



Hilton Garden Inn™

2021 Development Opportunities

Redmond Town Center, WA, USA



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Bordeaux, France



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The Brand



Brand description

Sensibly positive

About Hilton Garden Inn

The Hilton Garden Inn brand was introduced to the upscale market in the early 1990's, serving as a vehicle to bring a more approachable version of a full-service experience into secondary and tertiary markets

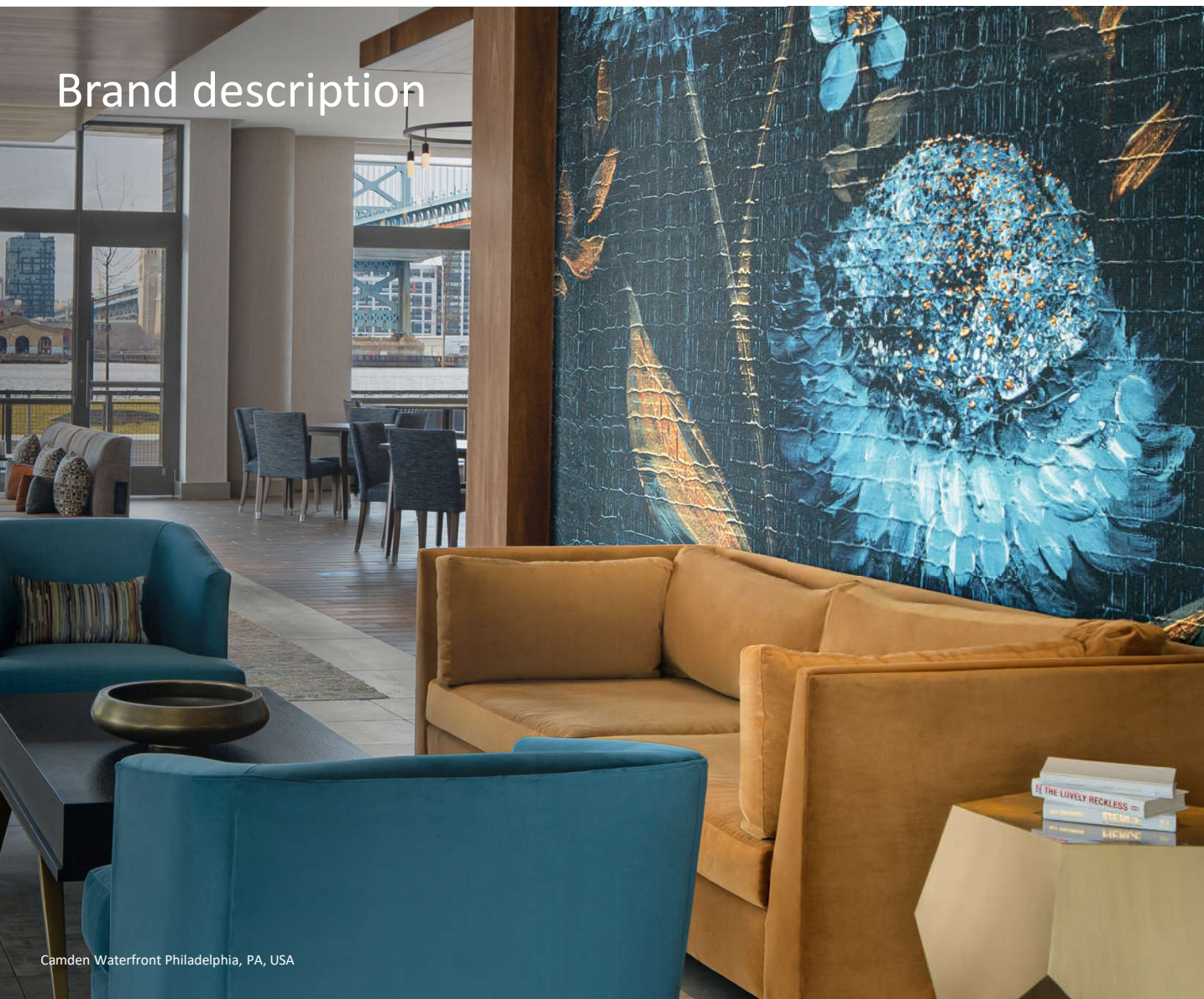
Hilton Garden Inn is the sensibly positive hotel brand whose elevated and approachable atmosphere creates a familiar environment, letting guests feel both relaxed and confident. We believe that positive experiences can be as down to earth as they are uplifting.

The HGI Promise

At HGI, we understand the importance of not only attracting guests, but inspiring them to return. Our pledge to every guest is the Hilton Garden Inn Promise: Our goal is to make your stay better and brighter. If something isn't just the way you like it, simply let any hotel team member know, and we will make it right. Guaranteed.



Brand description



Camden Waterfront Philadelphia, PA, USA

Stylishly approachable

The atmosphere

Our light, bright and airy design is carefully balanced to create a familiar, positive vibe from the moment you walk through the door. Our social spaces are a visual and energetic focal point, encouraging guests to linger and enjoy. And our ample guestrooms offer enough space to both retreat and recharge, combining form with function to be comforting while also enabling productivity.

Target travelers

Our target travelers are business and leisure travelers looking for an upscale experience. These travelers view the world in a positive light and have the curiosity to explore it from a place of comfort and safety. They are driven by value, are self-sufficient, and seek to minimize stress when traveling while seeking authenticity in their experiences.



Why choose HGI

Now that you have a sense of why the Hilton Garden Inn brand is so consistently popular with our target travelers, discover the leading reasons that is also a top choice for developers.

Flexible prototype

Our customizable prototype and two design schemes are suitable for any market. The prototype ensures consistency and drives efficiencies while providing flexibility to owners and developers.

Speed to market

Hilton Garden Inn's streamlined design, as well as its prototype with a smaller footprint, allows for faster speed-to-market and shorter construction timelines.

Revenue streams

Enhanced Food & Beverage programs with local options that appeal to travelers include: The Shop retail space offering a mix of meals, snacks and travels essentials to-go; a full-service restaurant and bar; evening in-room meal service; and meeting and event catering.

Strong loyalty

More than 85% of the nights booked at Hilton Garden Inn properties are made by Hilton Honors members, which helps increase revenue as those guests typically spend more than non-members.



Brand personality



I am Brighthearted™

We are the brand of the Brighthearted

Our brand personality is what brings each HGI to life, drives performance and differentiates us from competitors. Each aspect of building design, décor, service and amenities is intentionally selected to reflect and reinforce this personality. As a result, guests get a warm and consistent feeling at every HGI property, boosting satisfaction and inspiring them to return.

What does Brighthearted mean?

Our teams continually strive to brighten guests' days with our polished and approachable positivity and uncover opportunities to make their time with us better. Each guest equally deserves our respect and sincere appreciation, so we approach everyone with a heartfelt willingness to serve. And we thoughtfully incorporate technology to both serve guests and enable the productivity they need to confidently empower their stay.

We believe elevated experiences can be as down-to-earth as they are uplifting.

Food & Beverage



An experience that makes a difference

As a recognized F&B leader, Hilton Garden Inn serves locally sourced food and beverage at its full-service restaurant and bar, featuring cooked-to-order dishes, handcrafted cocktails and on-trend small plates. From the very first hello, every interaction is delivered in a remarkably elevated way. Food and beverage is intentionally central to the guest experience and sets a tone that feels sophisticated yet familiar.

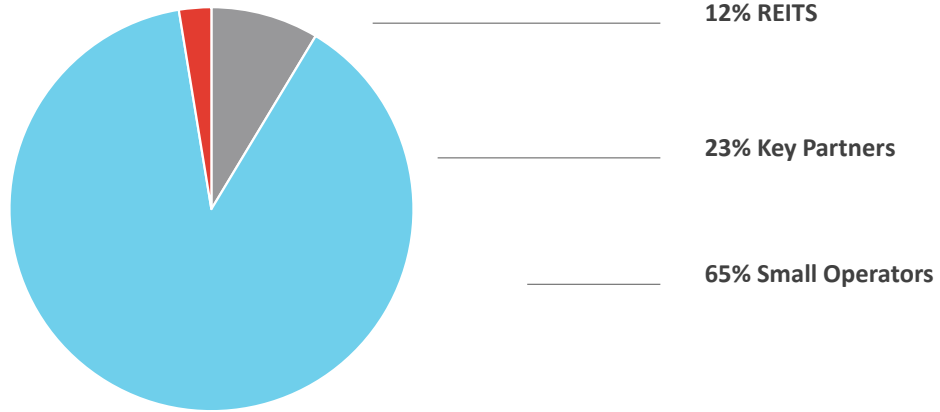
Meeting F&B experiences can flex to client needs, contributing to the success of each unique event. Guests can have access to just the right amenities to maintain their personal and professional routines, giving them the peace of mind to comfortably experience their destination.

At HGI, the F&B experience centers around the bar. While travelers know they can purchase a cooked-to-order breakfast in the mornings, our most differentiated and lucrative F&B opportunity is in the evenings at our bars, which are front-and-center in the public space.

Ownership Mix

Three typical types of ownership

More than 65% of Hilton Garden Inn hotels are owned by small operators who, on average, own one hotel. REITs own approximately 12% of our hotels, and Key Partners own 23%.



*per YE 2019 data



Mix of Business



Attracting a diverse traveler set

Our unique position as an upscale, focused service brand enables our hotels to attract a diverse traveler set. We are a favorite brand for business travelers who value style and affordability and for those who enjoy unwinding with a quality meal or made-to-order cocktail after a satisfying day of work, travel or fun. With flexible meeting spaces, we can also host small groups and meetings. From individual travelers to meetings and events, HGI offers the best of both worlds.

BUSINESS	61.5%
LEISURE	25.4%
GROUP	11.9%
PERMANENT	1.2%

Global Core Elements

Quality through consistency

Regardless of where in the world our guests travel, when they stay at a Hilton Garden Inn, they will always experience:

- ❏ **A smaller-scale version of a full-service hotel.** Hilton Garden Inn hotels feel like a full-service hotel with fewer guest rooms and smaller meeting spaces. As a result, guests have come to expect an elevated level of accommodations and amenities.
- ❏ **A clean, comfortable, spacious guest room.** HGI guest rooms are purposeful, highly-functional spaces designed for working and relaxing. The precise square footage of the room varies slightly by region, but generally speaking, a Hilton Garden Inn has the largest rooms in our category.
- ❏ **The F&B experience centers around the bar.** While travelers know they can purchase a cooked-to-order breakfast in the mornings, our most differentiated and lucrative F&B opportunity is in the evenings at our bars, which are front-and-center in the public space.
- ❏ **Ample space for doing business.** We appeal to leisure and business alike, but our bread and butter is business. Therefore, our common spaces offer enhanced connectivity, and our meeting rooms cater to the growing desire for business spaces that foster collaboration and flexibility.



The Hilton Advantage

Backed by the power of a global hospitality leader

As an upscale, focused service brand in the Hilton portfolio, Hilton Garden Inn owners and operators benefit from Hilton's power, reputation, scale and performance engine, all delivered by the world's premier hospitality company.

-  **HILTON HONORS™** connects your hotel with more than 100 million members worldwide. Our award-winning guest loyalty program also offers direct marketing efforts designed to drive immediate business to your property.
-  **PORTFOLIO MARKETING** initiatives leverage the power of all our global brands, combining resources to maximize efficiencies and the return on each marketing investment.
- REGIONAL MARKETING** teams across the world take a customer- oriented approach to build local demand for our hotels.
-  **HILTON WORLDWIDE SALES** team supports hotels in every region with resources, expertise, account management and industry knowledge to drive demand and performance.
-  **HILTON RESERVATIONS & CUSTOMER CARE** employs thousands of highly skilled, multilingual customer service professionals who work around the clock to book rooms and keep guests happy.
-  **ONLINE SERVICES** put your property at travelers' fingertips wherever they are with the latest mobile, search and online channels, providing locally relevant content in more than 20 languages.

-  **REVENUE MANAGEMENT** maximizes your top line with best-in-class pricing and yield management capabilities.
-  **INFORMATION TECHNOLOGY** powers your property's success with the industry-leading OnQ suite of tools, seamlessly handling reservations and property management systems. StayConnected provides reliable in-room internet access, and LightStay tracks your property's sustainability efforts.
-  **HILTON SUPPLY MANAGEMENT** leverages Hilton's purchasing power to bring you competitive pricing on superior products and services.

Systemwide Performance





Asheville Downtown, NC, USA

Global and growing

as of March 31, 2020

906 hotels

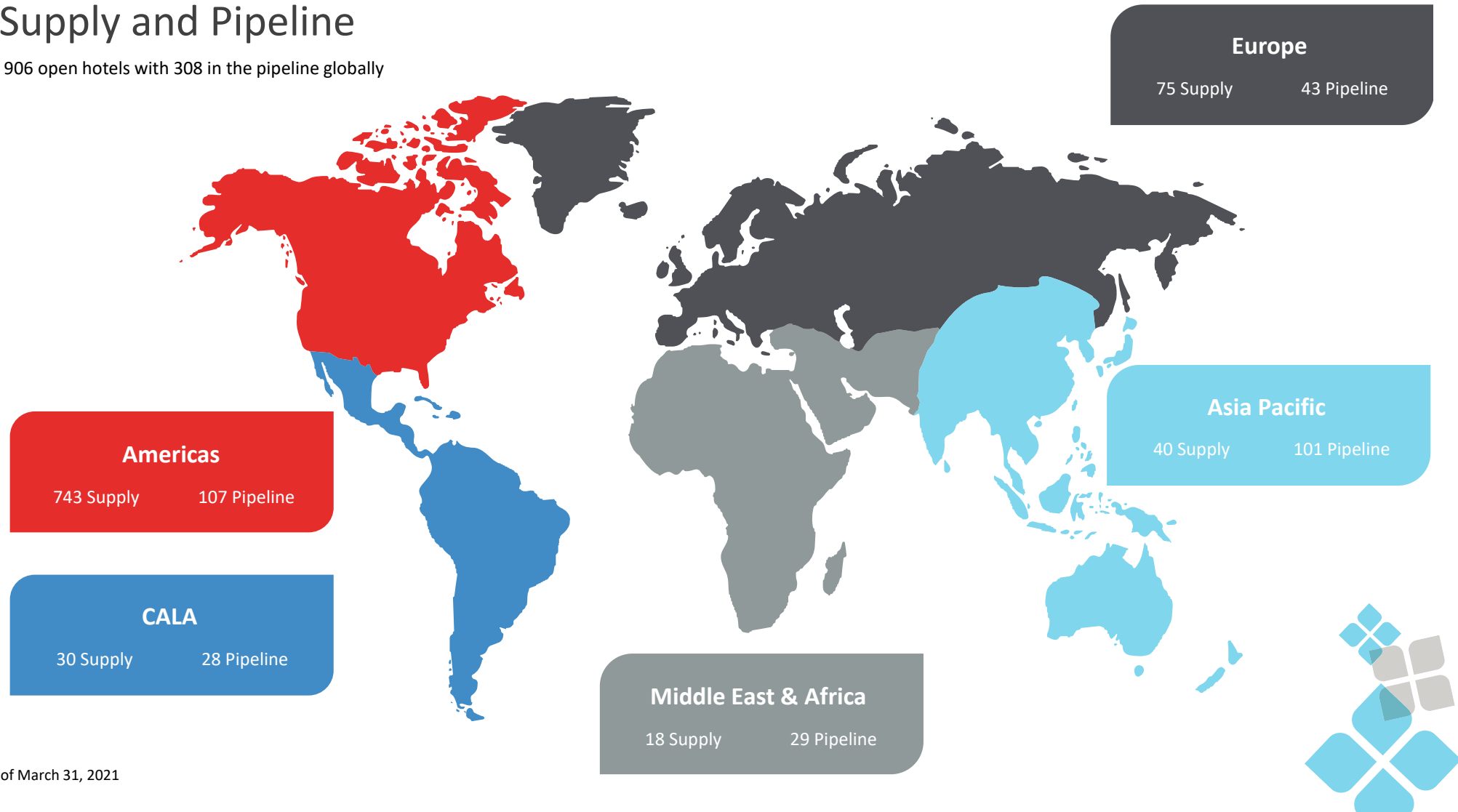
50 countries & territories

132k+ rooms

308 hotels in the pipeline

Supply and Pipeline

906 open hotels with 308 in the pipeline globally



2019

YE Global Performance

Hilton Garden Inn outpaced our competitive set in ADR, Occupancy and RevPAR.

		Index
Occupancy	77%	104.8
ADR	\$132.71	107.4
RevPAR	\$102.21	116.5



2020

YE Global Performance

Hilton Garden Inn saw a 36.4% reduction in occupancy during 2020 due to Covid-19.

		Index
Occupancy	40.6%	104.8
ADR	\$102.73	107.4
RevPAR	\$41.74	111.7



2021 YTD

Global Performance Metrics

(March 31, 2021)

Hilton Garden Inn is still feeling the impact from the global Covid-19 pandemic but is seeing increased occupancy in Q1 2021.

		Index
Occupancy	54.5%	107.3
ADR	\$92.66	104.7
RevPAR	\$42.51	112.3





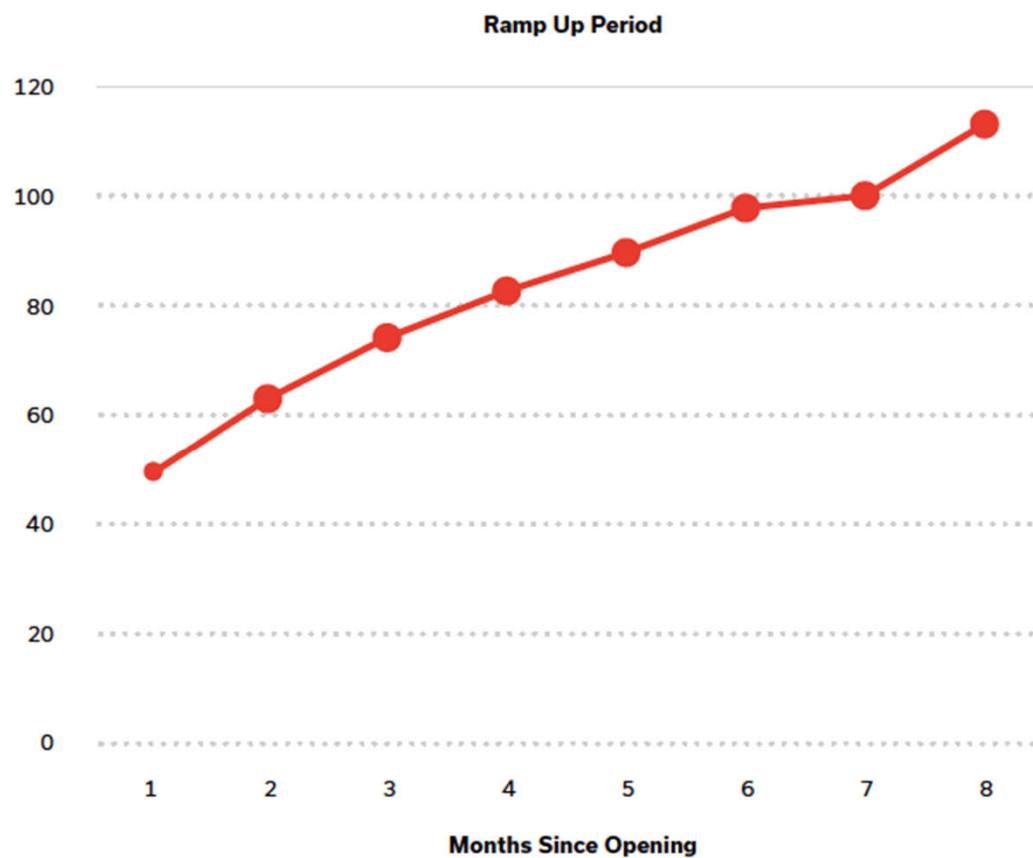
Fast market penetration

Hilton Garden Inn has a robust RevPAR response in new markets. New hotels, on average, reach 100% RevPAR Index within seven months of opening. Brand resources, including BPS and Sales Support, drive these extraordinary results.

Hilton Honors contribution

Our award-winning guest loyalty program connects hotels with loyal, profitable Hilton Honors members who stay more, spend more and cost less:

- 62% of system-wide occupancy in 2019 came from Hilton Honors members (56.7% of Hilton Garden Inn 2021 Q1 occupancy was from Hilton Honors members)
- 3x higher average spend for all members than non-members
- 24 non-Members equals one Diamond member for on-property spend
- 95% book direct, owners' most profitable channel
- \$174k estimated savings per hotel





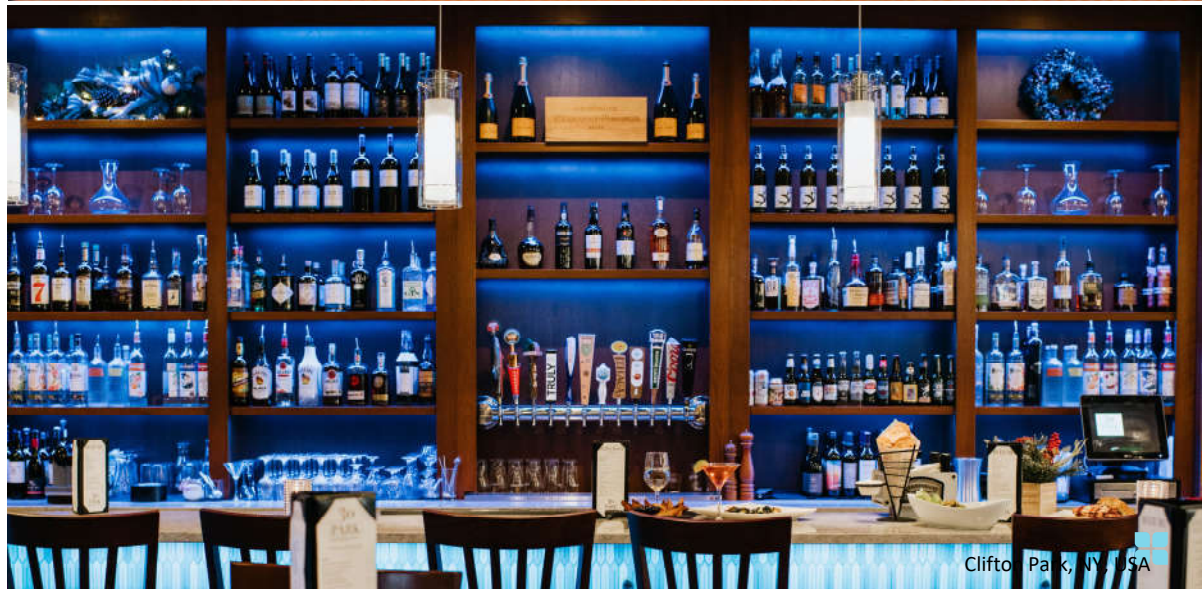
Food & Beverage revenue

F&B is a category-distinctive and significant revenue opportunity at Hilton Garden Inn. The brand continually innovates new offerings so hotels can maximize operational resources and generate higher revenue. Additionally, flexibility is built into the F&B model so each hotel can meet the specific needs of their local market, including:

- A flexible breakfast that can kickstart a successful business trip or family friendly gathering, featuring options from a continental breakfast buffet to a la carte omelets and breakfast favorites.
- Lunch and Dinner available in the restaurant with seasonal menus or an independent or local market concept.
- Take out is available from the bar from 5pm until late for guests who want to grab a cocktail, cold beer or glass of wine and a delicious snack or meal to enjoy in their room or elsewhere.
- The Shop generates impulse-driven guest sales all day. There are no restrictions on items, allowing hotels to showcase what sells, from standard items to local favorites.
- F&B is an additional opportunity for a significant revenue stream with 100% of revenue staying with the owner.



Hilton Garden Inn Boston Brookline, MA



Clifton Park, NY, USA

Regional Performance





Camden Waterfront, Philadelphia, PA, USA



U.S. and Canada

Data as of March 31, 2021

743 open hotels

Occupancy	49.5%	101.4
ADR	\$109.41	101.4
RevPAR	\$54.15	103.8





Foshan, China

APAC

Data as of March 31, 2021

40 open hotels

6 countries

		Index
Occupancy	44.1%	114.0
ADR	\$49.19	97.7
RevPAR	\$21.68	111.4



CALA

Data as of March 31, 2021

30 open hotels

9 countries

		Index
Occupancy	20.2%	92.9
ADR	\$62.67	103.0
RevPAR	\$12.65	103.0

Santa Marta, Colombia



Umhlanga Arch, Durban, South Africa



EMEA

Data as of March 31, 2021

93 open hotels

31 countries

		Index
Occupancy	33.4%	114.3
ADR	\$78.6	114.3
RevPAR	\$26.32	117.0

Brand Comparison



Hilton Focused Service Brands



# Hotels	906	2,682	192
Rooms (avg)	140	105	98
Meeting Space (avg)	3,600ft/335m	<1,110ft/<100m	Not available
Breakfast	Complimentary for Gold/Diamond Honors members	Free for all guests	Free for all guests
Room Rates	\$\$\$\$\$	\$\$\$\$\$	\$\$\$\$\$
Free Hot Breakfast		•	•
Full service restaurant and bar	•		
Complimentary High-Speed Internet Everywhere	•	•	•
Complimentary Access to Fitness Center	•	•	•
Complimentary Access to Print Center (Work Zone at Hampton by Hilton)	•	•	•
24 hr. Snack Area		•	•
24 hr. Pantry/Shop (freshly made F&B and travel essentials)	•		•
In-Room Amenities: Iron / Hairdryer / Flat Screen TV (Fridge and microwave at Hilton Garden Inn only)	•	•	•
Brand Commitment	Hilton Garden Inn Promise	100% Hampton Guarantee	The Tru Promise

HGI Competitive Set

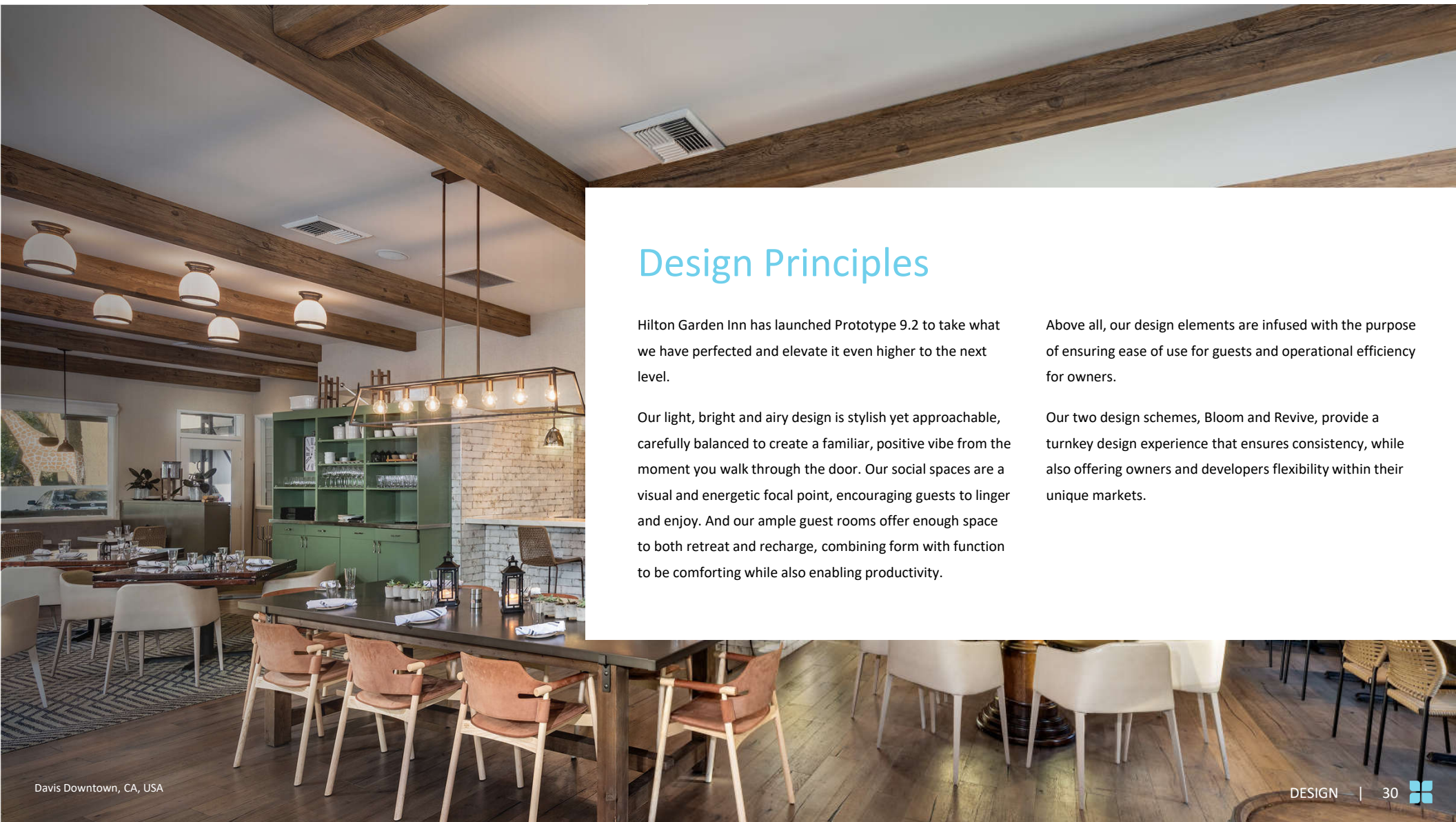


Prototype 9.2



Design Experience





Design Principles

Hilton Garden Inn has launched Prototype 9.2 to take what we have perfected and elevate it even higher to the next level.

Our light, bright and airy design is stylish yet approachable, carefully balanced to create a familiar, positive vibe from the moment you walk through the door. Our social spaces are a visual and energetic focal point, encouraging guests to linger and enjoy. And our ample guest rooms offer enough space to both retreat and recharge, combining form with function to be comforting while also enabling productivity.

Above all, our design elements are infused with the purpose of ensuring ease of use for guests and operational efficiency for owners.

Our two design schemes, Bloom and Revive, provide a turnkey design experience that ensures consistency, while also offering owners and developers flexibility within their unique markets.



FF&E Benefits

Our new FF&E sourcing strategy has driven a cost savings to owners of up to 21% savings (\$2,100/key) and design enhancements to improve the guest experience and provide greater durability. Owners have fully vetted specifications, making new builds and renovations easier to execute.

Hilton Supply Management

Hilton Supply Management (HSM), our dedicated procurement partner, offers an FF&E team to handle strategic sourcing and project management from start to finish. These seasoned professionals create a one-stop project shop capable of expertly handling anything from new builds and conversions to renovations and brand initiatives.

Our promise to owners who buy the HGI FF&E package

- Built-in savings
- Extended warranties
- Improved lead times
- Streamlined design approval process
- Sustainable sourcing
- Flex meeting rooms
- Five Feet to Fitness™ layouts (optional)
- Renovation and corridor specs
- Public area carpet and window treatments
- Pool and patio furniture
- Accessible (ADA) room furniture





Design scheme #1: Revive

FALL VARIETY.
CONTEMPORARY. REFINED INDUSTRIAL.
WARM. RICH. FAMILIAR.
NATURALLY-INSPIRED. SOPHISTICATED.

The Revive design scheme brings an overall feel to public space and guest rooms that is casual and sophisticated, inviting guests to a warm and rustic residential experience with an urban-industrial flare.

Organic comfort meets eclectic inspiration.



Design scheme #2: Bloom

SPRING VARIETY.

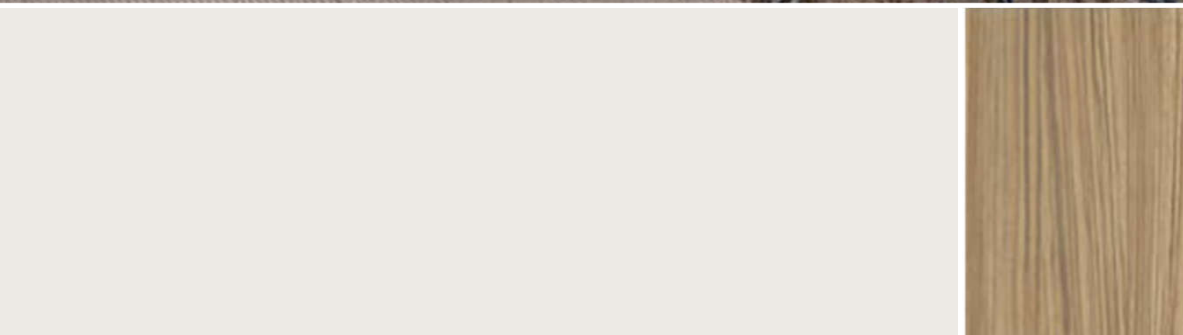
MODERN. COLORFUL ABSTRACT NATURE.

STIMULATING. FRESH. BRIGHT.

YOUTHFUL. LIGHTHEARTED.

The Bloom design scheme brings an overall feel to public space and guest rooms that is modern and fresh, inviting guests to a bright and youthful garden-like experience with an informal familiarity.

Playfully simple meets colorfully chic.



Tour





The lobby

Well-planned and considered, the lobby is welcoming and inviting, offering guests comfortable familiarity with unexpected design surprises. Windows allow natural light to fill this airy, colorful space that inspires visitors to mix and be social or to find a cozy spot to wait for a friend or get digitally connected.

Vibrant patterns and natural elements encourage guests to relax, linger and enjoy themselves in our energetic public spaces. With the mix of flexible seating and ample access to power, guests can eat, work and socialize from any location throughout the lobby.

Reception desk

As the initial point of guest interaction and welcoming experience, the reception desk is a highlighted component of the lobby space and is designed to create a casual and comfortable entry sequence.

Designed to be personal approachable and accessible, the overall style is modern and open. The intentionality of this space allows Team Members to approach each guest with a genuine willingness to serve their needs and brighten their stay.



Prototype rendering



Prototype rendering



Prototype rendering

The bar

Hilton Garden Inn sets itself apart in our category by our full-service restaurant and bar, which is an integral part of the lobby design.

As a key F&B spend opportunity, the bar is primely positioned to encourage guests to spend time socializing in a vibrant and relaxing space. It strategically sits in front of expansive glazing that allows the natural light to stream into the space during the day and energy within the area to emanate out at night.



Prototype rendering



Prototype rendering

Dining area

The dining area creates a centralized space for integrated social and dining activities while providing guests with a variety of styles and functions. This important space offers an important backdrop for positive guest interactions and profitable F&B sales.

New elements include a large, counter height, communal table with power for guest devices, a mix of 2- and 4-top dining tables and chairs, plus a banquette that reflects the selected “variety” in style and material.



Prototype rendering

The Shop

The Shop is directly adjacent to the reception desk for ease of operations and functionality, providing necessities and convenient treats around the clock.

Like the bar, this F&B area offers a key opportunity for ROI and is designed accordingly. It's open concept, prime location and inviting design offers guests the comforts of home, along with tempting tasty treats.



Prototype rendering



Prototype rendering

Meeting space

With the growing desire of guests to have a meeting space that fosters collaboration and flexibility, our meeting spaces use furniture and accessories that allow the area to be reconfigured based on guest needs. This optional design concept also allows the space to double as an extension of the lobby.

Large, sliding doors close off the space from the lobby and complement the building's architectural style. Collaborative, comfortable and easily movable modular style chairs and tables allow spatial customization, while leading-edge connectivity sets the stage to interface with today's business technology.



Terrace

Directly accessible from the bar and dining area, the Terrace creates a functional extension of the interior to support Food & Beverage and the social activation concept of the lobby.

This bright, colorful patio uses a combination of types of furnishings to activate the vibrant and social energy of the space.



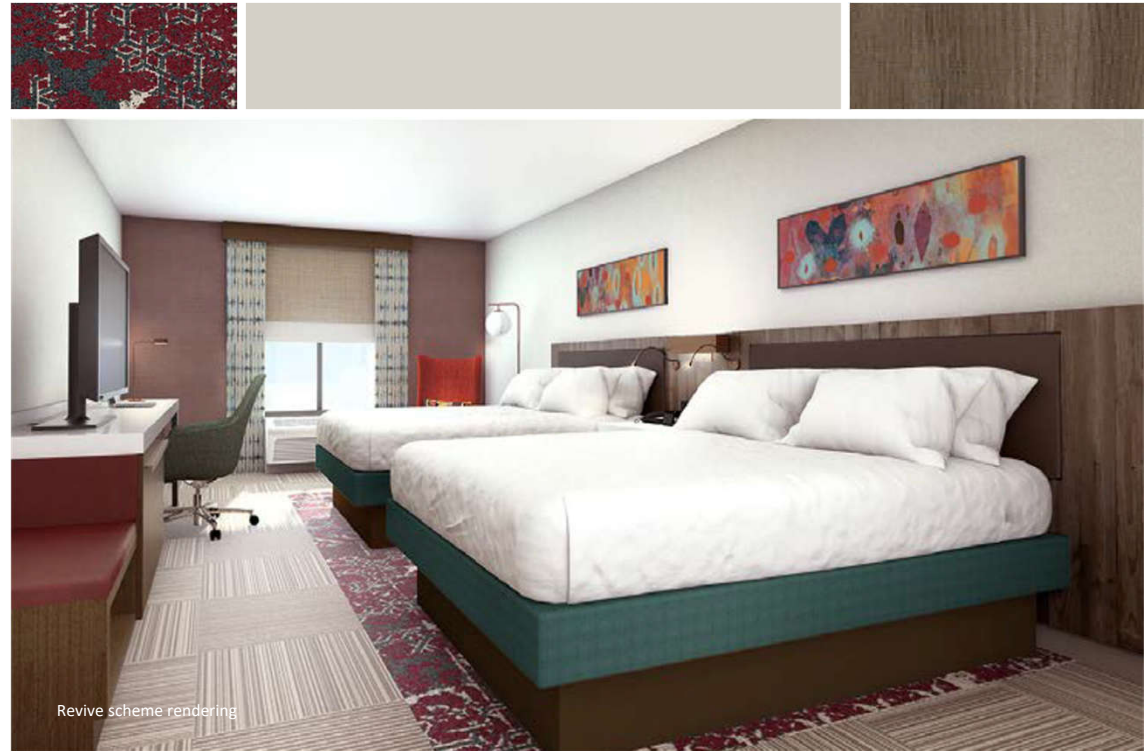
Prototype rendering

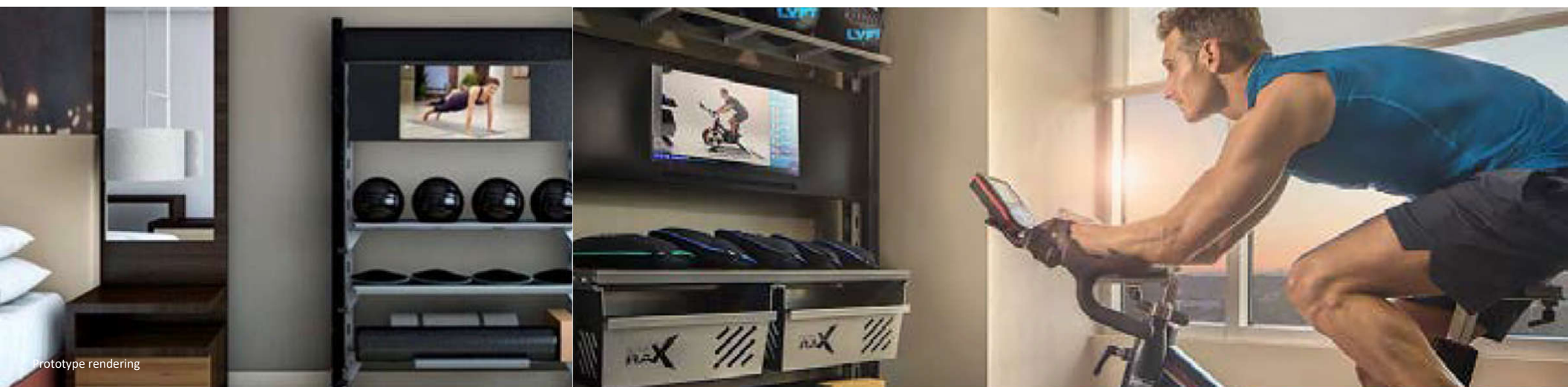
The guest rooms

The Hilton Garden Inn guest room is a purposeful space with dedicated, highly-functional zones for working and relaxing. The aesthetic is sophisticated and casual, modern and simple.

Additionally, the guestroom incorporates clean lines, accessible spaces and the convenience and flexibility of elements, such as the hospitality unit and open closet design, that reflect the residential amenities hotel guests have come to expect.

Versatile and convenient, comfortable and functional, HGI creates a modern, welcoming space where guests will spend the majority of their stay.





Five Feet to Fitness layout options

Hilton's Five Feet To Fitness™ in-room concept brings professional-level fitness equipment and tools into the guest room, making it easier than ever for exercise enthusiasts, road warriors and those who prefer to workout in privacy to maintain their fitness and wellness goals while traveling.

Components:



GymRax bay with functional training accessories and a virtual trainer screen



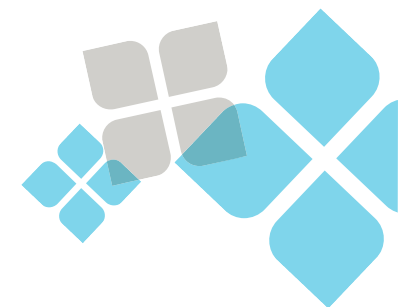
Indoor cycling bike



Blackout roller shades and performance flooring in the fitness area



Stability ball replaces the desk chair





Exterior

The interior garden-inspired approach spills out seamlessly to the exterior of the property with landscaping that reflects local or regional flora with minimal maintenance.

The overall design of the building offers a sophisticated yet approachable look that effectively communicates to guests that here they will find inviting comfort, refreshing authenticity and an elevated hospitality experience.

Gallery





Camden Waterfront, Philadelphia, PA, USA



Milwaukee Brookfield, WI, USA



Ocala Downtown, FL, USA



Columbia Airport, SC, USA





Bellevue Downtown, WA, USA



Flint Downtown, MI, USA



Destin Miramar Beach, FL, USA



Milwaukee Downtown, WI, USA

Contact



HGI Development Team

Hilton

NAME

Position

Address

Phone

Hilton

NAME

Position

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NAME

Position

Address

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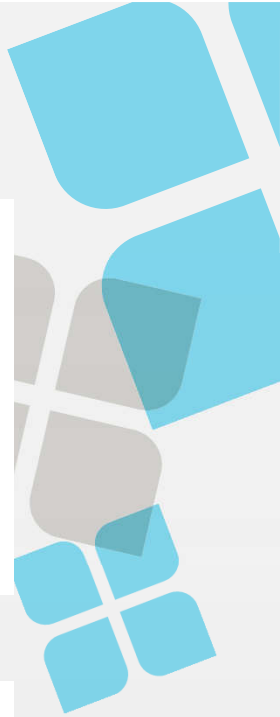
Hilton

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