



EMBASSY
SUITES
by HILTON™

ATRIUM EVOLUTION

VERSION 2, SEPTEMBER 2017

OUR VISION TO EVOLVE THE ATRIUM

Embassy Suites by Hilton continues to evolve to stay relevant for guests while continuously increasing the commercial viability of the space for our owners.

As a focal point for each Embassy, there are 3 key strategies for atrium evolution:

1. **CONSOLIDATE** and simplify F&B delivery while staying on-trend in the industry.
 2. **RE-PURPOSE** under-utilized spaces in order to provide greater commercial return for our owners.
 3. **ACTIVATE** your Atriums through easier access to services and better guest experience.
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CONTENTS

INTRODUCTION

3 *Atrium*

ATRIUM EVOLUTION

4 *Brand Resources*

5 *Test Cases - Introduction*

TEST CASE 1

WEDGE TYPE PROPERTY

7 *Existing Plan*

8 *Strategies & Opportunities*

9 *Plans*

10 *Before & After*

11 *Property Example Photography*

TEST CASE 2

MEDITERRANEAN REVIVAL TYPE PROPERTY

18 *Existing Plan*

19 *Strategies & Opportunities*

20 *Plans*

31 *Before & After*

TEST CASE 3

DOUBLE ATRIUM TYPE PROPERTY

26 *Existing Plan*

27 *Strategies & Opportunities*

28 *Plans*

29 *Before & After*

33 *Property Example Photography*

36 *CHECK LIST*

38 *RESOURCES*

EMBASSY SUITES BRAND RESOURCES

The Brand Design Narrative, and E'terie are 2 brand resources that will speak to our key business strategies.

1 BRAND DESIGN NARRATIVE

The **Brand Design Narrative** provides a comprehensive overview of the touch-points that make up the Embassy Suites Hotels guest experience; it will serve as design guidance and inspiration.

2 E'TERIE BAR & E'TERIE ON-THE-GO

E'terie Bar & E'terie On-the-Go is an optional Food & Beverage solution that maximizes existing space within the complimentary services area while providing an opportunity to generate additional revenue.

TEST CASES

THE FOLLOWING TEST CASES ARE THREE DIFFERENT PROPERTIES THAT ARE REPRESENTATIVE OF THE MAJORITY OF ATRIUM TYPES IN THE EMBASSY SUITES PORTFOLIO. THE EXAMPLES VISUALLY ILLUSTRATE HOW ATRIUM EVOLUTION CAN BE EXECUTED TO REVITALIZE AND ACTIVATE YOUR HOTEL'S ATRIUM.

1 WEDGE TYPE PROPERTY.
Taking advantage of a triangular shaped Atrium with a smaller footprint

Test Case: Embassy Suites Irvine-Orange County Airport

2 MEDITERRANEAN REVIVAL TYPE PROPERTY (GRANADA ROYALE).
Revitalizing a classic Embassy Suites Atrium

Test Case: Embassy Suites Santa Ana-Orange County Airport North

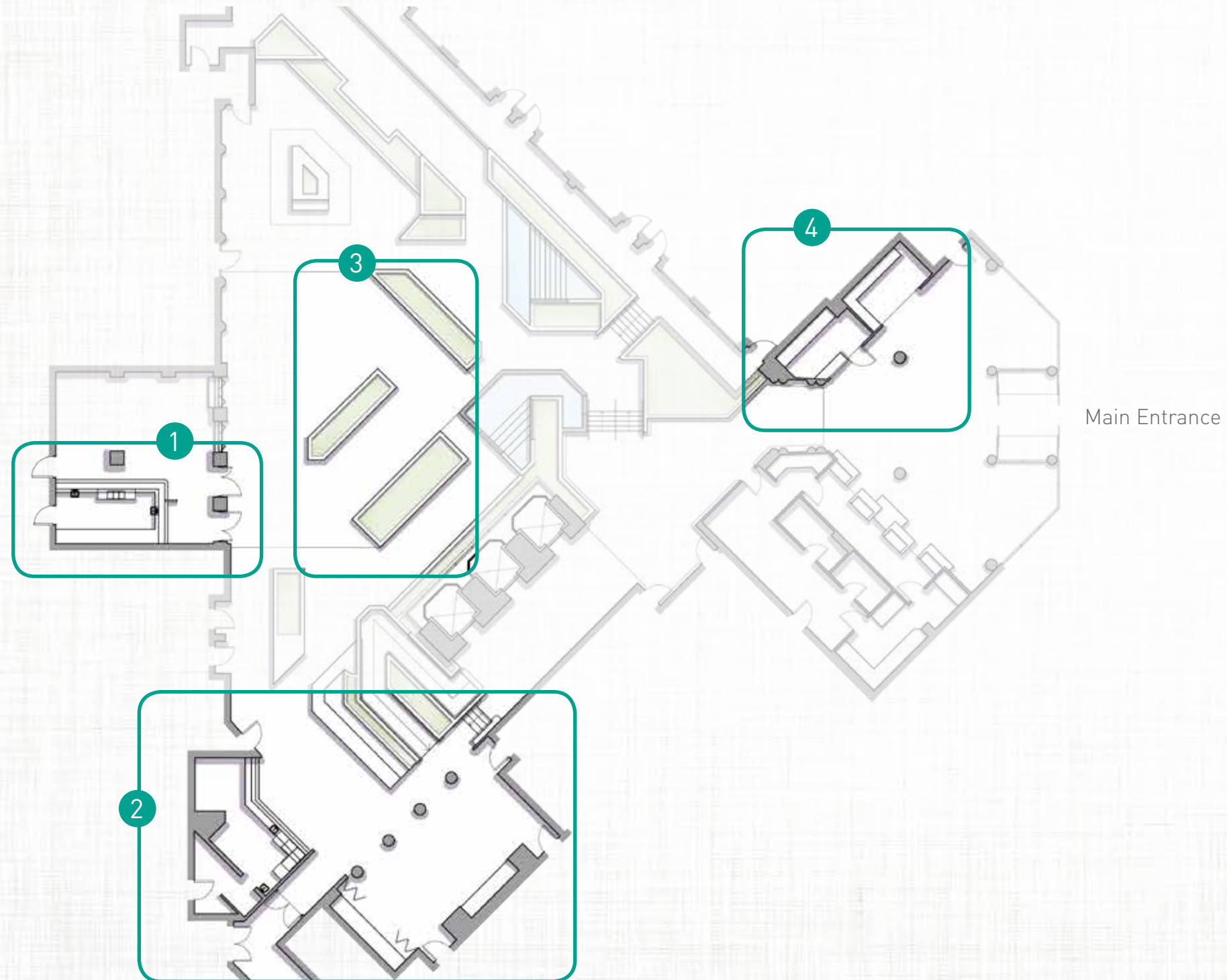
3 DOUBLE ATRIUM TYPE PROPERTY.
Activating and managing an expansive Atrium footprint

Test Case: Embassy Suites Seattle-Bellevue



WEDGE TYPE PROPERTY

OVERVIEW - EXISTING WEDGE TYPE PLAN



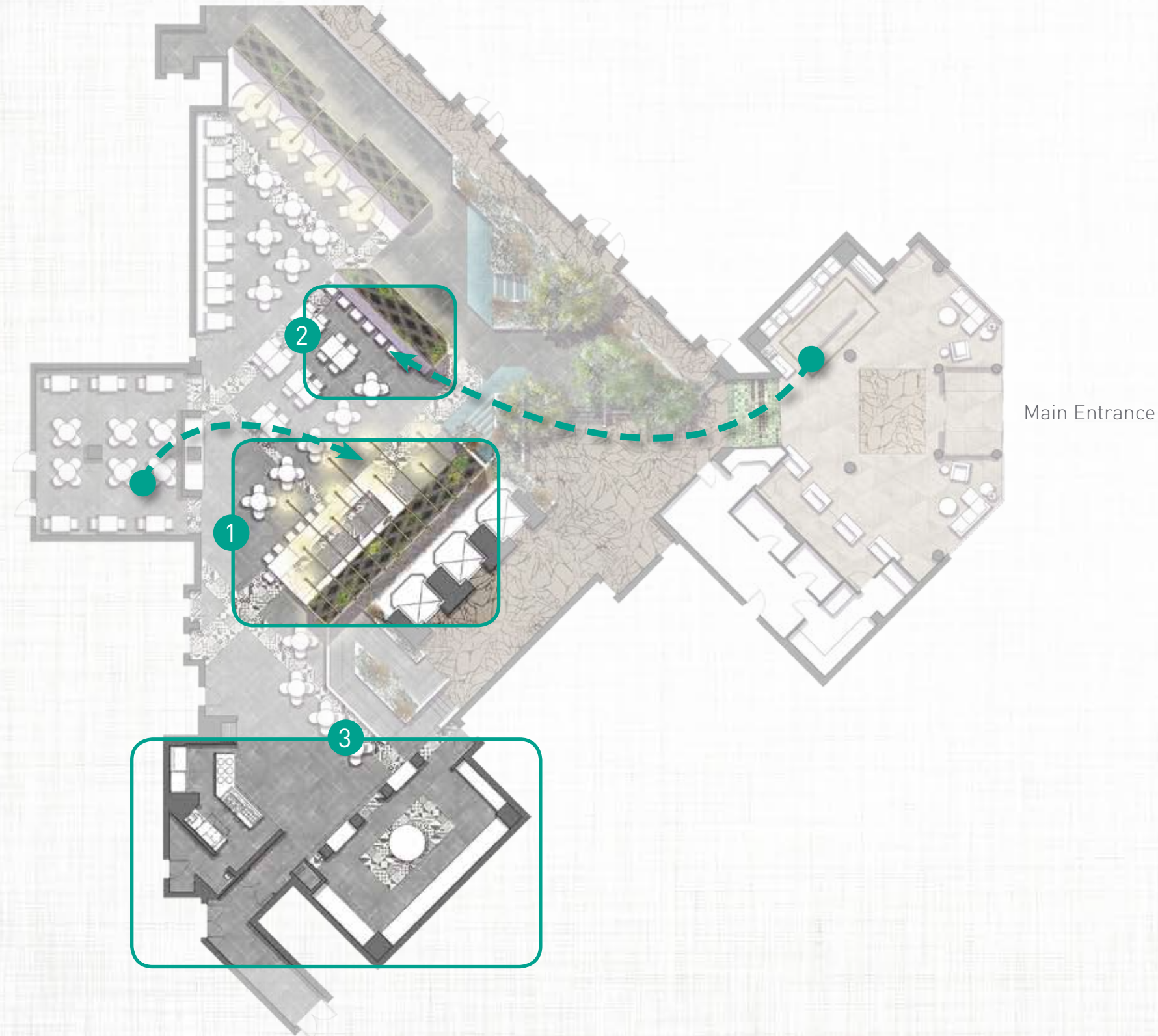
1 The existing bar is tucked under the suites and/or is outside of the Atrium space, visually concealed and causes circulation congestion.

2 Breakfast stations are dispersed throughout the Atrium. Adjacent spaces cause guest flow challenges and remain open and vacant after breakfast service is over.

3 Planters impact the ability to provide a flexible seating layout and limit the potential to offer additional break-out space.

4 Traditional business centers are quickly becoming obsolete. The limited sundries area minimizes potential revenue.

WEDGE STRATEGIES & OPPORTUNITIES



Key Planning Strategies were evaluated and implemented based on maintaining current services locations while managing costs.

1

Relocate the bar into the Atrium for more centralized service, allowing existing bar area to be re-purposed for additional meeting space and breakfast overflow seating. *(Increased revenue opportunity with relocated E'terie Bar. Reduced landscape through provides operational savings and contiguous breakout-out space. Repurposed restaurant provides additional flexible group/meeting space).*

2

Locate E'terie On-the-Go adjacent to the front desk and relocate the Business Center into the Atrium as part of the Connectivity Experience *(Increased revenue opportunity with E'terie On-the-Go).*

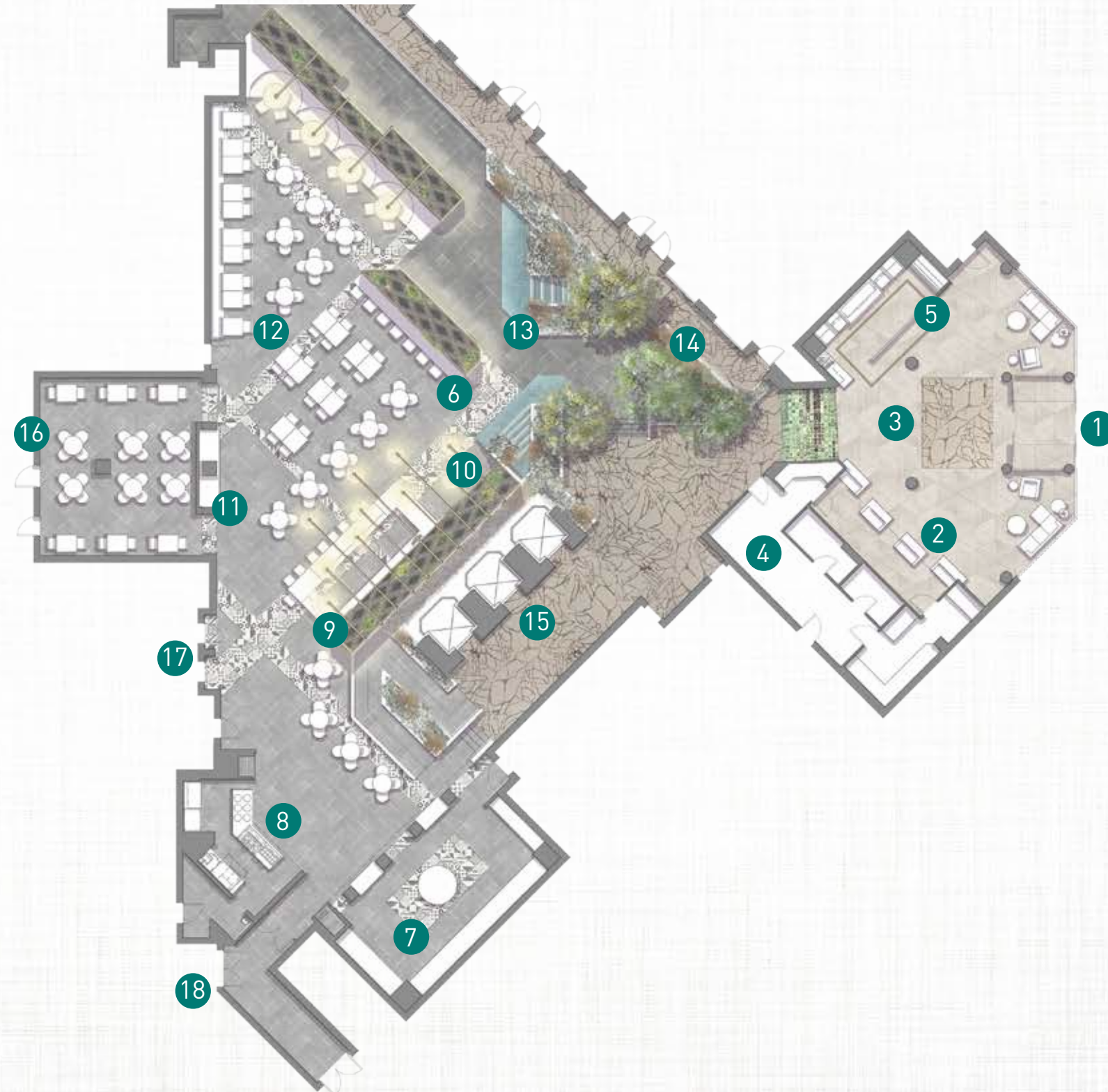
3

Consolidate and conceal breakfast stations after breakfast service to improve operational efficiency and transform the Atrium experience throughout the day. *(Induction units & downdraft system allow chef to face guests at Cooked-to-Order station and saves on renovation costs by maintaining the current hood location).*

ATRIUM EVOLUTION - WEDGE PLAN

Overall Plan

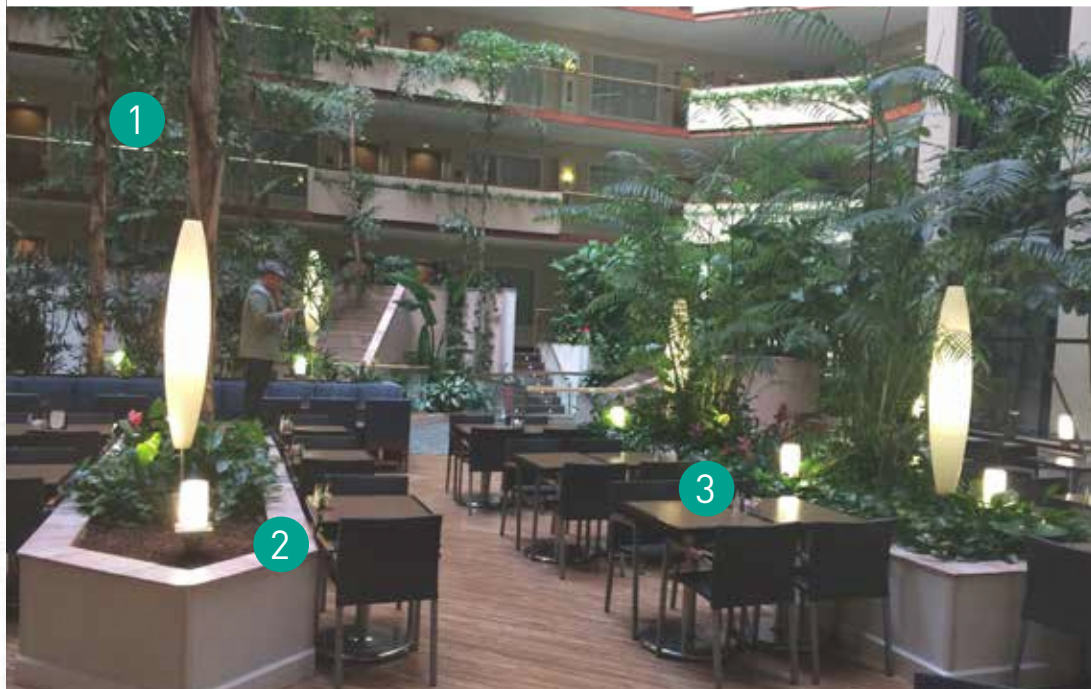
1. Entry
2. Check-In
3. Lobby
4. Front Office
5. E'terie On-the-Go at Front Desk
6. Connectivity Experience
7. Breakfast Stations
8. Cooked to Order station / Kitchen
9. Bar / Evening Reception
10. E'terie Bar
11. Beverage Station
12. Breakfast Seating
13. Water Feature
14. Landscape
15. Elevators
16. Meeting Areas
17. Existing Meeting Rooms
18. Existing Kitchen





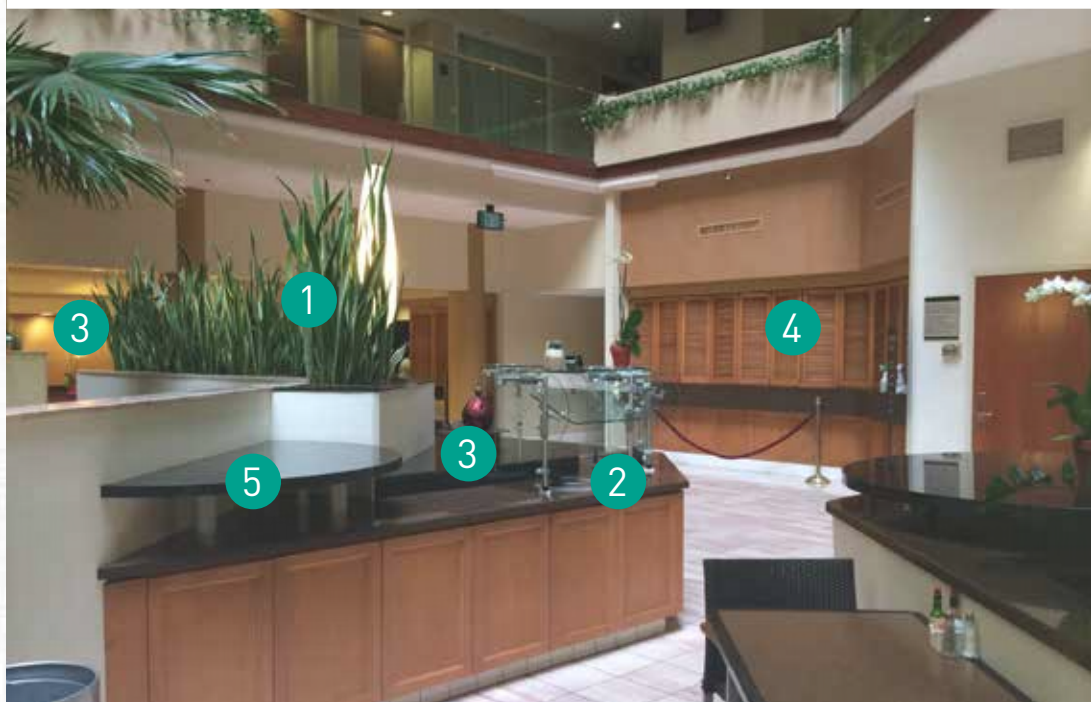
LOBBY/CHECK-IN (BEFORE)

1. No regional/local reference behind the existing check-in pods.
2. Circulation “pinch point” between the lobby and Atrium due to the geometry of the property.
3. Decreased demand for enclosed business centers due to portable technology and the evolving needs of guests.



ATRIUM (BEFORE)

1. Extensive landscaping limits the seating capacity and visibility within the Atrium.
2. Planters impact the seating layouts and limit the ability to have break-out sessions within the Atrium.
3. Low lighting levels and lack of seating types limit the usability and flexibility of the Atrium at different times of day.

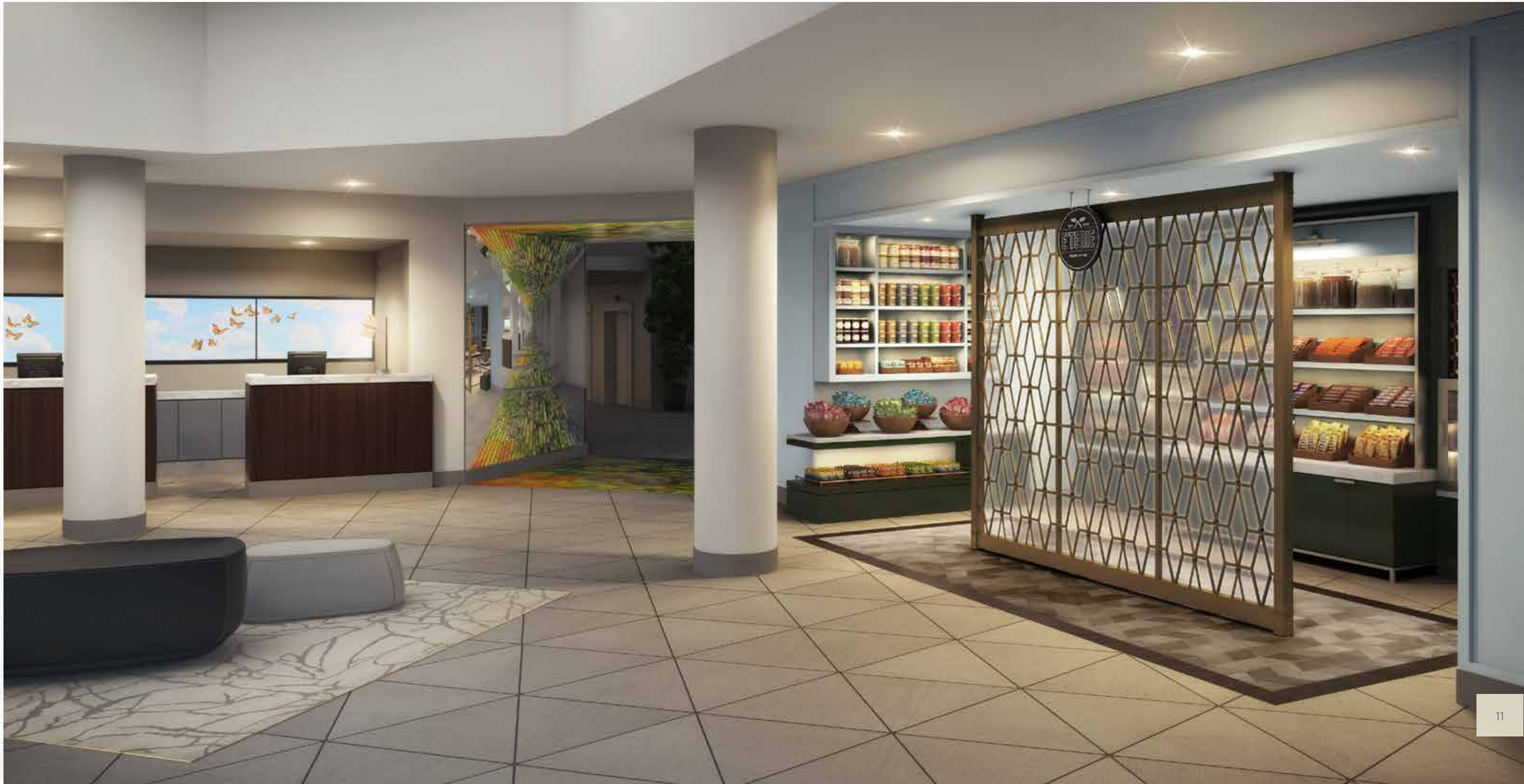


BREAKFAST/COOKED-TO-ORDER STATION

1. Planters limit the seating capacity and visibility within the Atrium.
2. Breakfast stations are dispersed throughout the Atrium causing circulation challenges.
3. The breakfast space does not transform after breakfast, so it remains an inactive empty space throughout the day.

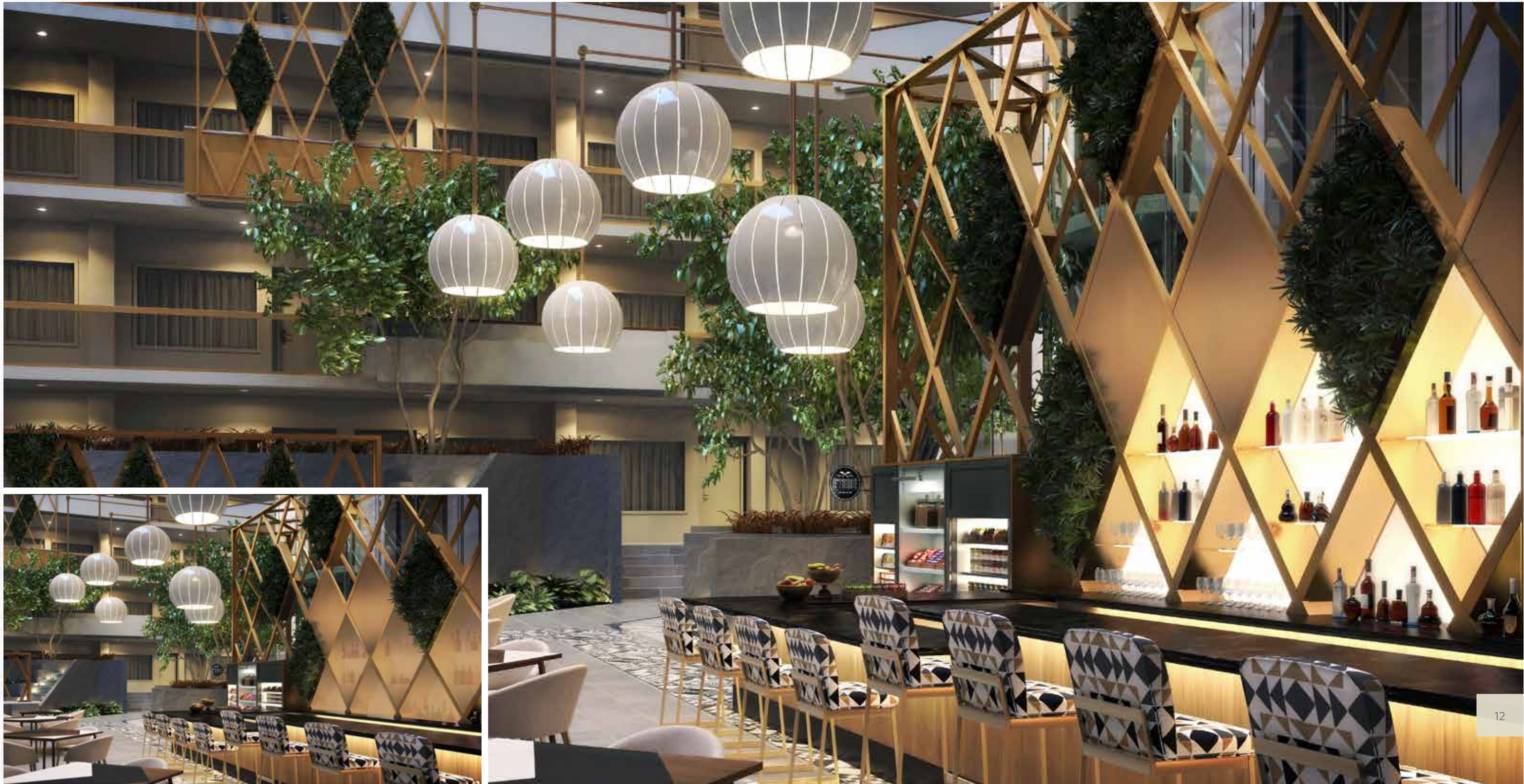
ATRIUM EVOLUTION - WEDGE AFTER

- *A digital Local Reference display is added behind the front desk.*
- *Business Center is relocated into the Atrium as part of the Connectivity Experience and the sundries area is replaced by E'terie On-the-Go at Front Desk.*
- *A mosaic tile floor and infinity mirrors are added to visually expand the "pinch point" and create a welcoming transition between the lobby and the Atrium.*



ATRIUM EVOLUTION - WEDGE AFTER

- *The E'terie Bar is relocated into the Atrium to activate the space.*
- *Landscaping & water elements are modified to maximize the seating capacity and provide clear seating zones. Tailored and reduced landscaping provides operational efficiency.*
- *Architectural and lighting elements are scaled to make a visual and spacial impact within the Atrium and light the space throughout the day and evening.*



ATRIUM EVOLUTION - WEDGE AFTER

- *The Cooked-to-Order station is redesigned and modernized.*
- *Landscaping is reduced.*
- *Breakfast Stations are consolidated in order to improve operational efficiency.*
- *Breakfast Stations and equipment close down after breakfast to improve operational efficiency and transform the space after breakfast.*



ATRIUM EVOLUTION - PROPERTY EXAMPLE

Photo of the Embassy Suites Austin - Downtown/
Town Lake property after implementing the Atrium
Evolution design strategies.



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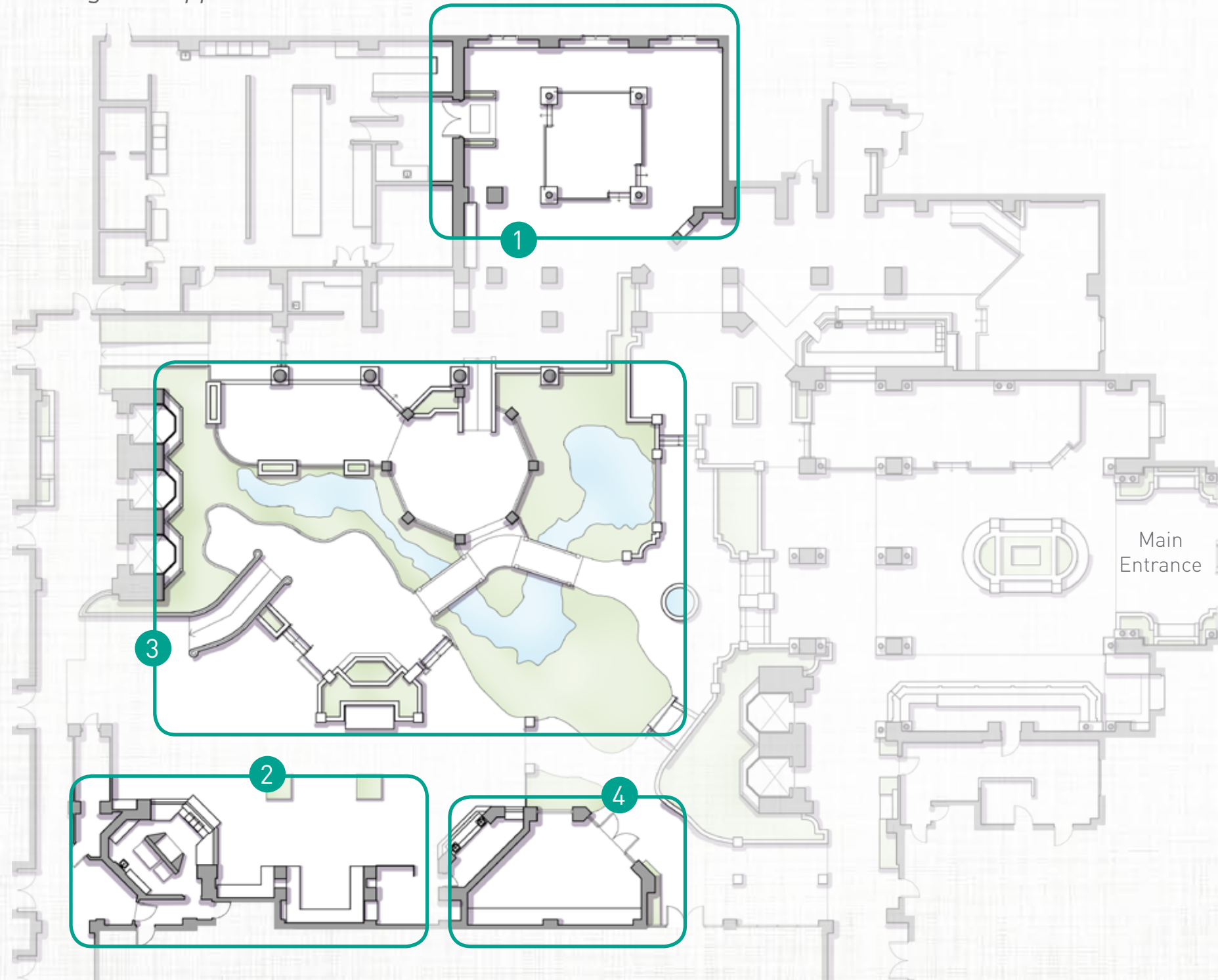




MEDITERRANEAN REVIVAL TYPE PROPERTY
(GRANADA ROYALE)

OVERVIEW - EXISTING MEDITERRANEAN REVIVAL TYPE PROPERTY

Challenges & Opportunities



1 Underutilized space adjacent to the existing kitchen and bar.

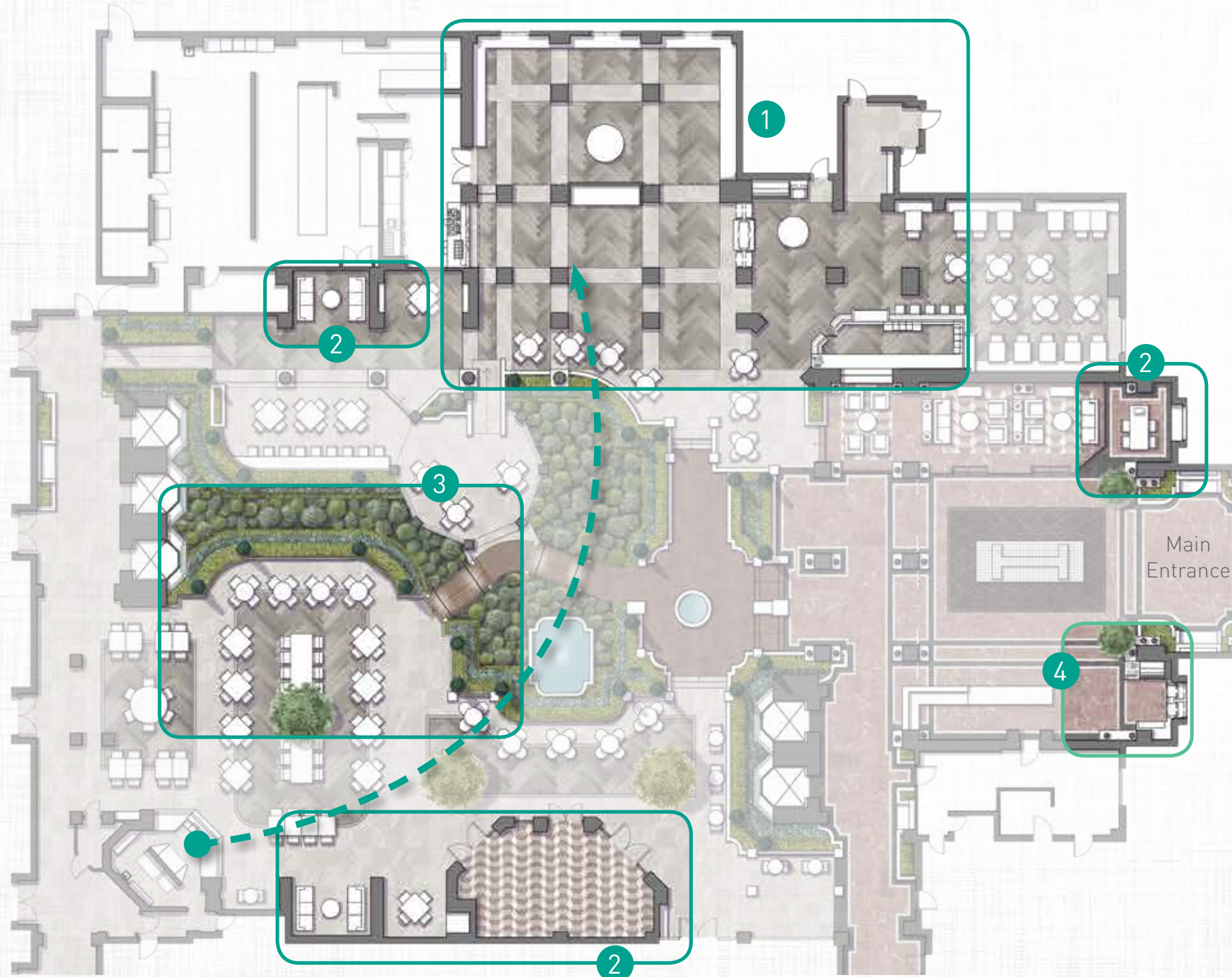
2 Operational inefficiency due to a secondary kitchen serving breakfast, resulting in congestion creating guest dissatisfaction.

3 Current landscaping limits seating zones and prohibits clear sight lines across the Atrium.

4 Traditional business centers are quickly becoming obsolete.

MEDITERRANEAN - STRATEGIES & OPPORTUNITIES

Key Planning Strategies were evaluated and implemented based on maintaining current services locations whenever possible for cost considerations.



1 Consolidate complimentary services by relocating breakfast into an underutilized space between the main kitchen and existing bar. The existing bar location was maintained as it is located within an existing restaurant. *(Induction units & downdraft system at Cooked-to-Order station allow chef to face guests and saves on renovation costs. Increased revenue opportunity with E'terie Bar).*

2 Re-purpose the Business Center as additional rentable small meeting space adjacent to the Atrium and create a Connectivity Experience in the lobby.

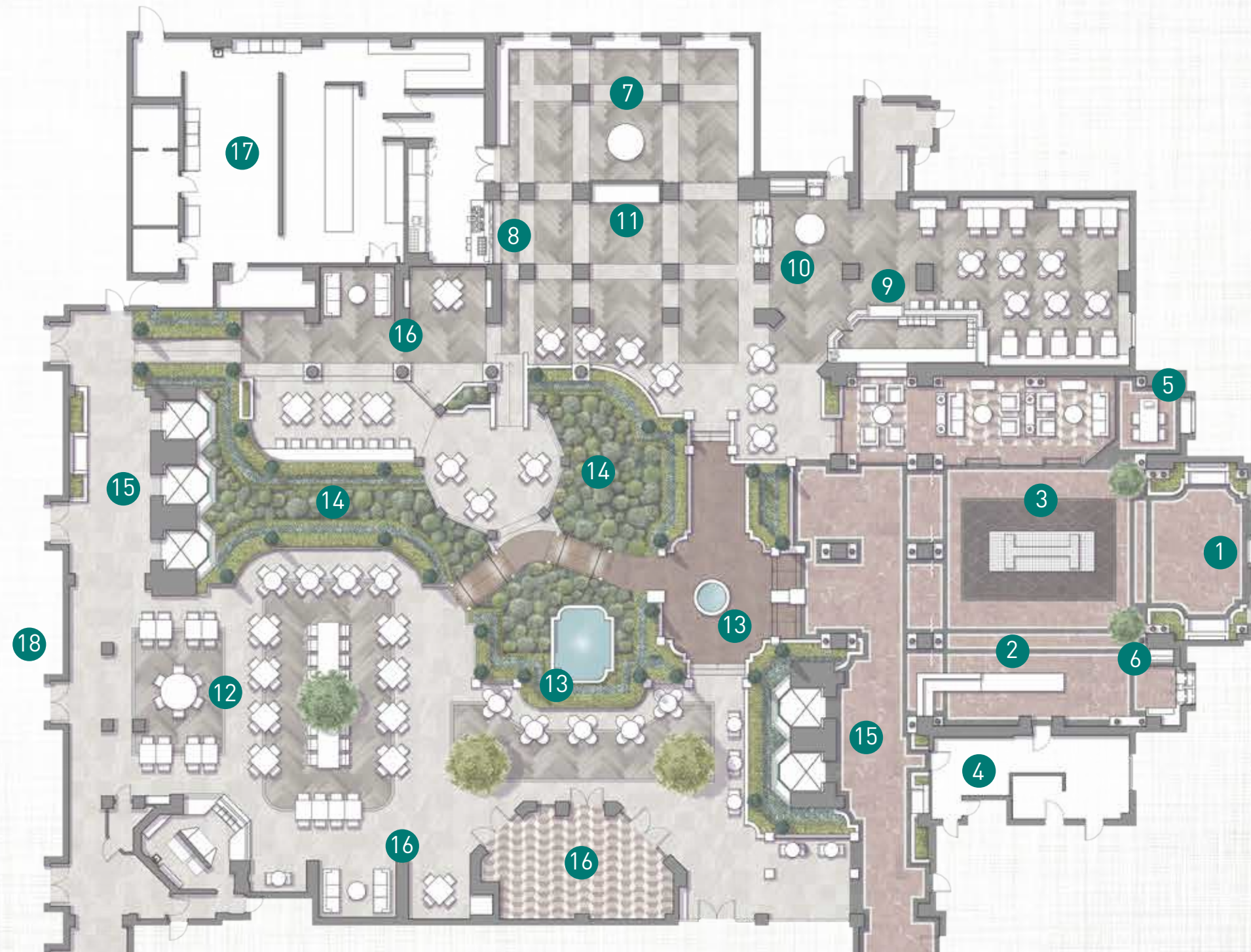
3 Dedicate more real estate to seating zones within the Atrium by decreasing landscaped area. Improve sight lines throughout the Atrium due to tailored landscaping.

4 Reconfigure the front desk to create a more approachable guest experience and to accommodate E'terie On-the-Go at the Front Desk. *(Increased revenue opportunity with E'terie On-the-Go).*

ATRIUM EVOLUTION - MEDITERRANEAN PLAN

Overall Plan

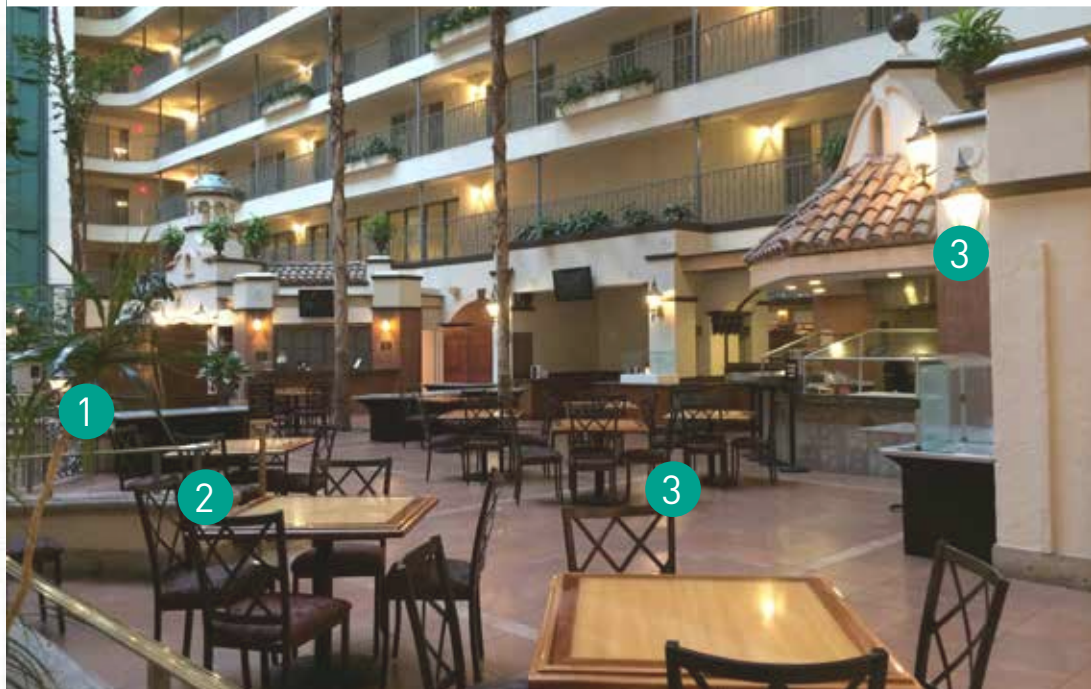
1. Entry
2. Check-In
3. Lobby
4. Front Office
5. Connectivity Experience
6. E'terie On-the-Go at Front Desk
7. Comp Breakfast Area
8. Cooked to Order station / Kitchen
9. Bar / Comp Bar
10. E'terie Bar
11. Beverage Station
12. Breakfast Seating
13. Water Feature
14. Landscape
15. Elevators
16. Meeting Areas
17. Existing Kitchen
18. Existing Meeting Rooms





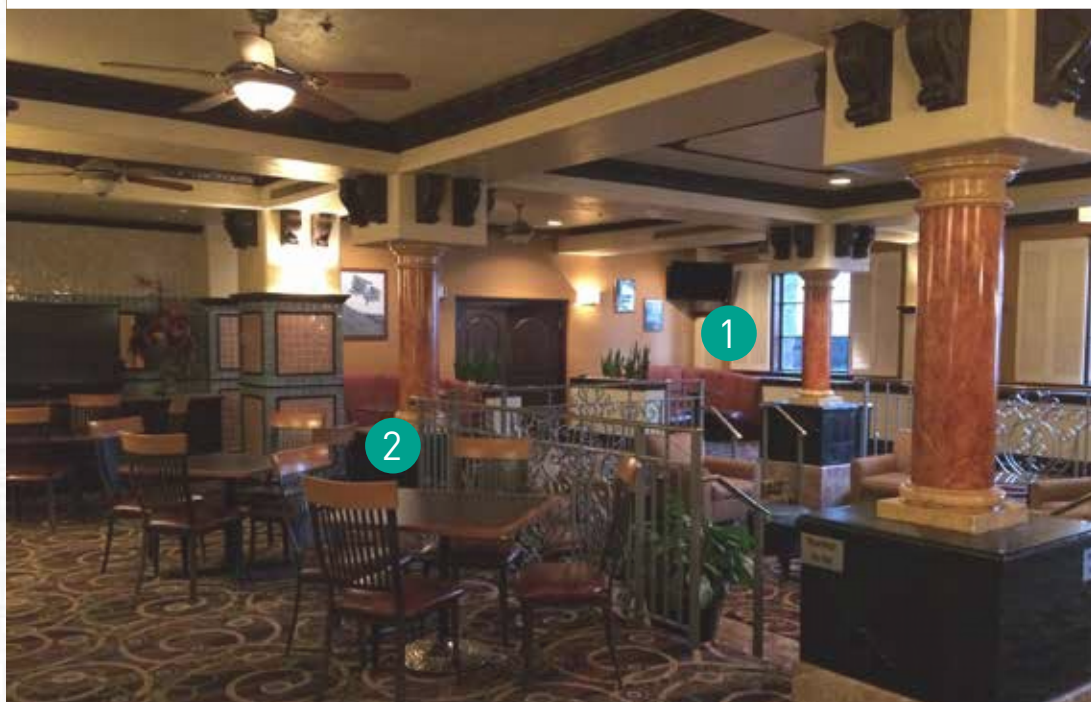
LOBBY/CHECK-IN (BEFORE)

1. The original, hand-painted murals are part of the history of these unique properties and provide authentic local reference, but are not properly lit.
2. The older fountains create maintenance and operational challenges.
3. Current finishes and color scheme does not represent the Mediterranean Revival architectural style.



ATRIUM (BEFORE)

1. Over abundant square footage dedicated to landscaping limits the seating capacity and sight lines within the Atrium.
2. Planters and floor level changes impact the seating layout and limit the ability to offer break-out sessions within the Atrium.
3. Low lighting and lack of seating types limits the flexibility of the Atrium throughout the day.



BREAKFAST SEATING (BEFORE)

1. Underutilized real estate sits empty for most of the day and does not activate the Atrium.
2. Renovations over the years have resulted in a mix of styles that conflict with the Mediterranean Revival style.

ATRIUM EVOLUTION - MEDITERRANEAN AFTER

- Original hand painted murals are retained and updated with better lighting.
- The existing marble floor is restored.
- The front desk is redesigned to provide access between the staff and guests.
- The color scheme compliments and respects Mediterranean Revival design and the fountain is removed and replaced with new seating and a specialty light fixture.



ATRIUM EVOLUTION - MEDITERRANEAN AFTER

- *Dedicate more real estate to seating zones within the Atrium by decreasing landscaped area. Improve sight lines throughout the Atrium with tailored landscaping and a modern approach to water features.*
- *Previous breakfast station areas are re-purposed into lounge areas and salable small meeting space with a variety of seating zones in the Atrium.*
- *Lighting elements and an existing trellis structure are scaled to make a visual and spacial impact within the Atrium and light the space throughout the day and evening.*



ATRIUM EVOLUTION - MEDITERRANEAN AFTER

- *The sunken floor is filled in to maximize the real estate and provide an optimal layout.*
- *Breakfast stations, Cooked-to-Order station and E'terie Bar are consolidated adjacent to the existing kitchen and bar.*
- *The color scheme compliments and respects the Mediterranean Revival style.*
- *Breakfast Stations and equipment close down after breakfast to improve operational efficiency and transform the space after breakfast.*

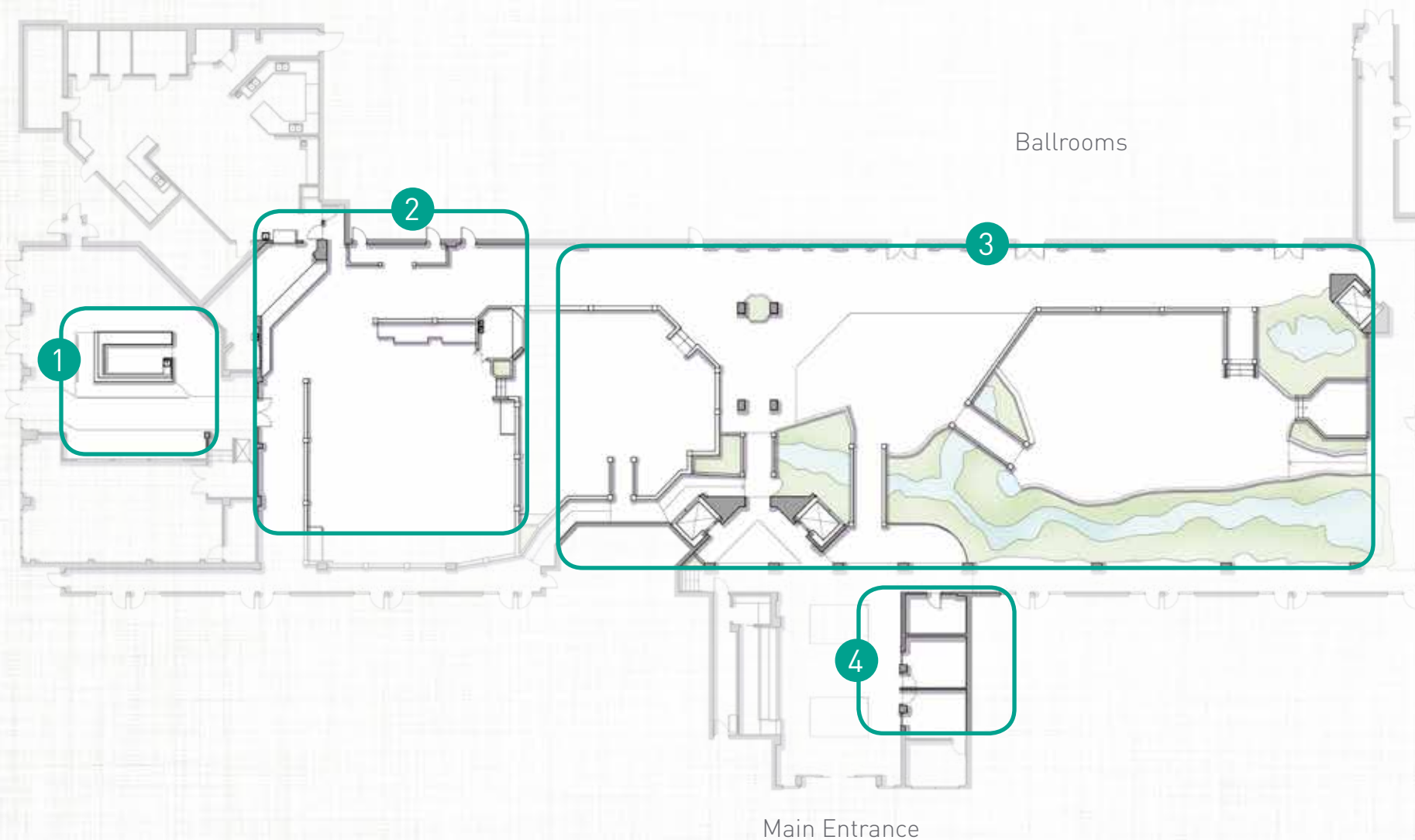




DOUBLE ATRIUM TYPE PROPERTY

OVERVIEW - EXISTING DOUBLE ATRIUM PLAN

Challenges & Opportunities



1 The existing bar is outside of the Atrium space and is visually concealed.

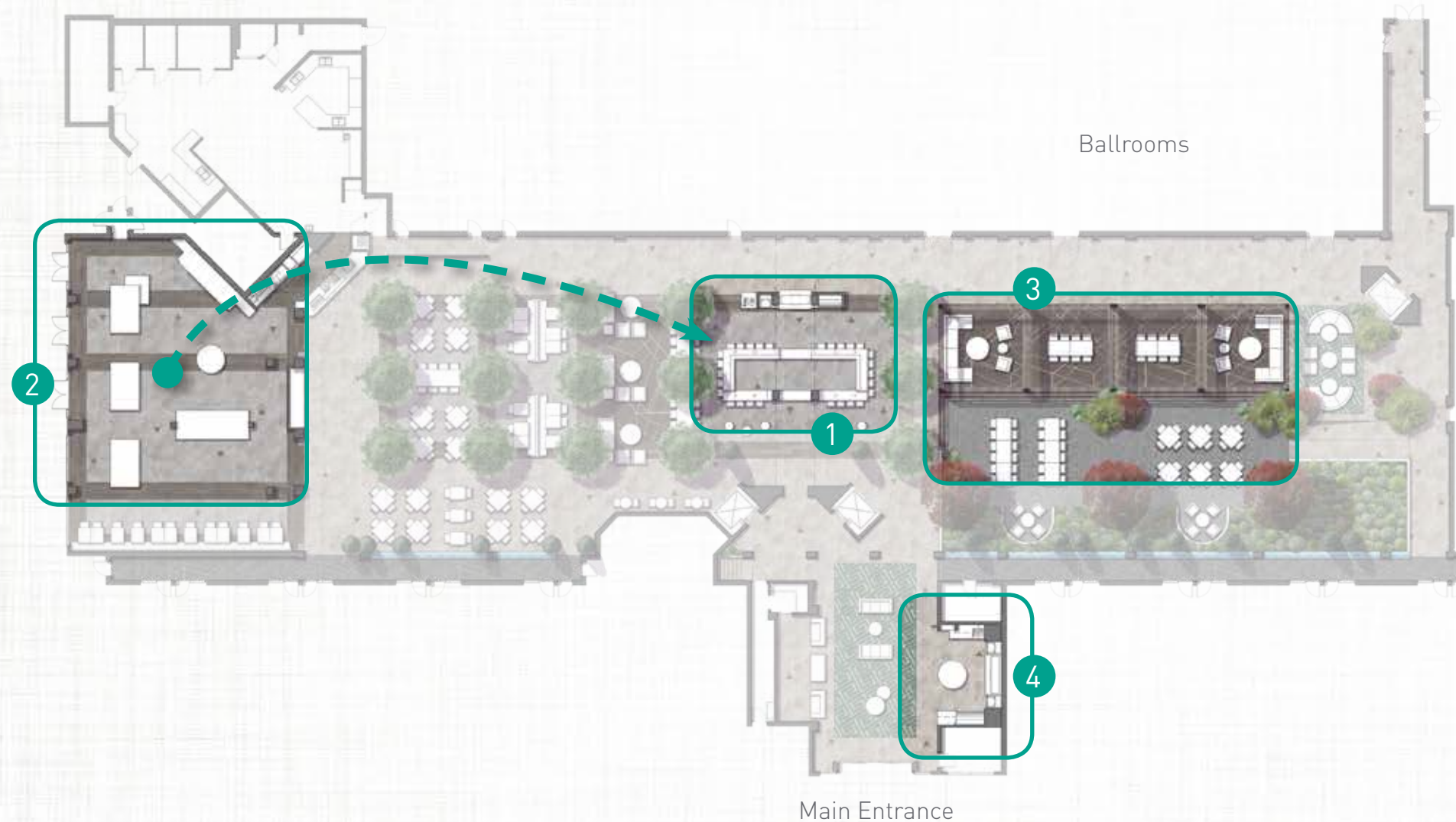
2 Breakfast stations are dispersed throughout the Atrium causing guest flow challenges and remain open and vacant after breakfast service is over.

3 Landscaping and the fountain is restricted to one corner of the atrium which creates acoustical and seating challenges.

4 Traditional business centers are quickly becoming obsolete. The limited sundries offerings minimizes potential revenue.

DOUBLE ATRIUM STRATEGIES & OPPORTUNITIES

Key Planning Strategies were evaluated and implemented based on maintaining current services locations whenever possible for cost considerations.



1 Relocate the bar and implement the E'terie Bar into the Atrium for more centralized service allowing existing bar area to be re-purposed for breakfast stations and overflow breakfast seating. *(Increased revenue opportunity with E'terie)*

2 Consolidate and conceal breakfast stations after breakfast service to improve operational efficiency and transform the Atrium experience throughout the day. *(Induction units & downdraft system allow chef to face guests at Cooked-to-Order station and saves on renovation costs (current hood location maintained)).*

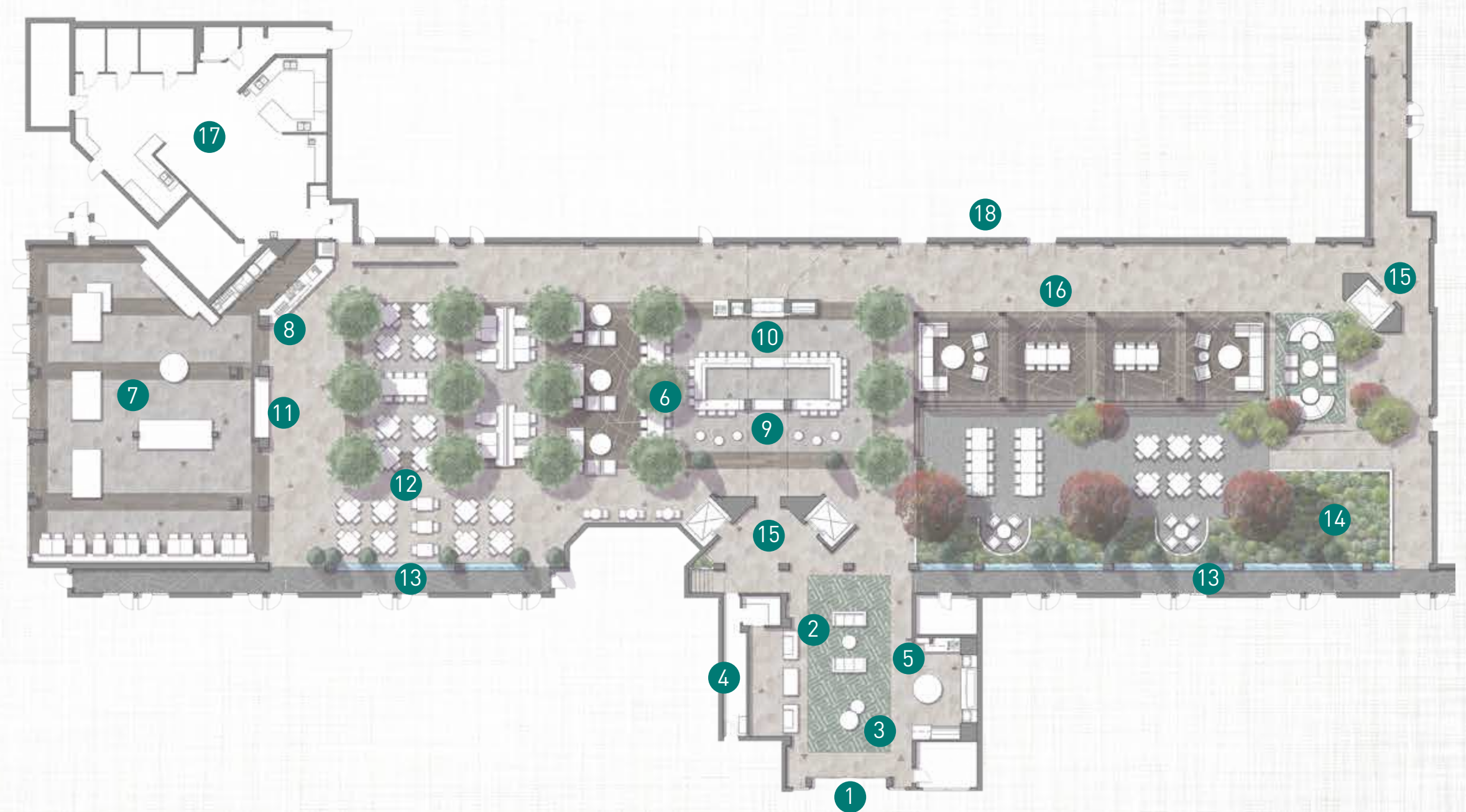
3 Create flexible breakout spaces adjacent to existing ballrooms to provide additional salable spaces through small meetings and breakouts.

4 Locate E'terie On-the-Go adjacent to the front desk and relocate the Business Center into the Atrium as part of the Connectivity Experience. *(Increased revenue opportunity with E'Terie On-the-Go. Operational efficiency through self service and Front Desk POS).*

ATRIUM EVOLUTION - DOUBLE ATRIUM PLAN

Overall Plan

1. Entry
2. Check-In
3. Lobby
4. Front Office
5. E'terie On-the-Go at Front Desk
6. Connectivity Experience
7. Comp Breakfast Area
8. Cooked to Order station / Kitchen
9. Bar / Comp Bar
10. E'terie On-the-Go at Atrium Bar
11. Beverage Station
12. Breakfast Seating
13. Water Feature
14. Landscape
15. Elevators
16. Meeting Areas
17. Existing Kitchen
18. Existing Meeting Rooms





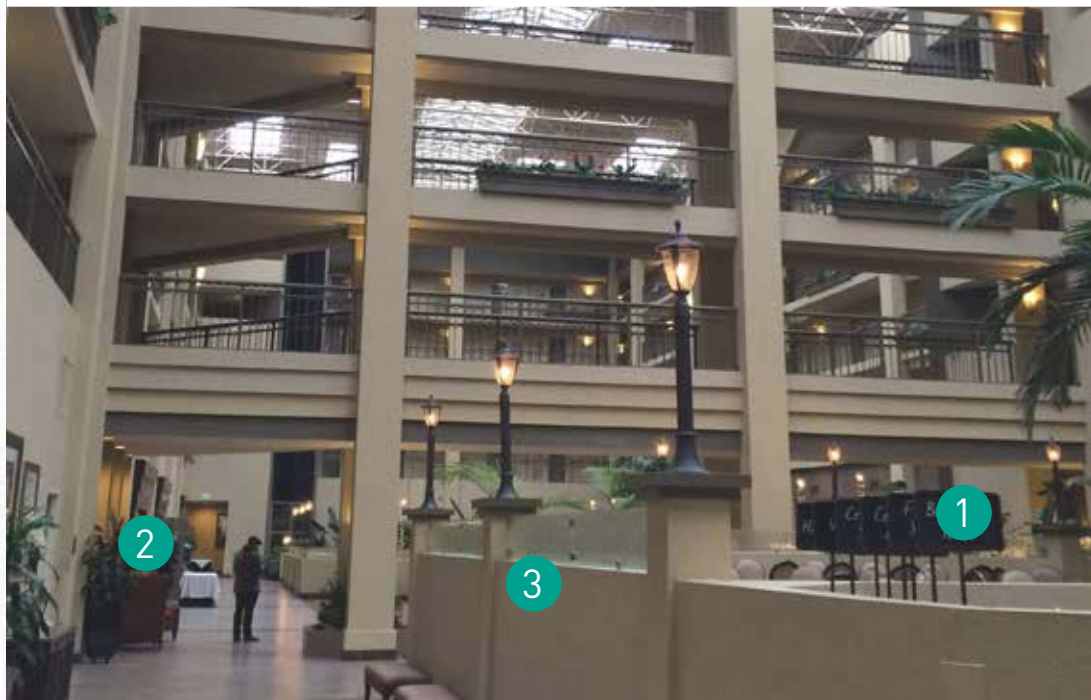
LOBBY/CHECK-IN (BEFORE)

1. No regional/local reference behind the reception desk.
2. The existing front desk is a barrier that impacts the ability for staff to interact with the guests.
3. Formal seating area does not provide a relaxed and welcoming space for the guests.



ATRIUM (BEFORE)

1. Half-height walls throughout the space limit sight lines and create a feeling of isolation.
2. Underutilized real estate creates an empty Atrium environment.
3. Large Atrium volume lacks human scale.



ATRIUM (BEFORE)

1. All breakfast stations and equipment are exposed after breakfast preventing alternate use of the space in this half of the Atrium.
2. All landscaping has been removed with the exception of a few planters creating acoustical challenges and a lack of seating zones.
3. Half-height walls limit sight lines and create a feeling of isolation.

ATRIUM EVOLUTION - DOUBLE ATRIUM AFTER

- *Back-lit niches display glass from local artists.*
- *Check-in pods provide access between the staff and guests.*
- *Signature light fixture at the main entrance welcomes guests*
- *Sofas and ottomans provide a variety of seating.*



ATRIUM EVOLUTION - DOUBLE ATRIUM AFTER

- A water wall is added to provide acoustical and visual separation between the Atrium and ground floor guestrooms.
- An architectural structure is added to provide flexible and salable break-out space adjacent to the ballrooms.
- Additional flexible seating on the lower level creates another zone for salable spaces.
- Trellis and lighting elements are scaled to make a visual and spacial impact within the Atrium and light the space throughout the day and evening.



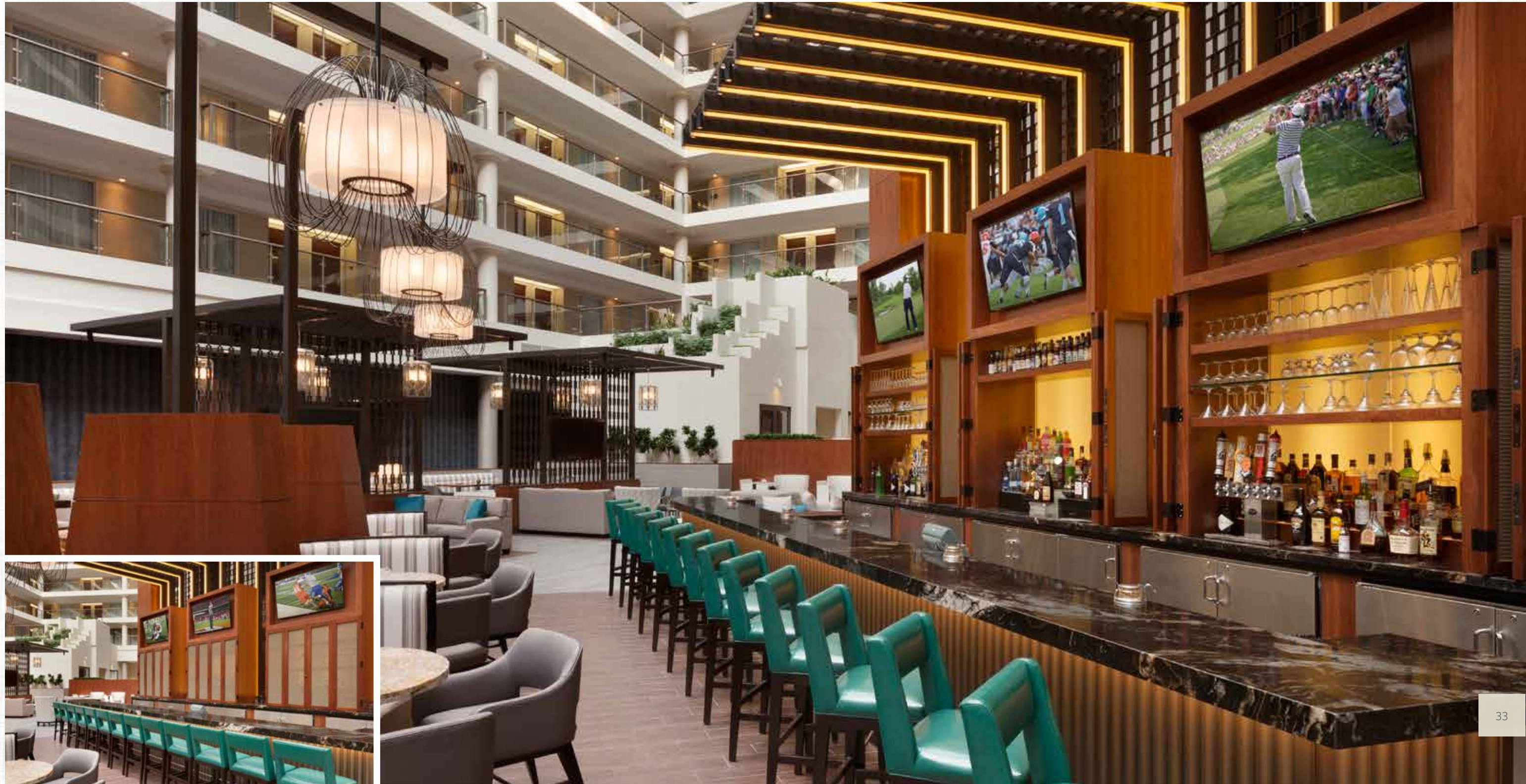
ATRIUM EVOLUTION - DOUBLE ATRIUM AFTER

- *The E'terie Bar is relocated in the Atrium to create a hub of activity.*
- *A tree bosque provides organizing elements for multiple seating zones.*
- *Guest experience is improved with a variety of seating zones in the Atrium.*



ATRIUM EVOLUTION - PROPERTY EXAMPLE

Photo of the Embassy Suites by Hilton Washington DC Georgetown property after implementing the Atrium Evolution design strategies.



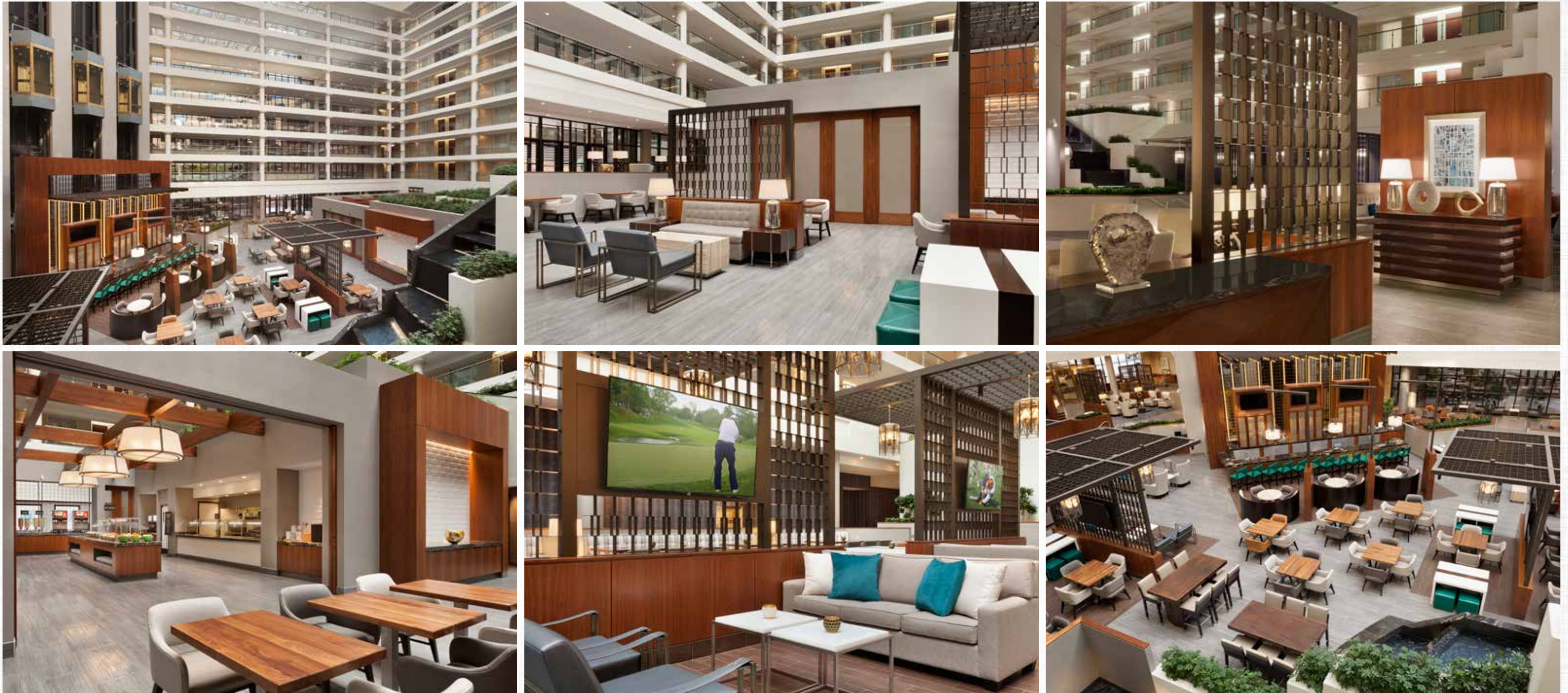
ATRIUM EVOLUTION - PROPERTY EXAMPLE

Photo of the Embassy Suites by Hilton Washington DC Georgetown property after implementing the Atrium Evolution design strategies.



ATRIUM EVOLUTION - PROPERTY EXAMPLE

Photos of the Embassy Suites by Hilton Washington DC Georgetown property after implementing the Atrium Evolution design strategies.





ATRIUM EVOLUTION CHECKLIST



**EMBASSY
SUITES**
by HILTON

ATRIUM EVOLUTION - CHECKLIST

Use this checklist as a tool to ensure that all components of the Atrium Evolution are included with the renovation plans. It should be used in tandem with this Atrium Evolution Guide and brand standards in creating the overall design plan and be included as part of the design submittal and review process. Please fill out the information on the following pages and submit to Antony Vereb at Antony.Vereb@hilton.com

Hotel Name

Hotel Inn Code

Hotel Location

Contact Person

Contact Person Phone Number

Contact Person Email

Target Renovation Start Date

Comments

Please identify the type of refresh.

Voluntary

OR

PIP Driven



ATRIUM EVOLUTION - CHECKLIST

ATRIUM EVOLUTION - CHECKLIST

- A comprehensive renovation of the lobby, entrance, and atrium/complimentary services areas is required as outlined in this guide. Areas adjoining the atrium (i.e., restaurant, bar/lounge, etc) are also required to be renovated to complement the new atrium. The renovation must include the entire volume of the atrium to provide a cohesive visual interest and overall presentation. More specific direction is itemized within the pip document.

ATRIUM AREA

- Atrium Area / Seating Areas** - Create a variety of seating and breakout areas throughout the atrium, strategically near the bar and meeting space.
- Atrium Area / Seating Areas** - Construct architectural elements to help define different seating and break-out areas.
- Atrium Area / Lighting** - Enhance lighting by replacing existing fixtures and adding decorative, updated fixtures that are in scale with the rest of the atrium.
- Atrium Area / Landscaping** - Remove and/or reduce landscape beds, remove bridges & streams/ponds to create clear sight-lines and additional floor space for breakout seating areas.
- Atrium Area / Floor** - Reduce the number of elevation changes by leveling the floor to create additional floor space for breakout seating areas.
- Atrium Area / Landscaping** - Modernize planter boxes and replace plant materials. Add potted landscape features.
- Atrium Area / Water Feature** - Modernize the existing water feature, or replace the water feature, to create a contemporary water feature for visual and acoustical interest.



ATRIUM EVOLUTION - CHECKLIST

BAR

- Atrium Area / Bar** - Relocate bar into atrium to activate the space.
- Atrium Area / Bar** - Design bar to support both play-bar and comp-bar functions.
- Atrium Area / Bar** - Create a scaled focal point of bar/back-bar area through architectural elements, scaled lighting, etc.
- Bar / Lounge** - Repurpose and renovate the existing bar area for breakfast overflow and/or meeting space.

RESTAURANT FACILITIES

- Restaurant** - Decide on F&B offering for the hotel and execute the following:
 1. Close under-performing restaurants and introduce E'terie Gourmet Market concepts at the atrium bar and/or gift shop. OR update/renovate existing restaurant. Recommend bring in the Brickstones' concept if market appropriate. However, if the existing restaurant is closed, renovate for the space to become breakfast overflow, flex space, or rentable meeting space.
 2. Consolidate F&B functions. If comp services is not already near the main kitchen, move comp services near the main kitchen for operational efficiencies. Create new comp breakfast area near the main kitchen and renovate/repurpose the former location to tie in with atrium renovations by creating additional overflow, flex space, or rentable meeting space.

COMP AREA

- Comp Area** - Consolidate breakfast stations to create operational efficiency and enhance guest flow. Renovate area to tie in with new atrium design.
- Comp Area** - Provide an upscale, architectural means of concealing/closing off breakfast service to transform the atrium and not allow for breakfast areas to be on display during off-hours. Examples include the use of decorative panels, barn doors, etc.
- Comp Area** - Modernize/renovate cooked-to-order station (depending on F&B direction, this could be part of the restaurant renovation, E'terie, or Brickstones.)



ATRIUM EVOLUTION - CHECKLIST

BUSINESS CENTER

- Business Center / Atrium** - Relocate business center to atrium, offering an open concept area. Install internet connectivity zone.
- Business Center / Existing** - Convert enclosed business center to rentable/revenue space.

FRONT DESK

- Front Desk** - Incorporate a regional design reference to back wall of the front desk.
- Front Desk** - Redesign/replace front desk to provide open access between the staff and guests. If free-standing pods exist, update to coordinate with new decor scheme.
- Front Desk** - At “wedge” style properties, expand the pinch-point from the lobby into the atrium by installing materials that create a more open/spacious transition.

FRONT DESK

- Gift Shop** - Convert stand-alone gift shop with a 24/7 self-service sundries shop adjacent to the front desk. Include a grab-and-go concept, such as E'terie On-the-Go, if lunch is not served at the restaurant.

RESOURCES

*For additional information on the Supporting Elements:
Brand Design Narrative, and
and E'terie Bar & E'terie On-the-Go please contact:*

*Brand Design Narrative
Antony Vereb, antony.vereb@hilton.com*

*E'terie Bar & E'terie On-the-Go
Stuart Clarke, stuart.clarke@hilton.com*