



Hotel Eleven 11
A Tapestry Collection
By: HILTON



ROYAL GANESH LLC

May 22, 2017

TAPESTRY BY HILTON vs. EMBASSY SUITES BY HILTON

Hilton has launched an exciting new brand – TAPESTRY – delivering a new Hilton hotel option to address the needs of the fastest growing hotel segment in our industry, the lifestyle boutique hotel.

Tapestry by Hilton lifestyle boutique hotels are entitled to maintain a separate proprietary name, identity, and vanity website, do not have strict brand design guidelines, only guest experience benchmarks, and will have complete access to the entire portfolio of Hilton brand services, and the powerful brand reservations system and awards platforms that this national brand offers.

Hotel Eleven11 will deliver a far more upscale guest experience vs. an Embassy Suites, offering unique and enticing features and services that are flexible and responsive to guest needs.

Our Hotel11 will be a true 4-Star hotel, while most Embassy Suites hotels are 3 – 3.5 star hotels.

As a result of our 4-Star lifestyle boutique hotel allure, we have every expectation that Hotel Eleven11 (a Tapestry by Hilton hotel) will deliver ownership a substantially higher ADR than an Embassy Suites Hotel.

ROOM COMPARISON:

Hotel Eleven11 will offer 94 guestrooms in numerous room types and styles:

- Designer room category offering King bed or two Queen beds (Generously sized at 400 sq. ft.)
- Executive Lifestyle Jr. Suites (450 sq. ft.) for the Diamond status Hilton members and our treasured corporate travelers
- Artisan One Bedroom Suites (just under 700 sq. ft.), each with two full bathrooms...not found anywhere in an Embassy Suite OR in Davis, today
- Davis Hospitality Suites (at over 800 sq. ft.), each with two full bathrooms, perfect for entertaining during a conference or for executive committee meetings and board meetings

Embassy Suites required a minimum guestroom count of 132 guestrooms divided amongst:

- Double queen suites (580 sq. ft.)
 - King suites (580 sq. ft.)
 - One-bedroom suites (580 sq. ft.)
- Hotel Eleven11 has a unique architectural quality that provides a luxury appeal and sense of arrival.
- Every Embassy Suites Hotel has fairly rigid guidelines on visual appeal and deliverables.

Our Hotel Eleven11 will offer a lavish, inviting courtyard with pool and sundeck, generous event space with outdoor fireplace, all nestled amidst lush garden landscaping; and seamlessly accessible from the lobby and the conference space.



TAPESTRY COLLECTION

By Hilton is a curated portfolio of original hotels in the upscale hotel segment that have recognizable features distinct to each Hotel. The Tapestry Collection has access to the Hilton Performance Engine-inclusion in Hilton Honors, the leading hotel loyalty rewards program global marketing support, Hilton Supply Management, innovative sales tools, and more- while enjoying the freedom to maintain the unique local character that makes your hotel one of a kind.

STANDARD EMBASSY SUITES



Hotel Eleven 11
TAPESTRY COLLECTION by HILTON

Program:

Total Keys	94 -105
60 Standard rooms	382 sf
10 Executive Jr. Suites	430 sf
20 One bedroom Suites	680 sf
4 Hospitality Suites	800 sf
Levels	3 and 4 Levels
Banquet and Breakout area	5,000 sf
Total floor square footage	94,000 sf approx.
Courtyard and Pool area	14,670 sf approx.
Parking spaces	110 spaces



EMBASSY SUITES

Program:

Total Keys	132
King suites	53
Double Queen Suites	52
One bedroom Suites	27
Levels	5 Levels
Banquet and Breakout area	5,000 sf
Total floor square footage	128,090 sf approx.
Parking spaces	139 spaces



***Hotel Eleven 11
by Hilton***



EMBASSY SUITES





Hotel Eleven 11



EMBASSY SUITES





Hotel Eleven 11



EMBASSY SUITES



TAPESTRY COLLECTION: COURTYARD AND POOL AREA



TAPESTRY COLLECTION: ENTRANCE TO BANQUET AREA AND COURTYARD



HOTEL ELEVEN 11 : COURTYARD AREA WITH OUT DOOR DINNING



HOTEL ELEVEN 11: ROOF TOP VIEW OF COURTYARD AND POOL AREA