



Hampton by Hilton Istanbul Atakoy, Turkey

# HAMPTON BY HILTON

EMEA Development Brochure





## Brand overview

Hampton by Hilton™ delivers a friendly and consistent hotel experience at a competitive price point to business and leisure travelers alike. An award-winning, global category leader, a Hampton by Hilton property is simple to develop and operate, offering one of today's most exciting and compelling investment opportunities.

Built upon the same foundation of success that has helped the brand lead the way in North America, Hampton by Hilton was designed to meet the needs of today's global guests while remaining simple to build and simple to operate.





## Why Hampton by Hilton?

Hampton by Hilton offers a hotel design and experience that are unique and differentiated versus its competitors in the segment.

The unique kit-of-parts approach allows for “consistent flexibility”—meeting space is optional but flexible, and the food and beverage offering is focused. Everything is designed to meet the needs of a local market while holding true to brand standards.

Costs are controlled through a hands-on management style that allows a property to operate with only 25–30 full-time employees and provides the kind of environment and focus to support compelling profit margins while keeping guest satisfaction high.

Consistent quality is essential to maintaining guest satisfaction. At Hampton by Hilton this is assured through a meticulous and comprehensive internal measurement process.







Hampton by Hilton London Waterloo, United Kingdom



Hampton by Hilton Warsaw, Poland

## LEADING THE EUROPEAN PIPELINE

WITH 10,954 ROOMS, REPRESENTING 7.5% (STR GLOBAL DECEMBER 2016)



## BEST GLOBAL FRANCHISE

IN 2011, 2012, 2013, 2015 AND 2016 ACROSS SECTORS BY ENTREPRENEUR MAGAZINE'S ANNUAL FRANCHISE 500®

### Hampton by Hilton Around the World

MORE THAN  
**2,200**  
PROPERTIES

FOUND IN  
**19**  
COUNTRIES

MORE THAN  
**220,000**  
AVAILABLE ROOMS

MORE THAN  
**490**  
PIPELINE HOTELS

*\*As of 31st December 2016*



## Guest offerings

Hampton by Hilton is rapidly building a reputation as a global leader in the focused service hotel category. Through its 100% Hampton Guarantee™, the brand promises guests a great experience and value for money every time.

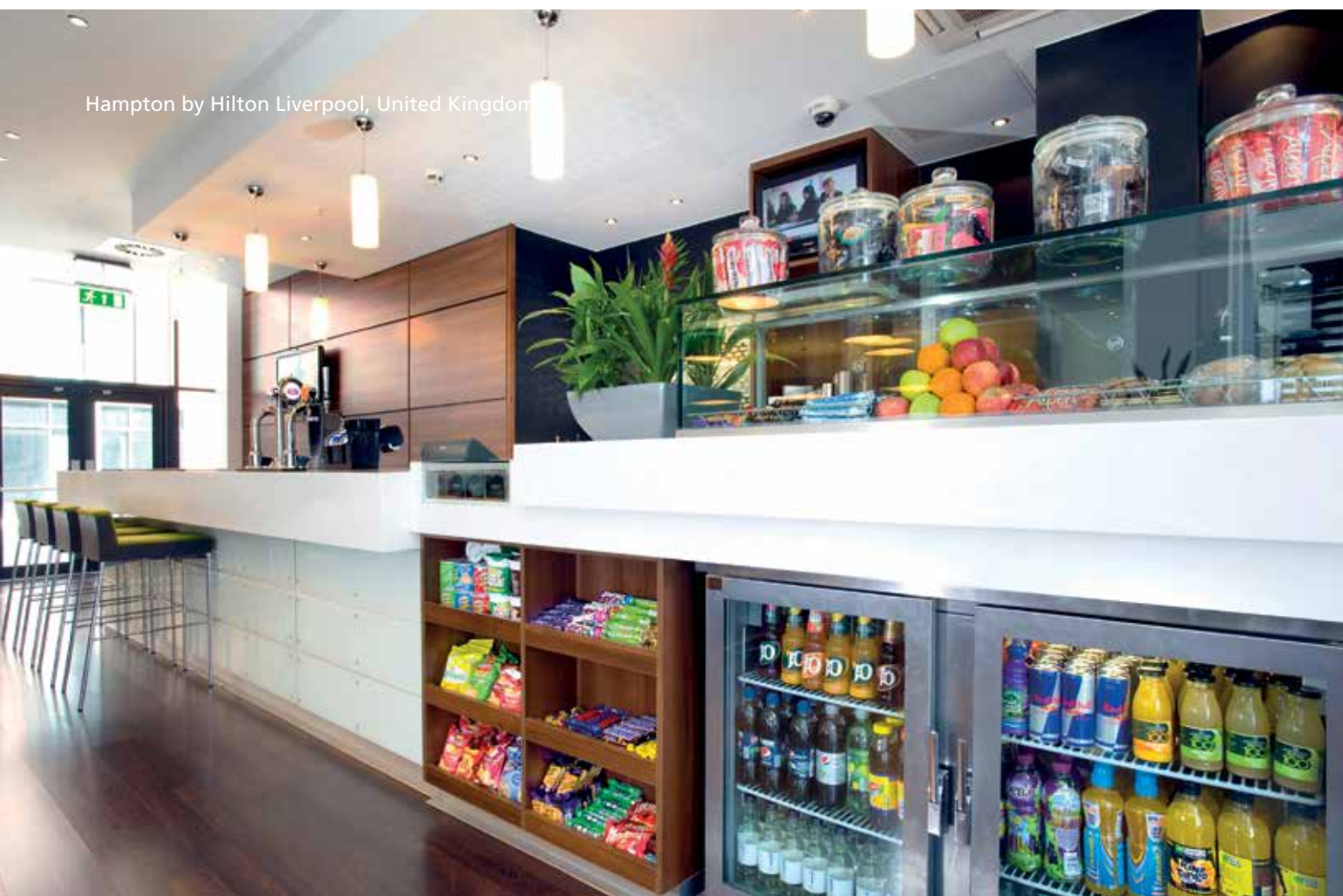
The consistent quality of Hampton by Hilton means guests can book any location around the world and know they will enjoy a great experience and friendly service. This has created powerful loyalty in both business and leisure guests, making the brand a preferred choice among travelers.

In addition to innovative, multipurpose public areas that provide engaging zoned spaces, guests enjoy attractive bundled services like complimentary Internet access and a complimentary hot breakfast tailored to regional tastes, all designed to help them focus on their travel goals, not on their hotel costs.

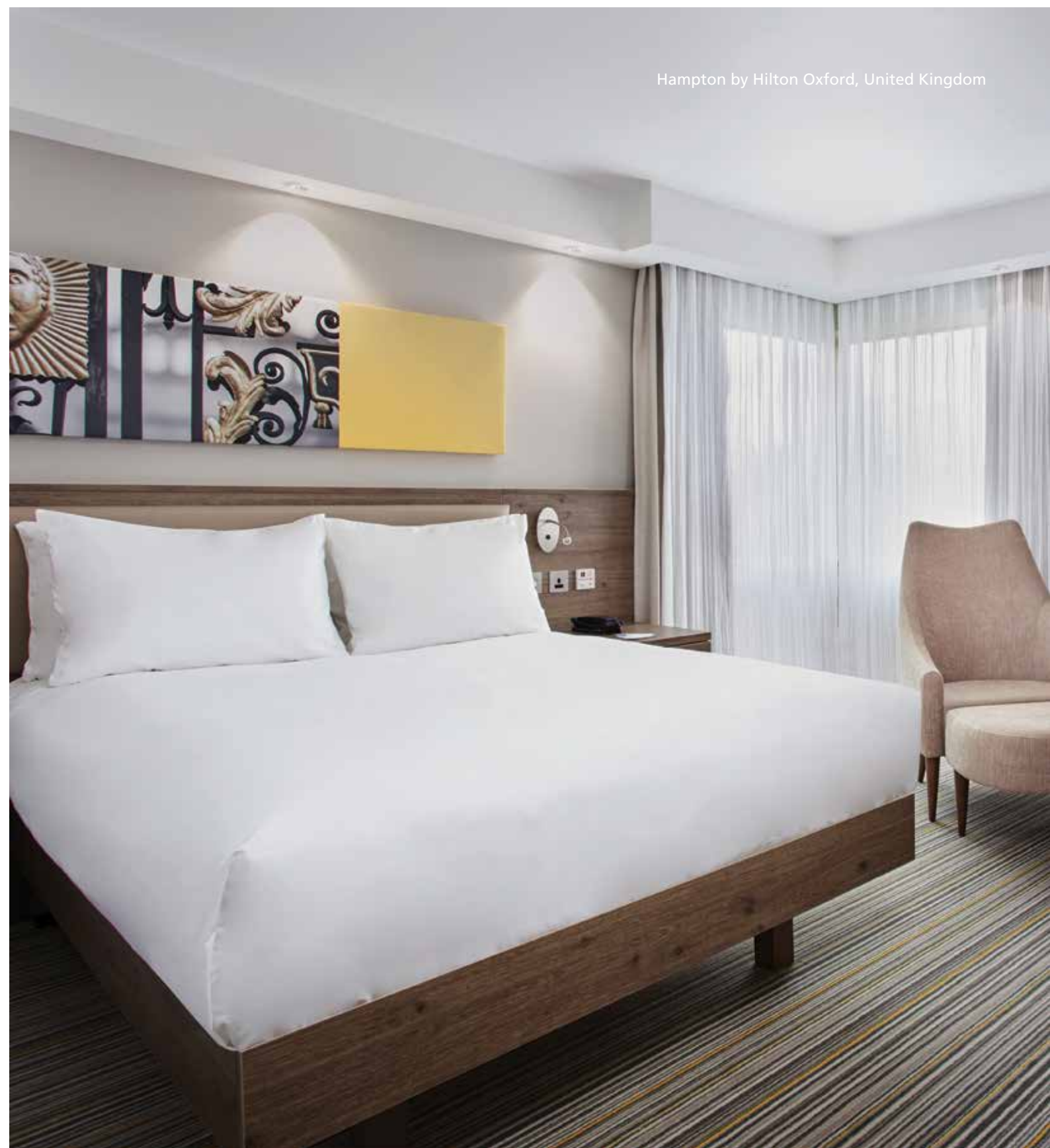




Hampton by Hilton Liverpool, United Kingdom



Hampton by Hilton Oxford, United Kingdom



Hampton by Hilton Istanbul Sabiha Gokcen Airport, Turkey





## A WORLD OF POTENTIAL. A WEALTH OF OPPORTUNITY.

Hilton is focused on creating opportunities for our owners while building long-term relationships that offer success today and well into the future. With 14 leading brands and hotels in over 100 countries and counting, we offer global strength and scale combined with local expertise that is relevant to the many markets we serve.

As one of the world's leading global hospitality companies, we understand the importance of taking care of our owners and applying our expertise to create value through the design, construction and operation of a hotel. We also understand the importance of looking ahead, and we remain committed to our owners over the long term.

## HILTON PERFORMANCE ADVANTAGE

Every Hilton hotel benefits from the unique system of innovative solutions and advanced technologies known as the Hilton Performance Advantage. Together, these services provide owners with the latest tools, forward-thinking strategies and access to some of the most influential people in the industry to help enhance guest experiences, reward customer loyalty, drive revenues and maximize efficiency of operations.

Spanning our entire portfolio of brands, the services that make up the Hilton Performance Advantage deliver leading-edge support to consistently drive profits and efficiencies. It is a powerful resource for owners and operators, unrivalled in the industry.

**HILTON HONORS™** is our award-winning guest loyalty program. Its 60 million members accounted for over 50% of all room nights globally at our hotels in 2016, driving more than US\$ 17 billion in revenue.

**HILTON SALES** with more than 850 Team Members around the world, drives high returns and revenues through increased negotiating power and higher-level access to more influential accounts and strategic partnerships. Global sales efforts account for approximately US\$ 8.5 billion in yearly contracted revenue.

**HILTON GLOBAL RESERVATION CENTERS** provide 24-hour, multi-language global coverage in an effort to support and deliver business to your property. Our team of more than 3,000 highly skilled agents service 13 million reservations annually.

**ONLINE SERVICES** offers a cost-effective model to ensure your property is front and center online, providing the most convenient digital experience for guests through traditional and emerging online channels. We reach travelers at every opportunity with more than 30 websites, apps and mobile sites, featuring locally relevant content in 22 languages and registering 460 million yearly visits.

**REVENUE MANAGEMENT** helps hotels maximize profits with advanced tools, training and analysis to help make smart pricing and inventory decisions while increasing guest satisfaction. More than 2,000 hotels are already supported by our revenue specialists.

**INFORMATION TECHNOLOGY** utilizes world-class partners to create best-in-class technology solutions, from core reservation and property management systems to in-room high-speed Internet access and entertainment.

**HILTON SUPPLY MANAGEMENT** is a one-stop source, leveraging the combined purchasing power of our global portfolio to offer competitive value-based pricing on superior products and services.



For more information or a development contact visit  
**[www.hilton.com/development](http://www.hilton.com/development)**





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