



## **Embassy Suites Hotels: Design Option III**

### **Design Option III Quick Facts**

- First Design Option III (DO III) opened Q1 2009 in Jackson, MS
- DO III is approximately \$10K - \$15K less per key than other designs (construction costs)
  - For a 200-suite hotel, that's a savings of \$2-\$3MM
- Footprint requires less land to be developed; can be built on as little as three acres (one acre less than our other designs)
- Design layout is more flexible with side-by-side suites (versus the traditional shotgun style) and a contemporary, more efficient atrium area with interpretations of the signature natural greenery and water elements
- Has a scalable key count of 150 to 300 suites
- A rooms tower is part of the design allowing for double loaded corridors

### **A Solid Investment for Developers**

DO III features an innovative and flexible layout that uses space more effectively, creating efficiencies for both construction and operational costs. It's also scalable to different market needs including urban/downtown, suburban, mixed use, conversion, adaptive reuse and resort.

Developers get the benefits of offering the same Embassy Suites guest experience with better guest satisfaction and the potential of higher operating margins. The new design helps achieve the same type of revenue and ADR premiums as the traditional design. All these attributes make DO III a solid investment for developers.

### **Enhanced Public Spaces Designed with the Guest in Mind**

One of the focal points of every Embassy Suites hotel is the comfortable, welcoming atrium space with natural elements and flowing water that invites guests to relax and socialize. DO III features a contemporary atrium area located at the hotel's entrance with a barrel vault ceiling – allowing more natural light into public spaces – along with interpretations of the signature greenery and water elements. This atrium design is smaller in scale (approximately 2 stories) but still gives the guest the same sense of space. Other enhanced features include:

- State-of-the-art fitness center by Precor
- Convenient business center services and space with remote printing
- Scalable meeting facilities
- Flexible and friendly registration area featuring registration pods versus the traditional high-barrier front desk

### **A More Residential Suite**

Design Option III features an efficient side-by-side suite design (versus the traditional shotgun style) that fills the room with more natural light, has a greater sense of space and therefore a more residential feel. The brand also offers a one room suite option (up to 20% of key count) that allows for more flexibility and a higher key count.



*Embassy Suites Houston - Energy Corridor*



*Embassy Suites Ontario - Airport*