To find out more about a partnership that’s built to last, call 1-800-286-0645 or visit embassyfranchise.com.
Built on a long-standing legacy

Embassy Suites has been an innovator from the start. Since the brand’s inception in 1983 and the first hotel opening in 1984, we have always looked ahead to the future and have ultimately changed the face of hospitality.

It all began with a few revolutionary ideas:

A **spacious suite** for every guest

A **complimentary cooked-to-order breakfast**

An **evening reception** with complimentary food and drinks

A **natural atrium** that is the heart of the hotel

And while we are proud of where we’ve been, we are even more excited about what’s next, and the ways in which we are continuing to improve, innovate and evolve.

Join us as we continue building the future of Embassy Suites Hotels.
Throughout our history, Embassy Suites Hotels has been a proven, consistent performer in all economic climates. Our bundled value proposition and our appeal across business and leisure travel segments have contributed to our proud history of growth and our confident outlook on the future.

**Market share dominance**: Outperforming the competition for over 20 years. And our dominance is strengthened during times of economic decline.

**More than 20 years of market-share premium.**

**Rate premiums and weekend strength**: Consistent premiums in ADR over our competition and powerful weekend rate performance that no other hotel can match (only an 8% difference between weekday and weekend rates vs. 17% for our competition).

**Occupancy consistency**: Strong occupancy year-over-year proves the power of our value proposition.
Market share dominance

100 = Fair Share RevPAR Index
Shaded Areas = Periods of Recession

SOURCE: SMITH TRAVEL RESEARCH
Built to be a powerhouse brand...

The Embassy Suites brand is beloved by our
guests and admired by our peers, and we have
the awards, rankings and ratings to prove it.

...with the strength of Hilton behind us

Embassy Suites is part of Hilton Worldwide, a global hospitality
leader with more than 3,000 hotels in 74 countries and territories.
All Embassy Suites Hotels benefit from the resources of Hilton,
including:

• Support from Hilton Worldwide Sales, Marketing and
  Distribution, and the benefits of cross-selling within the Hilton
  Portfolio of Brands
• Significant cost-efficiencies and purchasing power through
  Hilton’s Supply Management Division
• Strengthened occupancy and guest loyalty via the Hilton
  HHonors guest rewards program
Embassy Suites dominates the upper upscale all-suites market, with 2/3 of the all-suites inventory in the U.S.

Rated among travelers’ favorite hotels

— Zagat’s 2009 U.S. Hotels, Resorts and Spas Survey

“Best Practice Corporate Champions in Quality”

— Center for Hospitality Research at Cornell’s School of Hotel Administration

Honored with the prestigious ranking of highest guest satisfaction among upscale hotel chains for a record-breaking 7 years and counting

Consistent year-over-year gains in guest loyalty ratings, guest-rated service and guest-rated overall accommodations
Built for future growth

We are never content with the status quo. While there are some things about Embassy Suites that won’t ever change, we know we must evolve to meet the needs of our development partners and our hotel guests. This includes a well-stocked pipeline of new hotels, more flexible development options and a constant emphasis on keeping our brand fresh.

New hotels and new horizons: A growing portfolio of hotels brings our brand to more guests.
- 65 new projects currently approved and under construction
- A goal of 300+ hotels by the next decade
- Recent expansion to Central and South America

New restaurant concept: Flying Spoons, our new hip-casual F&B option, is a flexible and cost-efficient alternative to a traditional atrium restaurant, perfect for markets where guests have a plethora of dining options outside of the hotel.

“Make a Difference” service culture: Our service culture initiative is transforming the way our team members take care of our guests, contributing to increased guest loyalty scores and improved employee retention.
A growing portfolio of hotels brings our brand to more guests.
Built for flexibility

There are many ways to build an Embassy Suites, and the options are increasing every day. Urban towers and mixed-use developments are becoming common among our hotel family, complementing the suburban stand-alone properties on which our brand was built. We’re also embarking on more hotel conversions and adaptive-reuse projects, while new resort properties are bringing our brand to some of the world’s best destinations.

Now more than ever, the market possibilities with Embassy Suites are endless.
Embassy Suites always seeks to make our hotels a highly attractive investment for developers, while still delivering the world-class experience our guests have come to expect.

The latest product of those efforts is a new development option — our Design Option III prototype — that requires less land, uses space more efficiently and lowers construction costs.

Embassy Suites has always been a great investment — Design Option III makes it smarter than ever.
The Basics

- More cost effective construction costs: $105,000 - $115,000 per key
- Less land required: an approximately 2.8 acre site
- Scalable from 150 - 300 suites
- Double-loaded corridors
- Alternative front-loaded atrium
- Efficient side-by-side suite design

The Possibilities

- An array of exterior designs and FF&E possibilities
- A variety of F&B options, from a traditional atrium restaurant to our new hip-casual Flying Spoons concept
- Consistent EmbassyLink™ business center solution in all hotels
- Fitness by Precor®
- Enhanced meeting space
- Flexible and friendly check-in pods

What do we mean by prototype?

It’s not just a set of blueprints or a palette of finishes, but a way of bringing the essence of Embassy Suites to life. The result isn’t a set of cookie-cutter hotels, but a broad range of hotel expressions, all of which are unmistakably Embassy Suites.

Our prototype is a kit-of-parts complemented by clear standards that ensure the Embassy Suites experience translates to a wide variety of building types, real estate strategies and geographic markets.
Check out some of the things we’ve been building lately.
Embassy Suites Hotels are located in...

170 cities

43 states and territories

6 countries and

about 40 hotels in the pipeline & counting...
Nestled in the beautifully scenic Antelope Valley, Embassy Suites Palmdale is conveniently located near the major aerospace companies in the area such as Lockheed Martin, Boeing, Northrop Grumman, and NASA. Also located a short distance from the hotel are the Lancaster National Soccer Center and Big 8 Softball Complex, providing leisure travelers with both convenience and value.

Owner: Palmdale Lodging Associates, LLC

Opened 2010

150 suites

New build, the first property developed in California from the Design Option III prototype

Unique features include:

Double-loaded suite corridors
Side-loaded atrium
Side-by-side suites
Located near Port Columbus International Airport, our Columbus, Ohio hotel is conveniently located a few miles from Easton Town Center, downtown Columbus and the Greater Columbus Convention Center.

Owner: Airport Core Hotel, LLC
Opened 2009
198 suites
Airport new build

Unique features include:

Flying Spoons, a full-service restaurant, proudly brewing Starbucks® coffee and sweet treats.

Over 12,000 square feet of flexible function and foyer space. All of our function rooms are equipped with a drop-down screen and LCD projector.
Located in central downtown, Embassy Suites Buffalo is amid the shopping, dining and entertainment centers of Buffalo and a short drive from Niagara Falls, one of America’s seven natural wonders.

Owner: UniQuest Hospitality, LLC
Opened 2009
153 suites
New build following green-construction standards

Unique features include:

Whirlpool suite, executive and boardroom suites

Hotel anchors the first seven floors of Avant, an innovative, mixed-use building reclaimed from a decommissioned federal building. Mixed-use project includes 130,000 square feet of office space and approximately 40 upscale condominiums on the upper floor.
Located amid the shopping, dining and entertainment centers of the Peoria RiverFront, Embassy Suites East Peoria is also just minutes from O’Brien Field, Bradley University and the University of Illinois College of Medicine.

Owner: John Q. Hammons Hotels & Resorts

Opened 2007

226 suites

New build, connected by a climate-controlled walkway to the Peoria RiverFront Conference Center

Unique features include:

Meeting facilities include a 20,000 sq. ft. meeting/conference area

Riverside café with a riverfront patio and two private dining rooms
Located in downtown Washington D.C., between the White House and the US Capitol, and just 1.5 blocks from the new Washington D.C. Convention Center.

Owner: IUPAT (The International Union of Painters and Allied Trades)

Opened 2005

384 suites

Urban stand-alone new build

**Unique features include:**

- Combination of side-by-side and shotgun suites
- Non-traditional atrium
- Ample lower level meeting space, including 5,568 sq. ft. meeting/conference room
- Finn & Porter leased restaurant on-site
EMBASSY SUITES
TWO-ROOM SUITE
Our updated two-room suite continues to offer the same great space and standard amenities found in every Embassy Suites.

The side-by-side suite has a more efficient, open layout which allows more natural light into the entire space and creates a residential feel. Our more traditional shotgun suites are also possible.

Total area: 440 square feet

The king plan, shown here, includes a walk-in shower. A double-queen configuration is also available; this suite type includes a tub-shower combination.

The double-queen suite connects to an adjacent suite, giving it greater flexibility for multiple occupants.
**OUR NEW ONE-ROOM SUITE**

Targeted for the business and short-stay traveler, our one-room suite is a new interpretation of our signature suite offering. It still delivers all of the amenities of our traditional two-room suite, but does so in a more efficient and open layout.

Total area of 370 square feet means more suites per floor.

Always adjacent to a two-room suite; 50% adjacent to double-double configurations, 50% adjacent to king suites.

Incorporates all four suite zones (living room, bedroom, bathroom and work/dining area) into an efficient area.

Allowable for up to 20% of suite count within a hotel.
EMBASSY SUITES
FLYING SPOONS
Flying Spoons is Embassy Suites’ new hip-casual F&B concept, designed to fill a unique dining need that most hotel dining overlooks. The design offers a quick lift to our guests who can grab a snack to go, or watch staff quickly prepare their order.

The design is based on a kit-of-parts approach to maintain a consistent identity yet be flexible and scalable to adapt to a variety of properties.

Seat count: 30, with the option to grow up to 50.

Open early morning through late evening.

Grab-and-go offerings, some cooked-to-order options, salads, sandwiches and beverages.

Developers can choose from three design schemes to complement their Embassy Suites:

- Casual: An easy, informal style that’s light and approachable.
- Contemporary: A clean, sleek approach that reflects a modern point of view.
- Transitional: A classic, simple concept that complements a variety of styles.
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