Always a Warm Welcome

The explosive growth of DoubleTree by Hilton™ is built on delivering simple acts of kindness, which lead to a genuine, full-service experience. With bespoke configurations, DoubleTree by Hilton is an owner-centric brand that celebrates the humanness of “the cookie” without being “cookie-cutter.” DoubleTree by Hilton hotels are defined by their CARE service culture, exceeding expectations and building loyalty through thoughtfulness that makes travellers feel human again.
**DoubleTree by Hilton in Numbers**

- **587 hotels** and more than **135,700 rooms** across **47 countries** and **six continents.**

  *As of 31st December 2019*

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**What makes DoubleTree a top choice for Full Service owners?**

- **68%** of global DoubleTree properties are conversions*

- **A 25% increase in RevPar 12 months after opening versus 12 months prior**

- **+25% change in global average RevPar Index††**

- **World’s top 10 most valuable hotel brand†††**

  *Salesforce Reporting March 2019 YTD
  †Tableau Reporting 2019
  ††Brand Finance Hotels 50 2019 Report

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**DoubleTree by Hilton Brand Standards**

- Positioning: Upscale
- Minimum Key Count: 100
- Minimum Room Size: 26–28 m²
- Gross Floor Area Per Key: 65–88 m²
- Food & Beverage: Full Breakfast, 3-Meal Restaurant
- In-Room Dining: Required
- Conference & Banqueting: Minimum 465 m²
- Gym: Yes
- Executive Lounge: Optional

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**EMEA Performance**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Occupancy Index</td>
<td>106.9%</td>
</tr>
<tr>
<td>ADR Index</td>
<td>101.8%</td>
</tr>
<tr>
<td>RevPAR Index</td>
<td>108.9%</td>
</tr>
</tbody>
</table>

Source: Hilton Q3 2019 Earnings Release

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**Leaders for Innovation**

- **9.2 million+** digital key downloads
- **Every 9 seconds** Hilton Honors app is downloaded
- **4,600+ properties** worldwide offer Digital Key to the guests
- **100 million+** Hilton Honors members boosting commercial performance
- **62%** of occupancy has been driven by Honors members in 2019

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**Recent Openings in EMEA**

- **DoubleTree by Hilton Antalya City Centre, Turkey**
- **DoubleTree by Hilton Afyonkarahisar, Turkey**
- **DoubleTree by Hilton Trieste, Italy**
- **DoubleTree by Hilton Harrogate Majestic Hotel & Spa, UK**

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For more information or a development contact, visit hilton.com/development