

# APRIL

APRIL 2012

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

**Flexible** DoubleTree by Hilton is proud to offer flexible rates for our guests. Our flexible rates allow you to book your stay up to 14 days before arrival. For more information, visit [www.doubletree.com/flexible](#).

**25 YEARS & COUNTING...**  
Sharing our warm welcome

**WELCOME**

DoubleTree by Hilton logo and various international "Welcome" phrases in multiple languages.

**got CRM?**  
HOW DO YOU SHOW OUR CUSTOMERS THAT THEY REALLY MATTER?

Drinks on the house, Starbucks on us!, I'm Sorry! Sincere Apology, Let us entertain you, Wake Up! Free DoubleTree Breakfast

Greetings from THE PYRAMIDS OF GIZA EGYPT

**Kid Glove Service**  
EXTRA CARE FOR HONORS GUESTS

**The Extra Mile**  
EXCEEDING GUESTS' EXPECTATIONS

**Be attentive**

**One special smile at a time**

**Food is comfort.**

**Give a smile, and smile get a smile.**

**LightStay**

Smartest choice for business travelers. LightStay is the only hotel loyalty program that offers a 24-hour concierge service, a dedicated mobile app, and a personalized travel experience.

**7 DAILY BRAND PROMISE VALUES**

DAY	PROMISE	DESCRIPTION
MONDAY	Real	Be yourself with guests. A genuine, natural, and honest approach builds a personal, meaningful relationship.
TUESDAY	Attentive	Anticipate guests' needs. You'll have some insight into what you can do to make their day—and stay—better.
WEDNESDAY	Cheerful	Be friendly, open to approach and welcome guests with a smile. Show them your glad they're here and we really do add more fun to their stay.
THURSDAY	Flexible	Guest requests? No problem. And if there's something you can do, have another suggestion ready to go. Be one step ahead and ready to embrace change as it happens.
FRIDAY	Thoughtful	Anticipate requests and take care of them before you're asked to help. Be considerate, appreciative, and most of all, just be a good like to be around.
SATURDAY	Honest	This value represents DoubleTree by Hilton in its essence. To be honest is to be genuine and sincere. Approach everything you do with candor and a sense of what's right.
SUNDAY	Caring	No matter what you do, do it with heart. When you do that, trust us or not, we know what the customer is. Show guests that you care, and you've already made their stay special.

**2012 DoubleTree by Hilton BRAND PROMISE SCORECARD**

AMERICAN PRIORITY	2012 ACHIEVEMENT	TARGET GOAL
<b>CHECK-IN</b>		
Guests in Room & Breakfast	9	77.0
Guests offered at Check-in	10	66.6
Guests with their room ready	9	69.0
Efficiency of Room Key Handoff	9	69.0
<b>IN-ROOM</b>		
Guestroom Cleanliness	10	76.0
Guestroom Cleanliness	10	76.0
<b>FOOD &amp; BEVERAGE</b>		
Efficiency of Breakfast Point - Breakfast	9	71.0
Food Quality - Breakfast	9	60.0
<b>HOSPITALITY</b>		
Efficiency of Front Desk Staff	9	77.0
Efficiency of Housekeeping Staff	9	74.7
Efficiency of Housekeeping Staff	9	74.7
Guest made the best welcome throughout my stay	10	74.0
Proactive Team Spirit	10	78.0
Guest Service	10	71.0
<b>Brand Promise Score Weighted Average</b>		<b>70.0</b>

**The difference is in the details.**

**All it takes is ONE PERSON to make a difference!**

**The Traveler's Reward**

**OUR MISSION:** to globally own the human touch in travel because we CARE.

**BRAND VOICE**  
HOW DO WE SPEAK?  
Conversational  
Caring  
Courteous  
Contemporary

DOUBLE TREE BY HILTON

*Where the little things mean everything.*

**Share. Explore. Engage.**  
CONNECT ON THE NEW DTCARECOMMUNITY.COM

**ANNIVERSARIES**

Share your stories and photos with us on our social media channels. We want to celebrate you!

**TEACHING KIDS TO CARE**

Children learn best through play. DoubleTree by Hilton offers a variety of educational programs for children, including interactive games and activities that teach the importance of caring for others.

**CARE**  
CREATING A MEMORABLE EXPERIENCE

We provide the special comforts and acts of kindness that make the traveler feel human again.

**How many ways can we say cookie?**

cookie, biscotto, biscuit, ponúknu, kurabye, печенье