YOU CAN COUNT ON US...

to support you on your road to success
YOU CAN COUNT ON US TO TELL YOU…

• **Who** is Hilton Garden Inn?

• **Why** select Hilton Garden Inn?

• **Where** is Hilton Garden Inn?

• **How** we’ll support you on your road to success.
WHO IS HILTON GARDEN INN?
YOU CAN COUNT ON US TO …

Be a leader in our segment

- Average age of hotels – 5 years
- Over 95% new build properties
- Small to medium function/event space
  
  600 to 3,500 sq feet (83 to 1667 sq meters)

- Upper mid-market with food & beverage
- Mid-market business & leisure
YOU CAN COUNT ON US TO BE...

Adaptable to a variety of locations

Indianapolis, IN

Aberdeen, Scotland

Arlington/Shirlington, VA
YOU CAN COUNT ON US TO...

Adaptable to a variety of locations

Florence, Italy
YOU CAN COUNT ON US TO...

Fit anywhere our guests want to go

Riyadh Olaya, Saudi Arabia

New Delhi, India
OUR GUESTS

• Adults 30-54; 60/40 m/f
• HHI $75K +; Married w/ kids
• 15+ nights (55/45 business/leisure)
• Avg. stay 2 nights
• 2+ Loyalty Club Memberships
• Fitness & diet conscious
• Tech savvy
• Social/Green conscious brands
• Experienced travelers
**PROTOTYPE FACT SHEET**

<table>
<thead>
<tr>
<th>Room Count</th>
<th>136 rooms across 5 floors</th>
</tr>
</thead>
</table>
| Site Area           | 3.57 acres  
15,661.3 sq meters |
| Meeting Space       | 2,263 sq feet  
689.8 sq meters |
| Per Guestroom       | 3,269 sq feet  
996.4 sq meters |
| Pavilion Pantry     | 3,085 sq feet  
940.3 sq meters |
| Construction Investment | $95k - $120k per key not including land |
YOU CAN COUNT ON US…
To support you on your road to success.
WHY SELECT HILTON GARDEN INN?
YOU CAN COUNT ON US FOR…

Market Share Dominance

100% = Fair share RevPAR Index

Times of recession
YOU CAN COUNT ON US FOR…

Thriving performance and growth

<table>
<thead>
<tr>
<th></th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unit Count</td>
<td>402</td>
<td>459</td>
<td>513</td>
</tr>
<tr>
<td>ADR</td>
<td>$125.43</td>
<td>$114.44</td>
<td>$112.64</td>
</tr>
<tr>
<td>OCC</td>
<td>69.2%</td>
<td>59.2%</td>
<td>68.1%</td>
</tr>
<tr>
<td>OCC Index</td>
<td>107.1</td>
<td>108.4</td>
<td>108.7</td>
</tr>
<tr>
<td>RevPAR Index</td>
<td>117.6</td>
<td>120.2</td>
<td>121.0</td>
</tr>
</tbody>
</table>
YOU CAN COUNT ON US FOR...

Excellent contribution numbers

HHonors Contribution to Occupancy 53.3%

2010

Hilton Reservation Service Contribution to Occupancy 68.6%
BENEFITS OF LOYALTY

Impact of Satisfaction on Loyalty and Advocacy

Hilton Garden Inn

- Percent "Definitely Will" Recommend
- Percent "Definitely Will" Stay at Hotel Chain Again
- Number of Recommendations

Overall Satisfaction Experience

- Delighted (10): 80% (Definitely Will) Recommend, 68% Will "Definitely Will" Stay, 2.2 Recommendations
- Pleased (8-9): 40% (Definitely Will) Recommend, 35% Will "Definitely Will" Stay, 1.2 Recommendations
- Indifferent (6-7): 11% (Definitely Will) Recommend, 16% Will "Definitely Will" Stay, 0.7 Recommendations
- Disappointed (1-5): 3% (Definitely Will) Recommend, 7% Will "Definitely Will" Stay, 0.4 Recommendations

Source: J.D. Power
WHY LOYALTY MATTERS…

• Repeat Guests Drive Revenue
• Advocacy / Return Intent/ Recommend
• Social Media (can use a story to illustrate importance)
• HHonors Revenue
• JD Power Award
BENEFITS OF LOYALTY

12 Blue
6 Silver
3 Gold
WHERE IS HILTON GARDEN INN?
YOU CAN COUNT ON US TO...

Be everywhere our national guests are
YOU CAN COUNT ON US TO...

Be in even more places by 2014
YOU CAN COUNT ON US TO...

Branch out around the globe
YOU CAN COUNT ON US TO...
Take the world by storm by 2014
WHAT’S NEW WITH HILTON GARDEN INN?
PROTOTYPE 7.0

- Improved flow from lobby to F&B area
- Flexible space for additional revenue opportunity
- Intentional and inviting bar area
PROJECT GROW

• Project Grow is a Prototype 7.0 adaptation for existing properties.
• Project Grow focuses on key moments of customer interaction.
• A two-option implementation:

<table>
<thead>
<tr>
<th>Option 1</th>
<th>Option 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Environmental brand communications</td>
<td>• Solutions for the overall Pavilion renovation and enhancement to the outdoor space</td>
</tr>
<tr>
<td>• Proprietary lighting elements</td>
<td></td>
</tr>
<tr>
<td>• Layer of accessories</td>
<td></td>
</tr>
<tr>
<td>• Limited FF&amp;E selections</td>
<td></td>
</tr>
</tbody>
</table>
## BRAND GROWTH - 2010

<table>
<thead>
<tr>
<th>517 Hotels open</th>
<th>152 in the pipeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 Countries</td>
<td>9 NEW Countries</td>
</tr>
<tr>
<td>Canada</td>
<td>Bulgaria</td>
</tr>
<tr>
<td>Costa Rica</td>
<td>Chile</td>
</tr>
<tr>
<td>Germany</td>
<td>China</td>
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<tr>
<td>India</td>
<td>France</td>
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<tr>
<td>Italy</td>
<td>Malaysia</td>
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<tr>
<td>Mexico</td>
<td>Netherlands</td>
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<tr>
<td>Poland</td>
<td>Panama</td>
</tr>
<tr>
<td>Russian Federation</td>
<td>Romania</td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td>Switzerland</td>
</tr>
<tr>
<td>Turkey</td>
<td></td>
</tr>
<tr>
<td>United Kingdom</td>
<td></td>
</tr>
<tr>
<td>United States</td>
<td></td>
</tr>
</tbody>
</table>
OUTSIDE THE AMERICAS

- Florence, Italy – 121 rooms, opened October 2006
- Luton North (UK) – 157 rooms, opened July 2008
- Riyadh Olaya (Saudi Arabia) – 180 rooms, opened July 2009
HOW HILTON GARDEN INN HELPS YOU
YOU CAN COUNT ON US TO…

Set meaningful goals

Drive RevPAR
Revenue – 6.5% RevPar Increase

Drive Loyalty
Increase to 70% as measured by SALT

Drive Sustainability
Reduce carbon footprint by 20%; Philanthropy partnership; New LightStay features

Drive Unit Growth
Significant increase in hotels nationally and globally
BRAND PERFORMANCE SUPPORT

You can count on us to support and assist our hotels to maximize revenue, market share, and customer satisfaction.
BRAND PERFORMANCE SUPPORT

• Act as the brand liaison between the:
  – Property team
  – Management company representatives
  – Owner

• Consult on properties
• Focus on Brand Goals and GM/Owner Engagement
• Ensure Brand Standard compliance
• Drive satisfaction of our owners and guest
BRAND PERFORMANCE SUPPORT

Opening Managers

Brand Sales

Hotels Owners MCRs

Regional Revenue Management Directors

HGI Brand Marketing Team

Brand Performance Support Directors

Focused Team Advice
YOU CAN COUNT ON US TO...

Help your hotel ramp up quickly

• Opening Managers:
  – Manage Task List by Due Date
  – Schedule monthly follow-up conference calls
  – Monitor and drive ramp up post-opening
  – Coordinate HGI and HWI resources
  – Ensure Brand Standards comprehension

• Management company approved
  – 12 months

• GM/DOS hired and approved
  – 6–8 months
YOU CAN COUNT ON US FOR...

Marketing that drives demand to your hotels
YOU CAN COUNT ON US FOR...

Innovative social media and digital marketing tactics
YOU CAN COUNT ON US FOR...

Effective Out of Home Advertising and Public Relations

WSJ elevator advertising in major metros will drive familiarity with core target. In-lobby sampling of HGI offerings will coincide with elevator advertising.

HGI branded tote bags act as roaming billboard for the brand.
National promotion called “Life’s Ultimate To-Do List” will use PR and social media to drive familiarity of brand.
YOU CAN COUNT ON US…

To leverage the strength of Hilton Worldwide

• Technology
• HHonors
• Sales & Marketing
• Global Brand Services

… but remain true to our unique Hilton Garden Inn guest, product, and culture.
You can count on US to help you on your road to SUCCESS.