize stuff. It’s designed with mudroom functionality, hanging storage in a non-enclosed closet and a luggage bench. This area makes a design statement through an accentuated floor, wall and ceiling transition and down lighting, signifying arrival. The “artwork-like” wall hooks are a common sense amenity with a brand twist and pop of color – a place to hang your bag and jacket. The wall notch at the “landing zone” and closet allows for greater visual entry into the guest room.

Signature “Bed Zone”

A platform-style bed (with no box spring) serves as a hero element in the room – with an upholstered headboard, durable and cleanable surface, and an all-white triple-sheeted bed program. All of our guest rooms have either single king or double queen beds. Guests will have direct access to power and lighting from the bed.

Ample Storage

This compact room has been smartly designed for ample storage space. In addition to the luggage bench and hanging storage space, the PTAC bench turns unused space into usable space for luggage or extra seating, the elongated TV ledge and shelf below provide extra storage and charging station functionality, and the space under the platform-style bed is another clever way to store a suitcase.

Lighting Strategy

Versatile task and ambient lighting, and ample natural lighting make the room feel larger than it is. Natural light is maximized in this smaller space with double windows, visually opening up the compact room. A printed solar sheer and blackout shade allow guests to customize the amount of privacy and natural light entering the space.

Comfortable Lounge And Task Chair

We are bucking the tradition of in-room desks. Technology has changed the way guests work and play – so instead of a desk we have chosen a versatile and comfortable, lounge and task chair, with an integrated work surface and direct adjacency to the bedside ledge, clock, lighting, and power. If guests need more work surface, the work zone in The Hive has them covered.

Focused In-room Amenities And Services

We say “yes” to an iron & ironing board, a mini refrigerator, a simple alarm clock, and a slim-line phone. Add a huge 55” TV with a 150-channel line-up from DIRECTV, and super-fast complimentary high-speed internet access to download and watch streaming content on guests’ devices. Plentiful outlets are located in all the right places to charge devices. We say “no” to in-room coffee and tea, a microwave and tons of printed in-room collateral. More of what guests want and none of the items they don’t.

Brand Graphics

Witty graphics and messages create an impression that expresses our brand personality on the ironing board, power identifiers and do not disturb sign.

LVT Flooring

The guestroom (exclusive of the bathroom) takes advantage of the many benefits of LVT flooring – this material combines sound absorption functionality, pattern and style with a strong “clean” message for guests, and is durable and operationally friendly for the hotel.

Spacious Bathrooms

Ample Storage

An extra-long vanity countertop with an elongated shelf above and a shelf below, maximize storage space for towels and personal items. Towel bars and hooks round out the hanging storage space.

A Really Great Shower

This is a 100% shower brand. Spacious, well lit, glass swing door showers are complemented with a foot shelf, an extra storage ledge for toiletry items, and bulk dispensers. Panelized, groutless surrounds are designed for ease of installation, operational simplicity and a super-clean guest impression.

Clever Brand Graphics

The use of clever brand messaging on the hairdryer bag and the signature bathroom wall pattern bring a playful sophistication to the space.

Porcelain Tile Floor

Large 12" by 24" porcelain tiles with narrow grout lines increase the perception of guest cleanliness and are designed to stand the test of water durability.

Lighting

Recessed lighting throughout the bathroom, including the shower space, provides an abundance of light right where guests need it.

Amenities

A large internally illuminated mirror, hairdryer, bulk amenities, high-quality towels and an integrated night light round out the bathroom amenity package.



Our Exterior

A Distinctly Different Design



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A Distinctly Different Design



Outdoor Patio (Optional)



Bringing the Spirited Personality of the Brand Outside

Keeping true to the simplified and spirited brand pillars, we created some visual interest on the exterior of the building. Using a sleek, rectangular building as our canvas, we developed signature architectural elements to bring the spirited personality of the brand to life on the outside.

Grounded in value with a 95% EIFS building skin and a primarily neutral exterior color palette, the spirited elements on the exterior include:

- 1 An angular pylon showcasing our brand logo and marking the hotel's main entrance
- 2 A 10 ft overhang acting as a streamlined porte cochere
- 3 Architectural articulation at the double queen guestrooms with accents of colors/shapes – materials used in these recessed areas are easy to install and maintain
- 4 Glass storefront windows bring natural light into “The Hive” during the day and shows the buzz of activity at night upon guests’ arrival
- 5 Founded on a sustainable, low-maintenance approach to landscape design this modern design uses large bands of regional rock, trees and a simple understory planting palette to create a unique and modern look that extends the building geometries into the surrounding landscape

Exterior Materials and Finishes

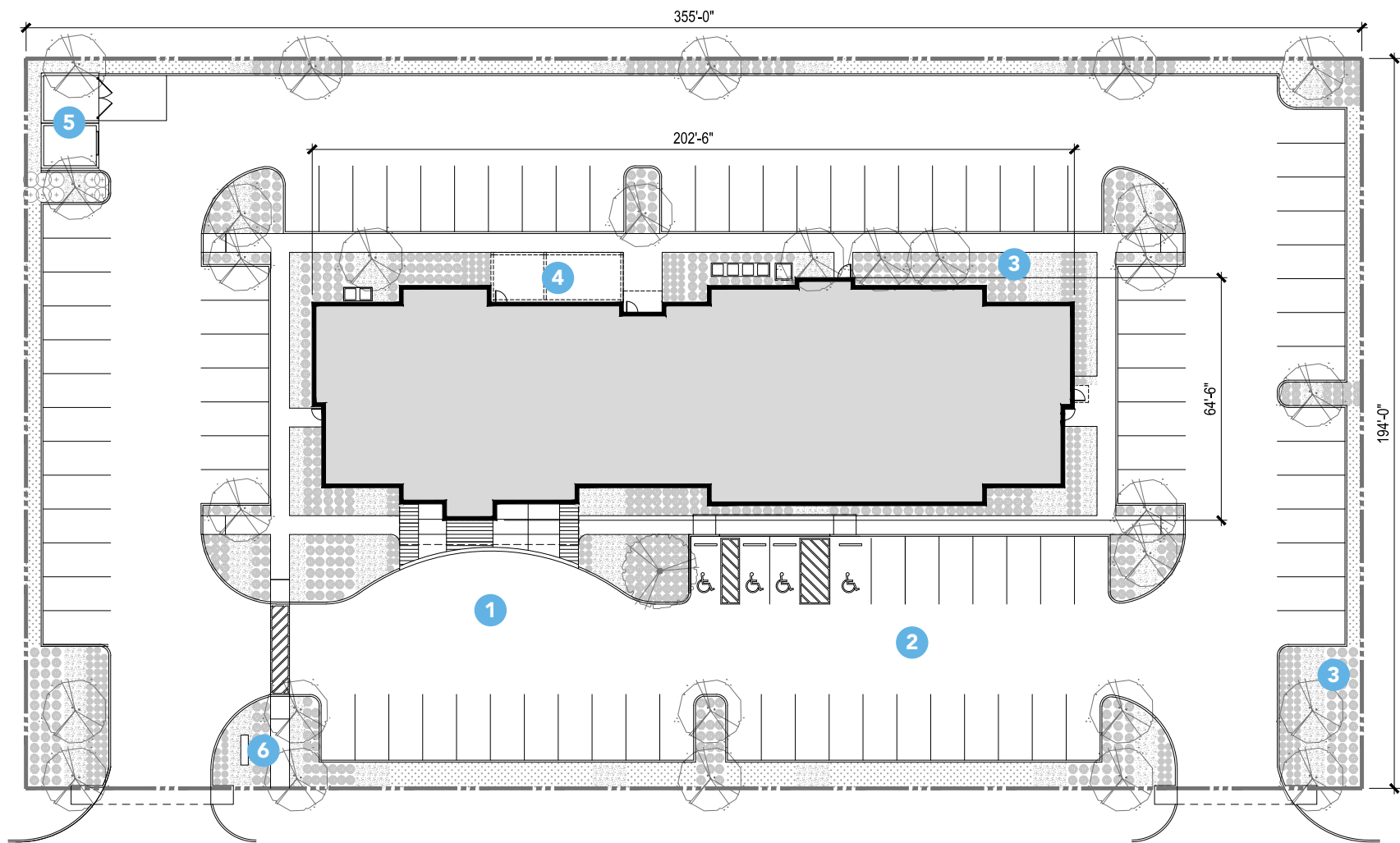




Appendix

Site Plan

4-story; 1.58 acres; 43,089 SF (gross of total building), 98 keys, 98 parking spaces (1:1 ratio)

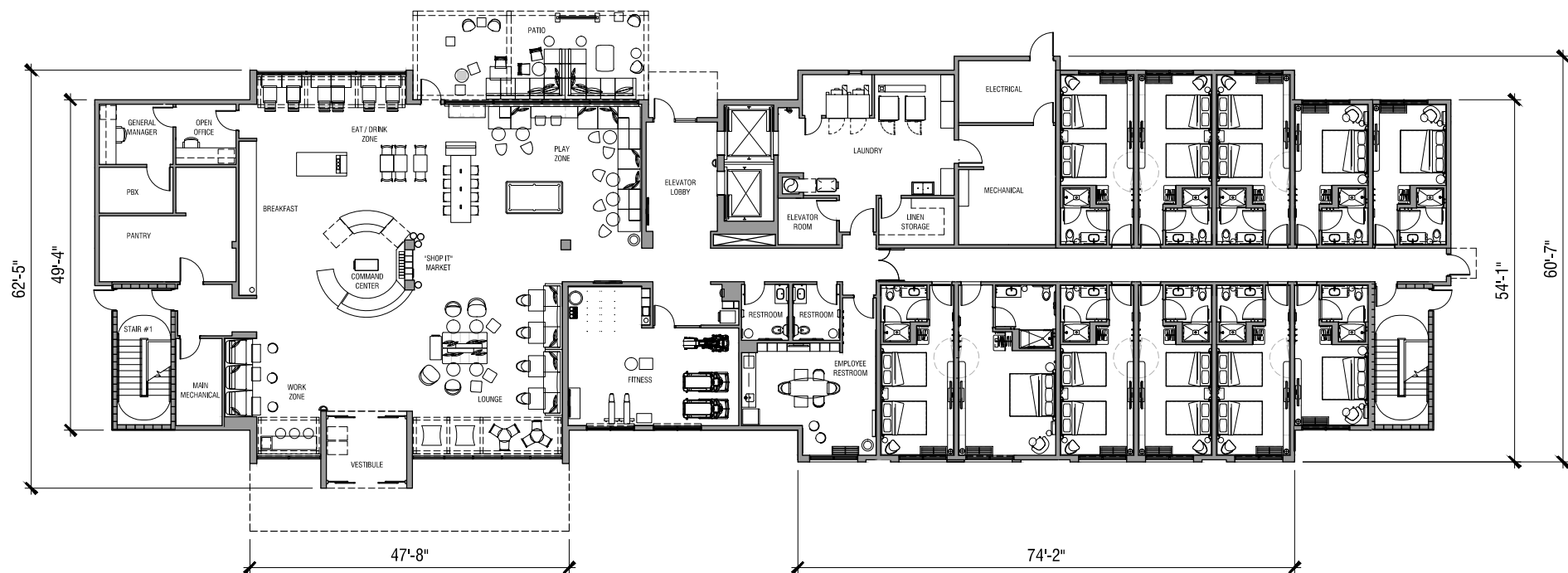


- 1 Entrance Vestibule
- 2 Parking
- 3 Property Landscape
- 4 Optional Patio
- 5 Waste Receptacles
- 6 Monument Sign Location

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Ground Floor Plan

Overall Building Footprint 10,935 SF (gross)



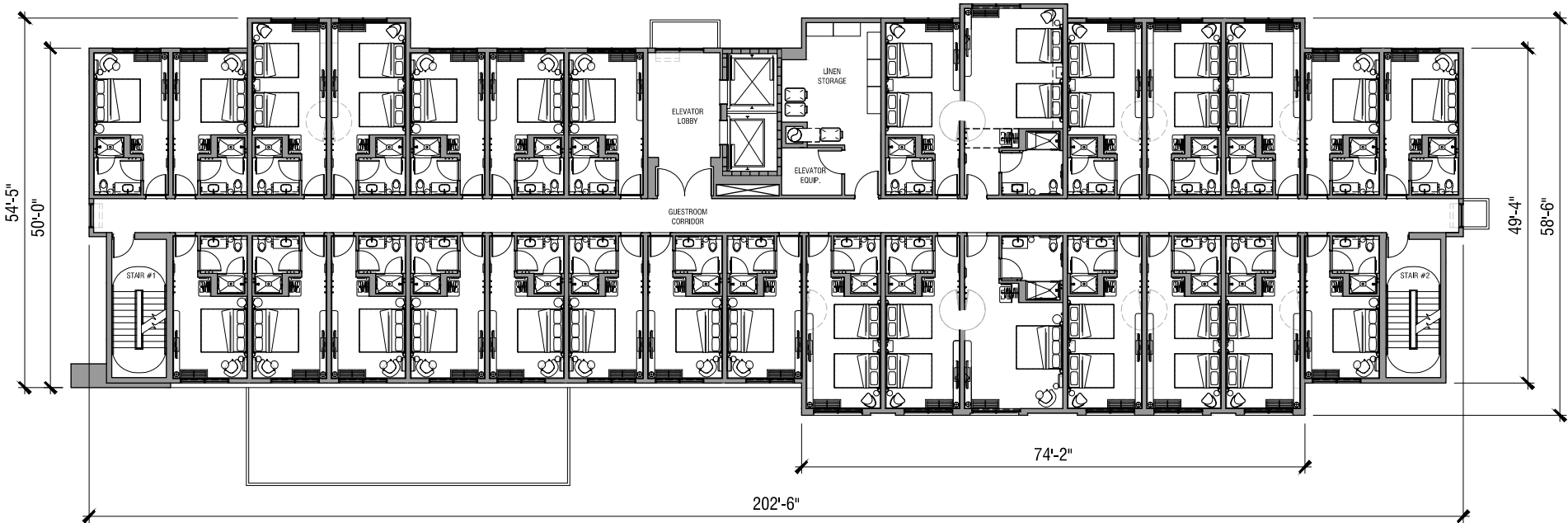
key numbers

GUESTROOMS	
Single King	51
Double Queen	40
Single ADA King	4
Double ADA Queen	3
Total	98

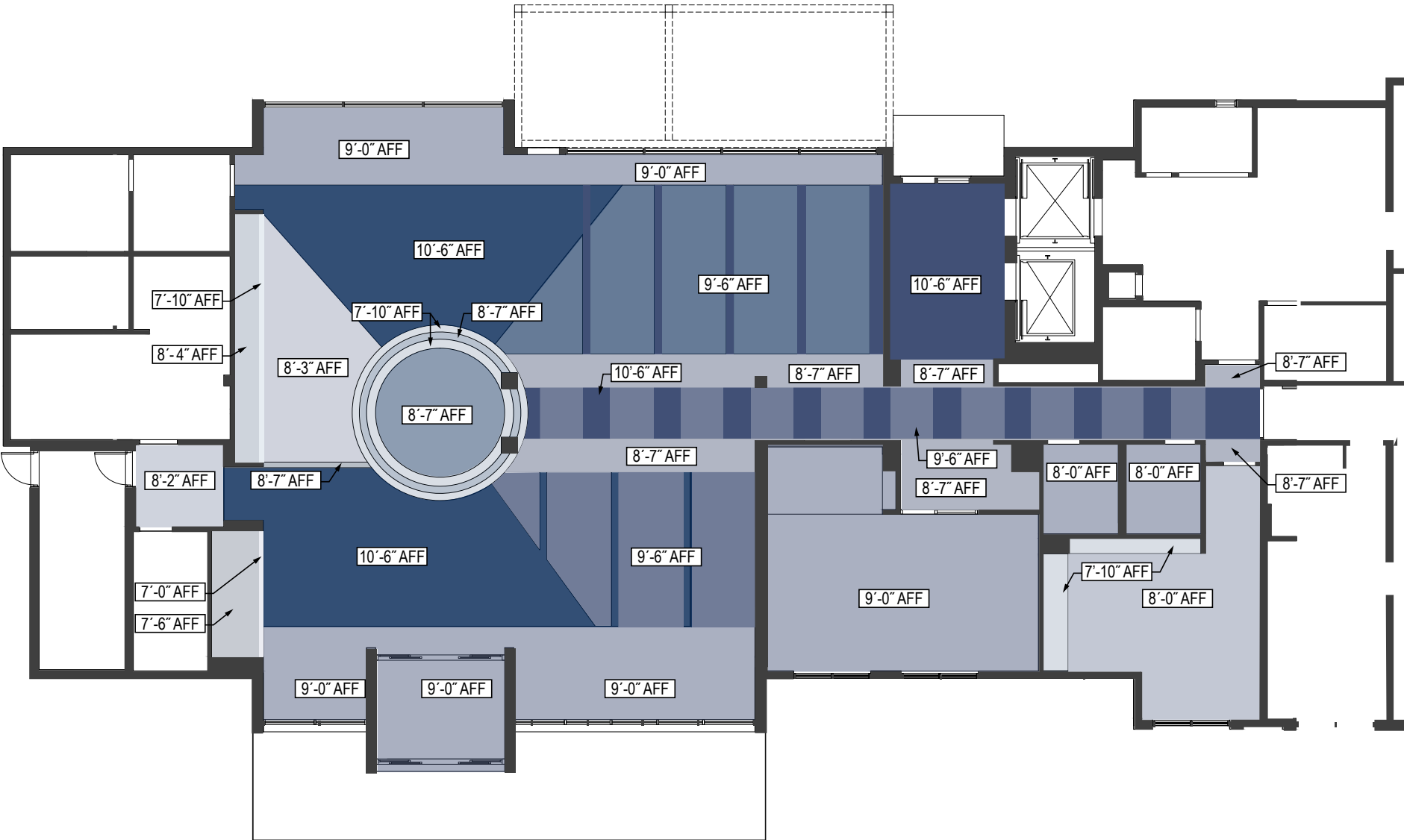
BUILDING DATA	
Total Building Gross Area	43,089 SF
NET BUILDING AREA	
Ground Floor Public Space	3,605 SF
Lobby	2,857 SF
Other Public Space	748 SF
Ground Floor Back of House	1,940 SF
Ground Floor Circulation	1,351 SF
Upper Floors Back of House	999 SF
Upper Floors Circulation	5,022 SF
Guestrooms	25,654 SF

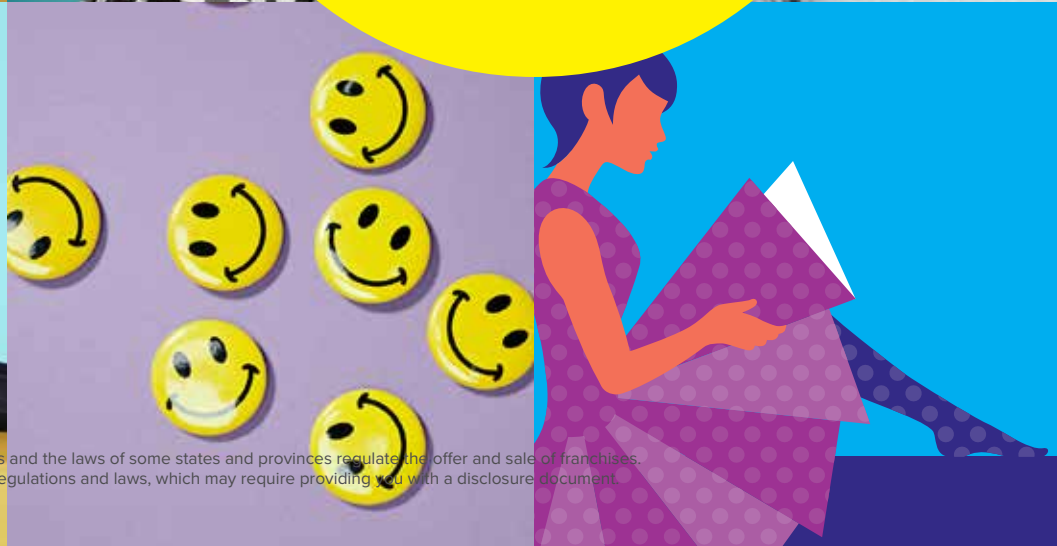
Typical Guest Room Floor Plan

10,718 SF (gross), 29 rooms per floor



Ground Floor Reflected Ceiling Plan (RCP)





This advertisement is not an offering. Federal regulations and the laws of some states and provinces regulate the offer and sale of franchises. An offering will only be made in compliance with those regulations and laws, which may require providing you with a disclosure document.