

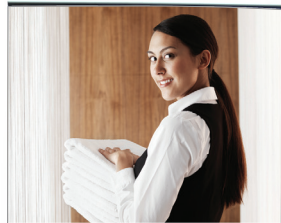


Welcome

At DoubleTree by Hilton,
it all starts with a warm welcome
and our signature cookie.



Where the little things mean everything.

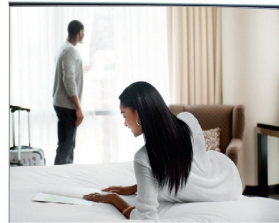


Our Brand Promise

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



Where the little things mean everything.

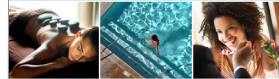


The Traveler's Reward

Travel takes all you've got.
When you get to where you're
going, all you really want are the
simple touches that bring you back
to being you. Your hotel should
be an experience you truly value.
Your reward.



Where the little things mean everything.



7 Brand Promise Values

Real
Attentive
Cheerful
Flexible
Thoughtful
Honest
Caring



Where the little things mean everything.



Brand Voice *How do we speak?*

Conversational
Caring
Courteous
Contemporary



Where the little things mean everything.



Where the little things mean everything.™



It all starts with a cookie.

