



DESIGN GUIDE

RELEASE DATE: DECEMBER 2023
VERSION 1.0

Applying learnings, efficiencies, and updates to our popular and successful prototype, we have evolved while maintaining all that resonates.

In order to preserve the integrity of the Hampton brand, this guide defines intentional space planning, spacial activation and areas of privacy, key elements, an overall design aesthetic and guest experience.

The information in this guide is tailored to Owners, Architects, Designers and their Consultants for the purposes of educating them on how to deliver successful Hampton design solutions.

This guide and other Hilton design tools are posted at DesignInformation.Hilton.com

LET'S GET STARTED.

TABLE OF CONTENTS



04 THE FOUNDATION

- 5 Our Guest
- 7 Our Design
- 8 Design Traits & Packages
- 9 Pre-Approved Packages

10 BUILDING EXTERIOR

- 11 Architectural Elements
- 12 Color & Materials

13 PUBLIC AREA

- 14 Key Adjacencies
- 15 The Lobby
- 16 Key Elements
- 17 Welcome Area
- 18 Front Desk
- 19 Welcome Moment
- 20 Hospitality Station
- 21 Communal Sofa
- 22 The Flex Space
- 23 Decorative Light Fixtures
- 24 Seating Experiences
- 25 Pantry
- 26 Patio
- 27 Guest Corridor

28 AMENITY SPACES

- 29 Fitness Plan
- 30 Fitness Zones
- 32 Fitness Design Package
- 33 Pool

34 ELEMENTS OF ELEVATION

- 35 Meeting Space, Guest Laundry, & Self Pour Station

36 GUESTROOMS

- 37 The Guestroom Experience Defined
- 40 The Studio Suite Experience Defined
- 43 Guestroom Types
- 44 Required Guestroom Furniture
- 45 The Bed
- 46 Guestroom Lighting
- 47 FF&E Functionality
- 48 Bathroom Layouts
- 49 Bathroom Elements

50 ART DIRECTION

51 PRE-APPROVED PACKAGES

- 52 Scenic Public Space Renderings
- 55 Scenic Guestroom Renderings
- 58 Kinetic Public Space Renderings
- 61 Kinetic Guestroom Renderings



THE FOUNDATION

*“HAMPTON IS THE MOST HUMAN
HOTEL BRAND. WE WELCOME ALL.
WE BRING PEOPLE TOGETHER.”*

- Shruti Gandhi Buckley, Brand Leader

Our vision is to deliver pioneering innovation and clever, **MODERN DESIGN** with timeless elements and significant functionality and comfort for all guests. All while leveraging space atypical for an upper midscale hotel that is designed to **OPTIMIZE COST TO BUILD, OPERATE AND RENOVATE** for our hotel owners.



OUR GUEST

OUR GUEST IS DEFINED AS CONFIDENTLY CAPABLE

- Satisfied with life and finds enjoyment in the everyday
- Spend their lives bouncing from one thing to another
- Do not want surprises due to the full life they live
- Feel consistency is the best way to maintain a calm and simple life
- Appreciate things that are time-tested
- Willing to pay a premium for quality

They are not looking for new and different experiences that might put them out of balance or leave them wishing they had done something different.



OUR CONFIDENTLY CAPABLE GUEST



OUR GUEST EXPECTS

- Their needs to be met
- Customer service that will be there for them (if needed)
- To know what they are getting
- To get what they pay for
- Basic amenities included in their lodging
- Friendly and approachable team members
- A welcoming design and service when they arrive at a hotel
- To feel comfortable and cozy with no pretentiousness

They appreciate design that enables them to feel relaxed and productive.

BUSINESS TRANSIENT

Away from home for business meetings, this guest is organized in their life and expects that to be maintained when they travel. A set routine helps keep them on track.

Average Length of stay: 2 nights

LEISURE / GROUPS

Choosing to enjoy travel, these individuals and groups are staying for vacations, sports, and special events like family reunions.

Average Length of stay: 2 nights

OUR DESIGN

The Hampton design is residentially inspired, pairing modern touches with classic, timeless elements. Each space is curated to provide an inviting, intuitive, and uplifting experience for guests to make them feel at ease.

DESIGN PRINCIPLES:



VIBRANT AND FRIENDLY

Color and mood converge to create an environment where colors intentionally evoke a feeling of warmth and approachability. Each color is purposefully placed to ensure that the guest always feels uplifted, confident and a familiar sense of belonging.



WARM AND LAYERED

Natural light is utilized to provide connection to nature, while a balanced selection of patterns, colors and texture create a layered interior environment. Carefully choreographed, these elements provide a warm and elevated experience that makes guests feel at ease.



MEMORABLE AND ENGAGING

Designed with functionality at the forefront, clever elements are sprinkled throughout the design to bring the brand personality to life. Form and function unite to generate a seamless and reliable experience with unique and differentiated elements that create memorable moments.

DESIGN TRAITS

WHO WE ARE

- Uplifting, cheerful and spirited
- Comfortable and inviting
- Intuitive, functional and purposeful
- Timeless with modern accents
- Residentially styled
- Balanced and confident



WHO WE ARE NOT

- Basic, boring, or monochromatic
- Trendy, whimsical or juvenile
- Old-fashioned, over-designed or cluttered
- Sleek, futuristic or ultramodern
- Eclectic or mismatched
- Pretentious or elegant



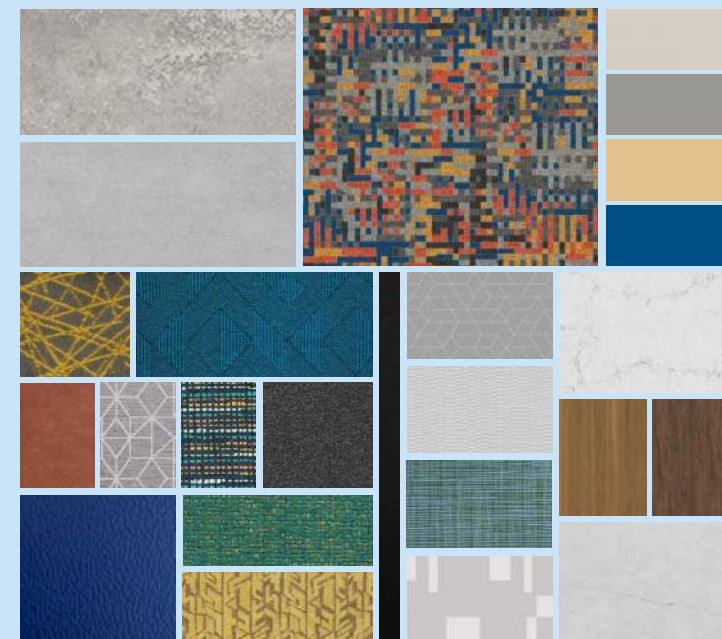
DESIGN PACKAGES

Two unique pre-approved packages have been crafted for the Hampton brand, incorporating the key design elements of the prototype with distinctive palettes suited for any location. Both are warm and approachable, but each uses saturated color (a Hampton brand hallmark) in very different ways to deliver a comfortable, confident and relaxed atmosphere.



SCENIC PACKAGE

The **SCENIC** scheme was developed in celebration of the iconic landscapes of America. This scheme creates a feeling of warmth and familiarity through the use of colors, textures and materials that exist in nature. Rich layering is created by combining soft, warm neutrals with shiny metallic accents. Organic patterns and textures created through the use of deep, rich colors organically convey joyfulness.

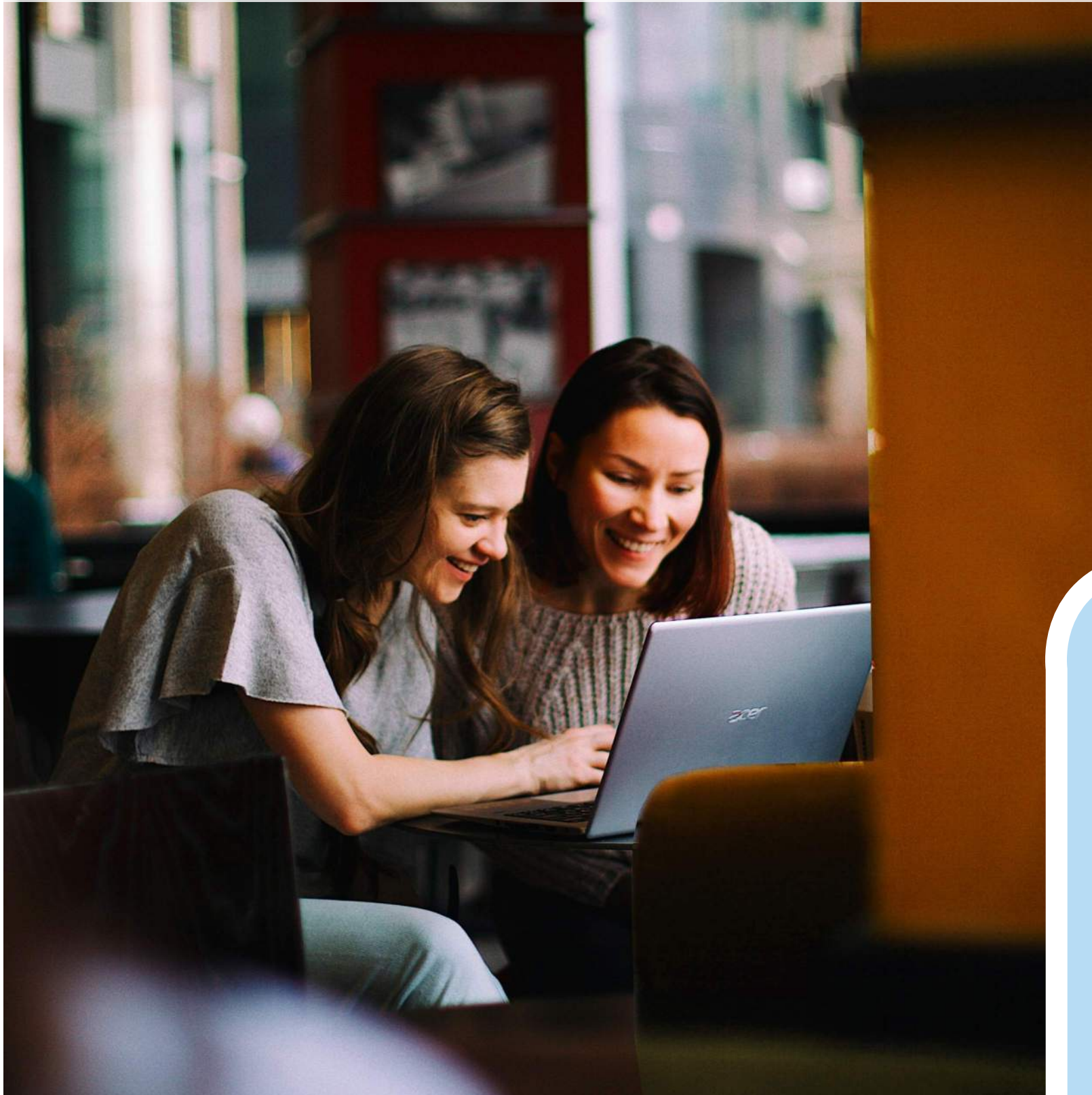


KINETIC PACKAGE

The **KINETIC** scheme was developed in celebration of the energy and vibrancy that animate the great cityscapes of America. This scheme exudes visual movement and energy through the use of bold and vibrant colors juxtaposed to move your eyes around the spaces. Dramatic contrast is delivered through the use of black metals layered over cool and warm gray neutrals. Bold patterns and textures appear in unexpected places creating surprise and delight.

The color blue is recognized as a signature color for the Hampton brand, appearing in the logo, signage and brand collateral. Design palettes **MUST** coordinate with the Hampton blue.

TWO UNIQUE PRE-APPROVED PACKAGES HAVE BEEN CRAFTED FOR THE HAMPTON BRAND, INCORPORATING THE KEY DESIGN ELEMENTS OF THE PROTOTYPE WITH DISTINCTIVE PALETTES SUITED FOR ANY LOCATION. BOTH ARE WARM AND APPROACHABLE, BUT EACH USES SATURATED COLOR (A HAMPTON BRAND HALLMARK) IN VERY DIFFERENT WAYS TO DELIVER A DRAMATIC RESULT.



BENEFITTING OUR HOTEL OWNERS

PRE-APPROVED PACKAGES

- Every item has been fully developed with the Pre-Approved Vendors to embody the prototype design and align with Hampton brand standards.
- **SELECT GUESTROOM ITEMS ARE REQUIRED TO BE PROVIDED BY PRE-APPROVED VENDORS.**
- The design and procurement process and timeline are streamlined with specifications, shop drawings, and materials pre-approved.
- Fabrics are kept in stock and included with upholstered items, saving additional costs and lead times of ordering them separately.
- Cost savings through supply chain efficiencies and negotiated pricing.
- Vendors are selected through a competitive process by demonstrating the greatest overall value for owners and pre-approved through a rigorous product development process.
- Negotiated product warranties help get the full life cycle from the investment.



BUILDING EXTERIOR

WELCOMING

From the highway to the Porte Cochere, guests can easily identify a Hampton property. The hotel exterior is a modern design with familiar but distinct architectural gestures to welcome the traveler after a long journey, putting them at ease upon arrival.

- Well-placed building signage, recognizable from the roadway.
- Hampton inspired "Welcome" messaging.
- Brightly lit entry signifying security and arrival.
- Soft architectural lighting highlighting a very familiar look
- Enhanced design at secondary entrances
- Lush landscaping emphasizing key points of entry and interest.

TIMELESS

From side to side and end to end, the exterior façade embodies key architectural relationships of rhythm, scale, and proportion to create a timeless design.

- The exterior composition makes a bold statement, but with a simplified and authentic approach.
- Crisp forms and clean building lines keep it uncomplicated.
- Primary building colors leverage a neutral color palette evoking a sense of calmness and serenity coupled with carefully choreographed pops of color to provide that warm, uplifting, and spirited experience that is Hampton.
- Building finishes and materials are durable, practical, and cost-effective providing functional longevity.
- Easily maintainable to avoid a worn or damaged appearance over time.



1 CLEAN CONTEMPORARY LINES

Streamlined roof line with "less is more" detailing that exemplifies the modern day traveler's style and attitude.

2 HIGHLIGHTS

A playful, unexpected color change intent on creating contrast and emphasizing the asymmetry of the building design.

3 WINDOW REVEAL AND ACCENT COLOR

The alternating pattern, color and depth change at the windows creates an energizing effect along the building facade invoking a sense of movement and activity.

4 MONOLITHIC WALL PLANE

Solid, uniform vertical plane adds a sense of mass and depth to the primary facade, disrupting the linear geometry of the hotel.

5 FIN AND FRAME

Bold, recognizable and colorful geometric forms anchor the building facade drawing attention to the main entrance and the hotel's public space.

6 END CAP

An extension of the primary facade's key architectural features, materials, colors, and lighting applied to the ends of the building creating a finished look to the end.

7 ACCENT CLADDING

Warm, textural materials integrated at all public areas and all entry points cultivating a familiar and enhanced guest experience.

8 PORTE COCHERE

Simplified, well-lit entry portal absent of complexity but layered with bold and inviting colors and materials creating a beacon that extends a warm Hampton "Welcome" to each arriving guest.

9 MASONRY BASE AND CAP

Unbalanced, but grounding application of masonry material along key areas of the building facade and porte cochere.

10 ARCHITECTURAL LIGHTING

Concealed linear lighting casts a soft glow to highlight key architectural features and building textures, enhances colors and creates a sophisticated and modern look.

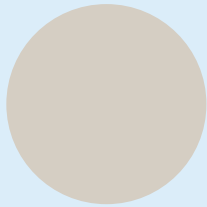
REQUIRED ARCHITECTURAL ELEMENTS



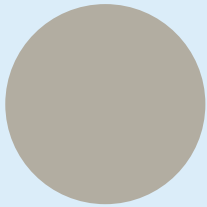
COLOR & MATERIALITY



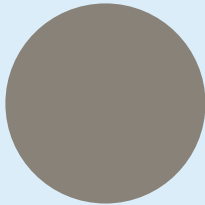
P1 CSP-725
BARELY THERE



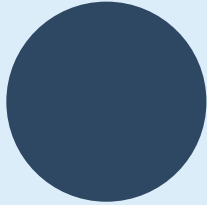
P2 OC-28
COLLINGWOOD



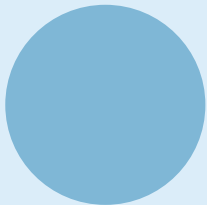
P3 CSP-105
SMOKE & MIRRORS



P4 CSP-85
TWEED COAT



P5 2061-20
CHAMPION COBALT



P6 2063-40
SAILOR'S SEA BLUE



B1 BRICK
8532 VELOUR



A1 SIMULATED WOOD
ACCENT CLADDING

NOTE:

P PAINT

All colors specified for EIFS are based on Benjamin Moore paint selections. Signature colors P5 and P6 are required.

B BRICK
OR STONE

All masonry specified herein is as manufactured by the Belden Brick Company. Alternate masonry products and colors are acceptable when coordinated with the color scheme.

A ACCENT

All accent cladding must be large format. The wood finish must coordinate with the overall color scheme.

COLOR AND MATERIALS OVERVIEW



PUBLIC AREA

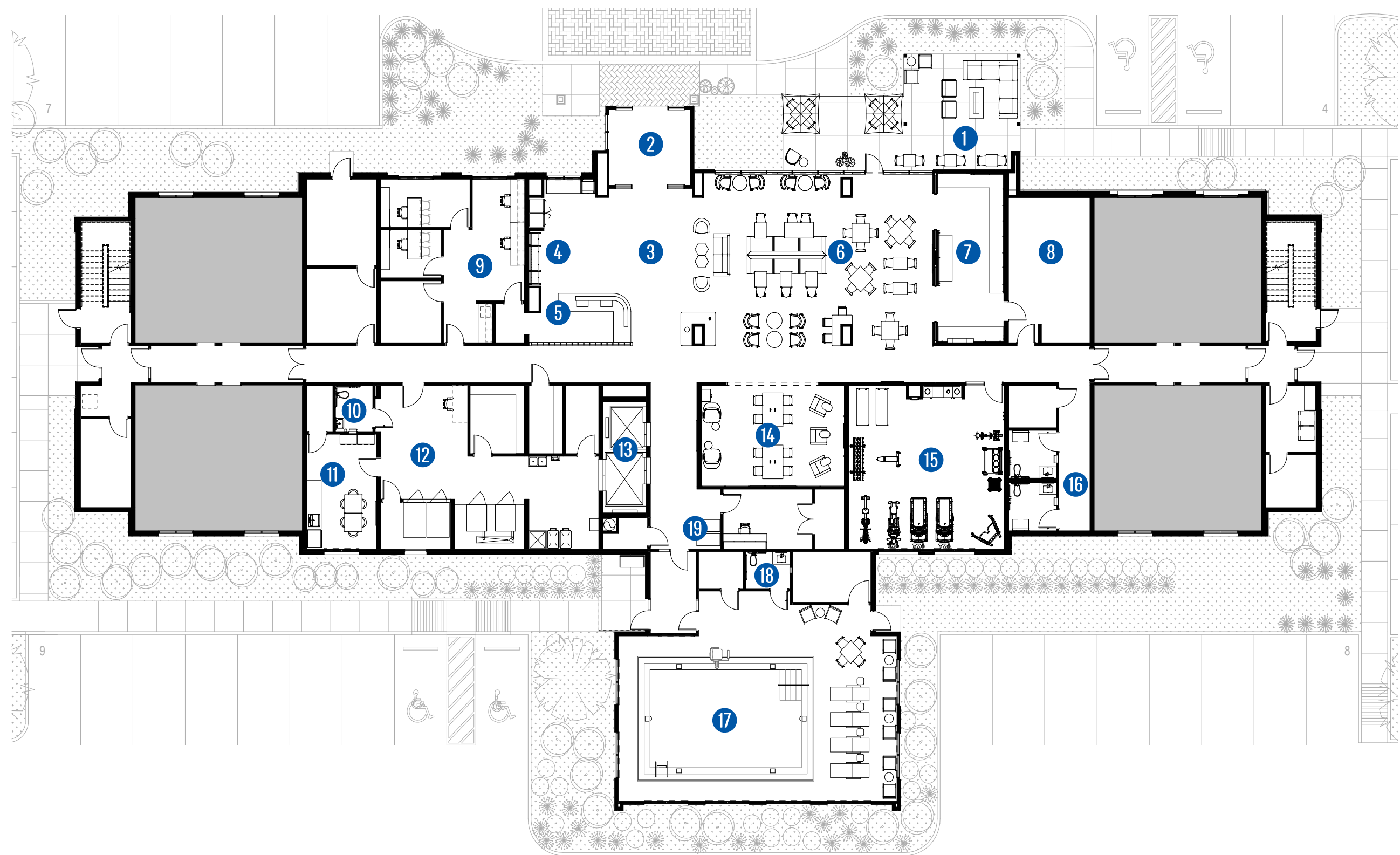
The Hampton public space is intentionally designed with an open layout that is easily navigated through intuitive organization of functions and spaces.

The warm and welcoming finishes and furnishings immediately put our guests at ease through the use of familiar residential shapes and details.

Vibrant and energetic colors, signature to the brand, are carefully balanced with rich, textured neutrals providing the perfect balance of energy and sophistication.

Joyful brand graphics and artful messaging add a layer of recognizable Hampton personality.

KEY ADJACENCIES



- | | | | | |
|-------------------|-------------------|-----------------------|-------------------|------------------|
| 1 Patio | 5 Front Desk | 9 Work Area (BOH) | 13 Elevators | 17 Pool |
| 2 Vestibule | 6 Lounge & Dining | 10 Employee Restroom | 14 Flex Seating | 18 Pool Restroom |
| 3 Lobby | 7 Pantry | 11 Employee Breakroom | 15 Fitness Center | 19 Luggage Carts |
| 4 Retail (Treats) | 8 Prep. Kitchen | 12 Laundry (BOH) | 16 Restrooms | |



PUBLIC AREA

THE LOBBY

The lobby is the heart of the public space experience where the connection to the guest is physically manifested in many intuitive ways.

The front desk is positioned to immediately greet the guest upon entry, the Retail (Treats) shop is front and center exposing all of the offerings at a glance, and the space is opened up and flooded with natural light while preserving variety in the types of seating experiences offered.

The lobby is warm and energized. Rich materials, bright color palettes, and recognizable home-like influences deliver comfort and approachability in the Hampton lobby.



WELCOME AREA

- Includes the Front Desk with integrated Welcome Moment and adjoining Retail (Treats) shop offering
- Designed with warm, cohesive finishes to create a unified design concept
- Positioned as the first thing you see when you enter the hotel



FLEX SPACE

- Cozy, more intimate room located directly off the more active main lobby
- Designed to support flexible usage from focused work, concentrated TV viewing, and semi-private conversational lounge seating



HOSPITALITY STATION

- Focal millwork offers complimentary coffee and hydration tap, approachable from all sides within the lobby
- Cabinetry has integrated lockable storage and concealed trash collection
- Food Delivery drop spot included for guest convenience without the need to overburden staff
- Located near the front desk for ease of monitoring and refreshing



COMMUNAL SOFA

- Intentionally styled as back to back sofas that function as task, dining or lounge seating
- Located centrally within the main lobby as a soft and residentially inspired focal design element
- Includes integrated power to enhance the guest experience



DECORATIVE LIGHT FIXTURES

- Dramatic sculptural styled light fixtures are a focal element of the lobby space
- Scaled, finished and styled appropriately for the ceiling height and volume of the space

PANTRY

- Dedicated space for serving breakfast that can be closed up after service completion
- Includes two wide access/exit points for guest use
- One service door provides staff access to the prep kitchen
- Located immediately adjacent to the lobby seating and patio

PATIO

- While not actually in the lobby, the Patio is an extension of the lobby experience
- Storefront glazing provides visual connection & physical access between indoor/outdoor spaces.
- The patio contains all of the required variety and function of the lobby experience





1

FRONT DESK

Located facing the entry vestibule and adjacent the Retail (Treats) offerings, the Front Desk is positioned intuitively to encourage Team Member and guest interaction via greetings and transactions.

2

WELCOME MOMENT

The Welcome Moment integrates local imagery and branded messaging to provide a consistent welcome experience and a nod to the locale.

3

RETAIL WALL DISPLAY

The product display is comprised of a modular, reconfigurable display system with integrated lighting to empower Team Members to make adjustments to optimize sales. Lockable storage supports ease of quick replenishment.

4

REFRIGERATOR/FREEZER GRAB & GO

Full height refrigerator and freezer units are required within the Retail (Treats) space. These units must be located within a niche sized with appropriate gaps for ease of servicing and ventilation. It must appear integrated within the Welcome Area wallcovering. They may not be freestanding against the wall.

5

FOCAL TABLE

A table-style display is required to highlight local specialty products. The table top and base must be durable and easily cleaned. The base style should allow easy cleaning of the floor surface.

6

OPTIONAL UPGRADES

A separate point of sale is an optional upgrade for properties that desire separate check-out queuing from guest check-in. A microwave is required for properties that do not have a microwave in the guestrooms.

WELCOME AREA

THE FINISHES OF THIS SPACE **MUST** COMBINE AS A COHESIVE CONCEPT WHERE THE FRONT DESK AND RETAIL (TREATS) SHOP ARE VISUALLY ADJOINED.



1 FEATURED MATERIALS

Warm wood with rich modern figuring delivers an elevated first impression. The light colored quartz top provides bright contrast and durability at the crucial work surfaces.

2 TAILORED MILLWORK

The tiered transaction counter provides functionality and lightens the overall form and visual weight of the large front desk. The graceful curve and vertical fluting provide artisan detailing that elevates the overall millwork package.

3 FUNCTIONAL EQUIPMENT & LIGHTING

Provides adequate space for all necessary equipment and operation items, as well as a clutter-free work surface. Recessed downlighting provides necessary task lighting that does not conflict with the Welcome Moment.

4 PURPOSEFUL DETAILING

A higher recessed base detail protects the wood surface from shoe scuffs and keeps floor cleaning easy.

The Hampton Lobby Welcome Moment greets our guests with vivid and highly-localized imagery overlaid with a consistent brand welcome message. The wall, built of a wood frame with acrylic inserts, houses artwork selected to celebrate the hotels unique location. No two hotels share the same imagery, and the imagery is seamlessly coordinated with the artwork throughout the hotel by the artwork vendor with designer guidance.

The acrylic area of the wall is comprised of multiple panels that imply our “Hampton Hex.” This clever use of the logo reminds the guest of both their stay with Hampton and their distinct memories from this destination.

The artwork vendor will curate a piece suitable in scale, style, localization, detail and coordination. The imagery will showcase hyper-local elements or recognizable architectural details. Alignment with the interior design scheme ensures this important statement feels integrated.



1 CONNECTION TO CEILING

The millwork wall must extend to the ceiling for stability. The total height of the wall, including the frame, is always 8'-6" for consistency. For 8'-6" ceiling heights, the outer frame should run along the ceiling. For ceilings taller than 8'-6", structural supports should be utilized strategically to extend the frame to the ceiling and contribute to visual balance.

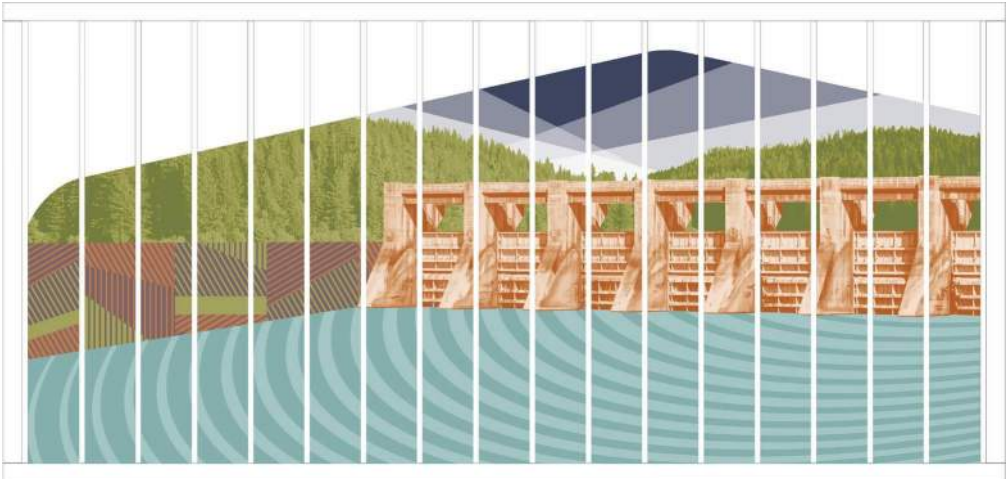
2 COLOR SCHEME

Localized imagery is vibrantly colored to match the decor scheme throughout the hotel, creating a warm and impactful Welcome Moment.

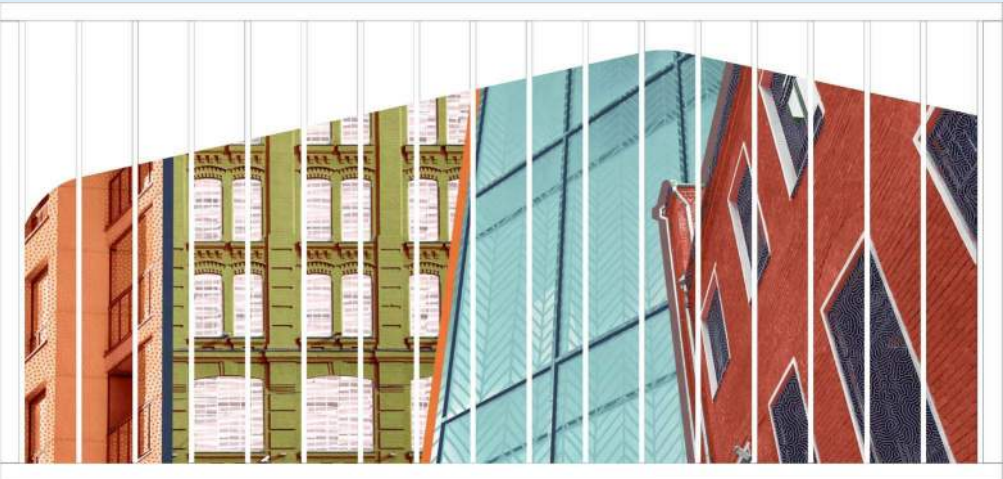
SUCCESSFUL ARTWORK SOLUTIONS



SUBURBAN - TOWN SQUARE



RURAL - WATERWAY DAM



URBAN - PROMINENT ARCHITECTURAL DETAILS

WELCOME MOMENT



1 MILLWORK

Durable, stain-proof quartz top and rich, warm, lockable millwork cabinetry with dimensional, modern detailing and decorative hardware connect the design to the front desk.

2 COFFEE

Space for complimentary coffee set up with air pots and accompanying condiments.

3 HYDRATION

Integrated countertop hydration tap offers varied selections of water and is plumbed and drained.

4 LIGHTING

Architectural downlighting and decorative sconces provide task lighting and visual embellishment to the station.

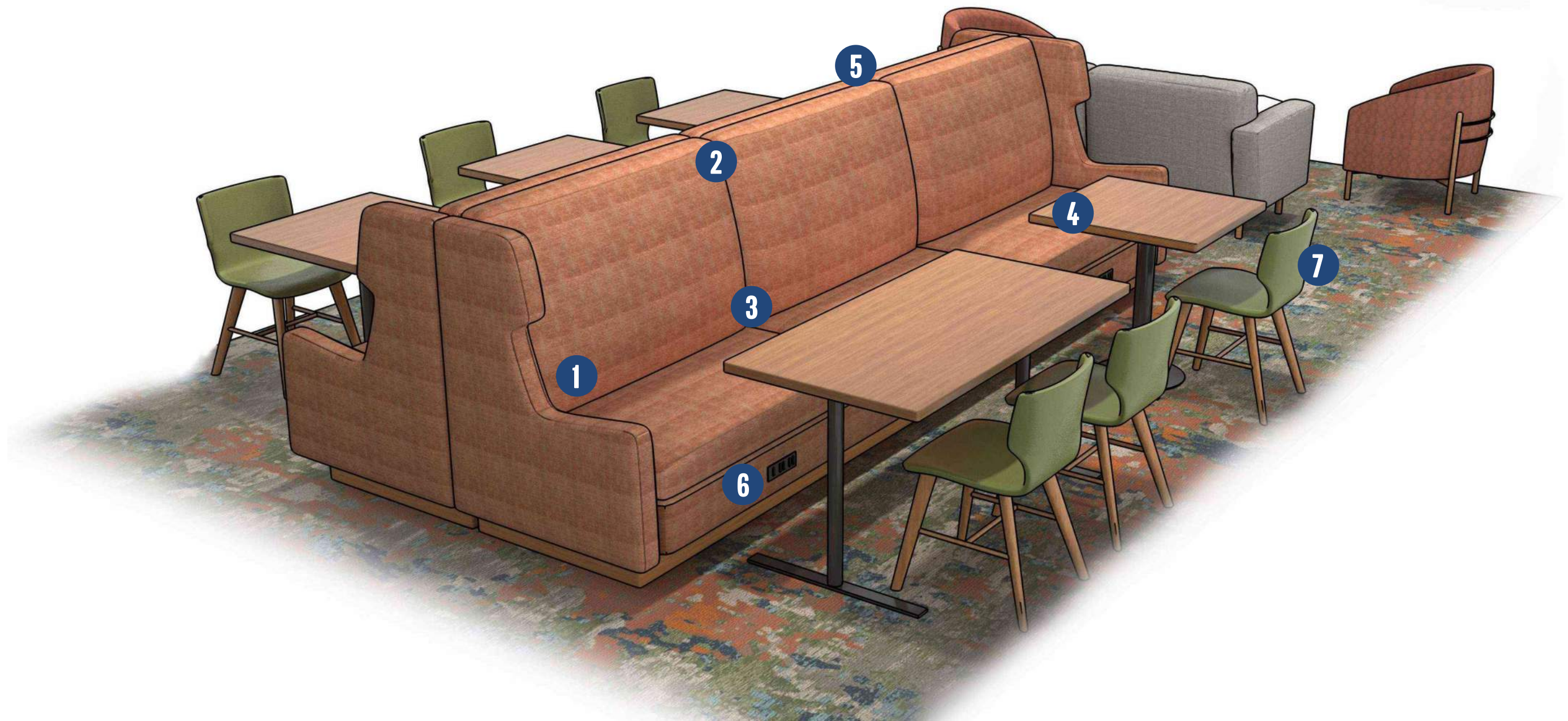
5 INTEGRATED TRASH

Concealed and integrated trash receptacle with cut out at quartz countertop. Double cabinet doors for ease of access and removal.

6 FOOD DELIVERY

Countertop and open shelving below accommodate Food Delivery items.

HOSPITALITY STATION



1

COMMUNAL SOFA

This signature Communal Sofa is required for all Hampton lobbies. Scale, sizing, and seating quantity is flexible in smaller spaces. A simple armless banquette style is not permitted.

2

FABRIC

Fabric upholstery is **REQUIRED** (no vinyl permitted) and the color and pattern should be more subtle than the surrounding FF&E pieces due to its large size.

3

DETAILING

Tight back detailing, loose, fully reversible seat cushions, and plinth style base ensure ease of cleaning and maintenance.

4

FUNCTION

Functionally, this sofa provides flexible seating to accommodate larger groups with the ability to cluster tables together.

5

PRIVACY

A higher back is necessary to help establish separated zones with some degree of privacy.

6

POWER

Integrated power units are positioned for guest convenience and access.

7

DINING CHAIR

The accompanying chairs provide comfort and visual styling via shape and detailing at the back of the chair.

COMMUNAL SOFA



1

ZONES

Zoned for three distinct activities, the flex space provides focused television viewing, concentrated collaboration and private conversation-centric seating.

2

FOCAL WALL & CEILING ELEMENT

The wood ceiling detail brings warmth to the space while providing a sense of connectivity between the separate zones of activity.

3

LIGHTING

Feature pendant lighting provides drama, detail and task lighting.

4

POWER

Integrated convenience power at the communal table empowers work and recharging of devices.

5

COLLABORATION

Armless counterstools provide seating for individuals & groups and enhance the character of the space. The communal tables are light enough to push together to accommodate large groups when desired.

6

MULTI-FUNCTIONAL SEATING

Soft, curvaceous swivel base lounge chairs with c-tables provide the perfect spot to cozy up and work, lounge, or enjoy a beverage and snack.

7

PRIVACY

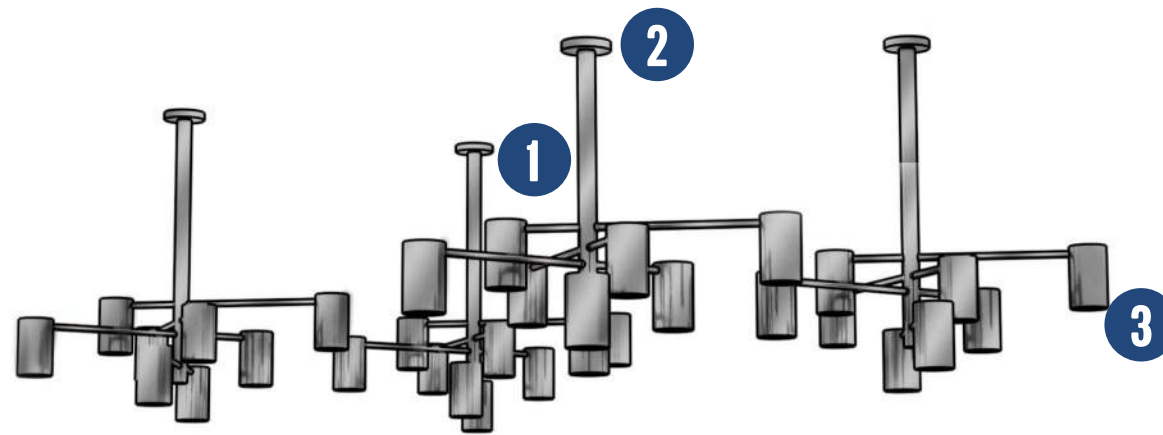
Stylish, enveloping privacy chairs provide public privacy and sound attenuation for personal webinars, calls, or private conversation between friends and/or colleagues.

8

PRINTING

A well-positioned casegood piece is required to house the printer supporting ever important business traveler needs.

THE FLEX SPACE



1 FOCAL POINT

A necessary decorative element to provide visual interest and elevation, the decorative light fixtures add shape and bejewelment to a typically unassuming ceiling surface.

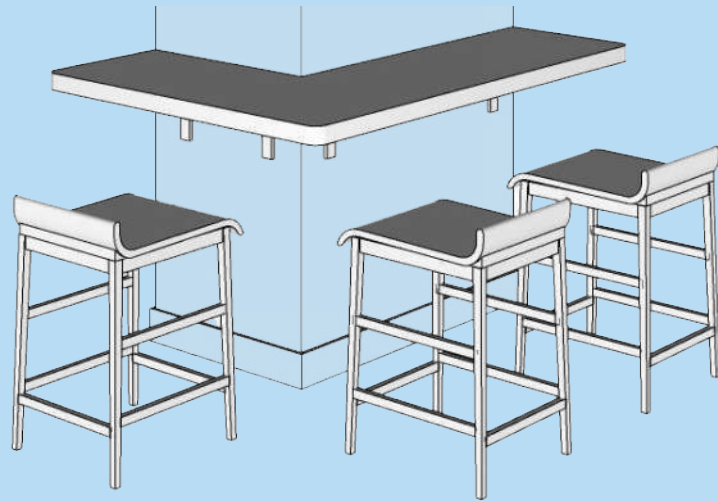
2 DETAILING

Pendant style or flush mounted, depending on ceiling height, these fixtures must be finished with contrast and/or luster to command attention.

3 FUNCTION

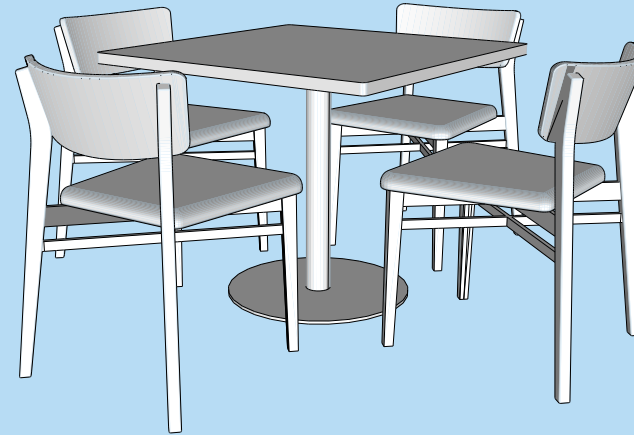
Ensure these fixtures are designed with easy access for replacing lamping and that adequate task lighting levels are provided at the iconic double sided Communal Sofa grouping.

DECORATIVE LIGHT FIXTURES



COUNTER HEIGHT - 34"

Counter Height seating appeals to guests wanting a higher vantage point in the lobby. The low backs encourage quicker turn over during breakfast hours.



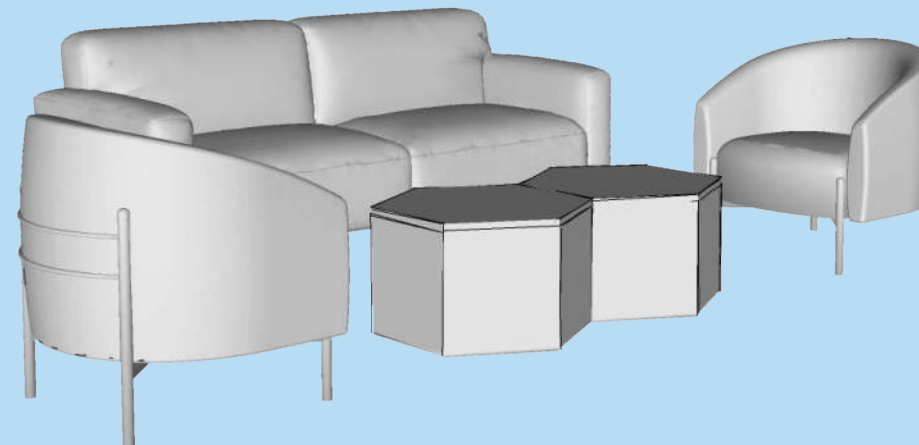
DINING HEIGHT - 30"

The most classic seating experience, used not only for dining, guests also like to lounge and socialize here. Families prefer these groupings as they are more easily used by children.



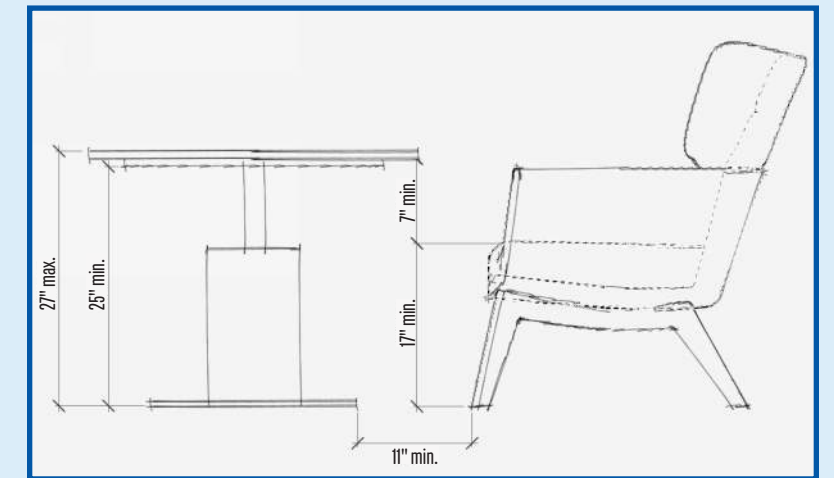
TEA HEIGHT - 25"

Tea height tables are essential, as they provide an alternate dining experience reducing the over abundance of 30" dining height groupings. Comfortable dining at tea height tables is achieved by executing appropriate dimensioning. Refer to the sketch provided at the right.



LOUNGE HEIGHT - 19"

Lounge height tables do not accommodate dining and should therefore be used very sparingly. Adequate breakfast seating is imperative to the success of Hampton lobby space, and therefore cannot be compromised.



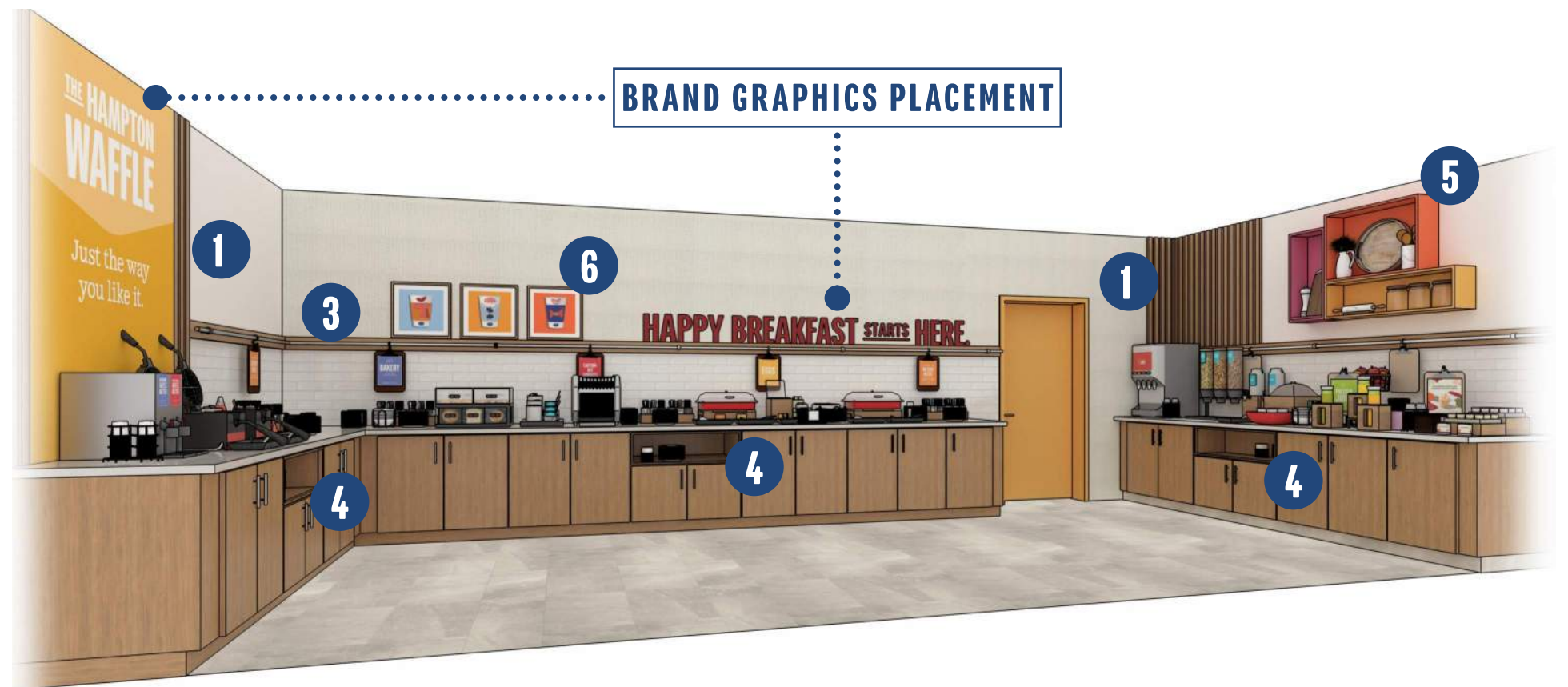
TEA HEIGHT DONE RIGHT.

The relationship between the compressed seat and tabletop is precise and must be done right to be functional.

Designed to showcase the Hampton personality, the Pantry introduces a functional, yet specialized and engaging space with a residentially inspired aesthetic.

The architectural elements, details and materiality set the stage for the bountiful F&B offering to be showcased.

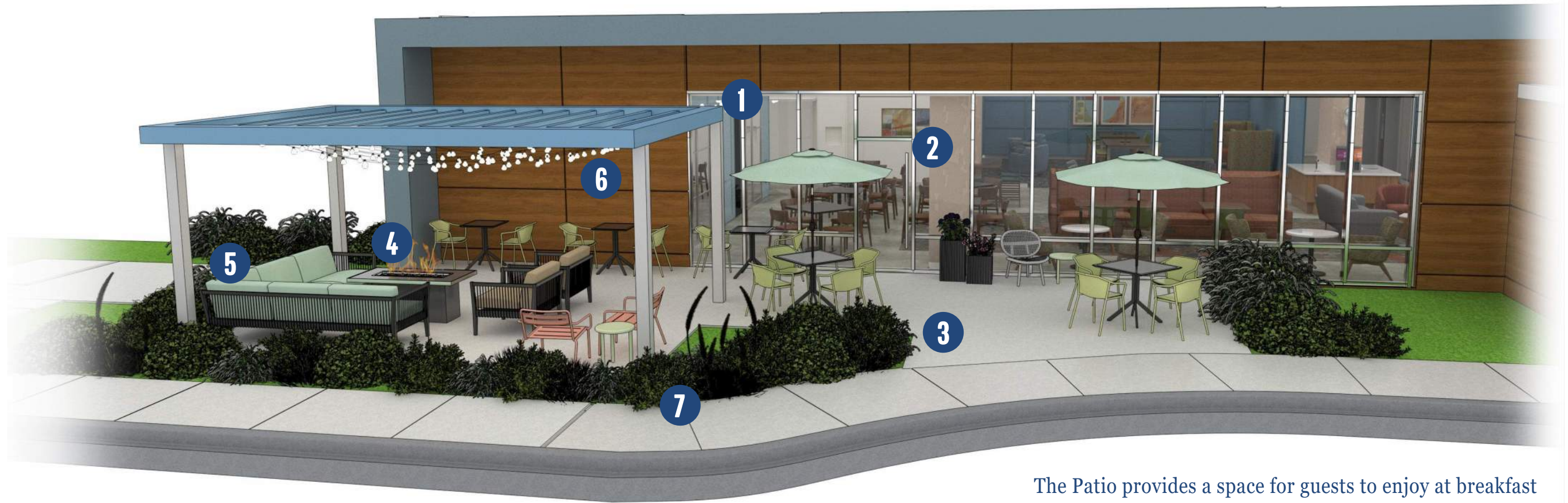
The design should feel integrated with the overall lobby aesthetic while still setting itself apart as one of the most important guest touchpoints.



- 1 Decorative wood slats tie the pantry design in with the millwork at the reception and lobby.
- 2 Pendant lights highlight the coffee station.
- 3 Graphic rail on wood trim allows for clipboard signage to be displayed.
- 4 Built-in undercounter openings for plates and flatware free up valuable counter space. Integrated under-cabinet lighting helps guests easily find these items.
- 5 Decorative shelving and kitchen decor add to the residential feel of the pantry, while introducing a pop of brand colors to the space.
- 6 Colorful artwork featuring the signature coffee cup highlights the Hampton personality.

PANTRY

THE HAMPTON PANTRY IS A DROP-IN BRANDED CONCEPT AND IS **REQUIRED** IN ALL PROPERTIES



The Patio provides a space for guests to enjoy at breakfast and throughout the day. Directly adjacent to the lobby and nearby the porte cochere, this space is in view of the guest from the moment they arrive at the hotel.

1

SHADING

Protection from the elements must be provided. The building overhang, pergola structure and umbrellas provide shade and protection from the sun.

3

FUNCTION

The patio is an extension of the lobby experience and provides a similar variety of lounge and dining oriented seating options.

5

DURABILITY

Ensure all upholstery is manufactured for outdoor use and any cushions and/or pillow are removable for off-season storage.

2

ACCESS

Provide a door to access the patio directly from the lobby.

4

FIRE PIT

One fire pit (minimum) is **REQUIRED** to provide warmth and a glowing beacon to draw guests to enjoy the outdoors.

6

LIGHTING

Provide ambient lighting for evening and night-time patio use.

7

VIEW

Utilize landscaping, plan positioning, furniture layout and architectural structure to baffle the experience from the parking area.

PATIO

AN OUTDOOR PATIO SPACE IS **REQUIRED**



1

CARPET

Hampton corridor carpet designs are intentionally the major focal statement of the corridor. Using modern, layered, and compelling designs with bright, saturated accent colors, in combination with calming neutral bases with plentiful visual texturing to mask wear and tear.

2

CEILING DOOR DROP

The door drops are punctuated by dropped gypsum soffits painted with a saturated color coordinated with the carpet design. A centered decorative ceiling fixture adds layer and detail.

3

LIGHTING

All illumination comes from architectural down-lighting and decorative flush mounts, highlighting the colorful focal carpet designs.

4

WALL COVERING

Heavily textured vinyl wallcovering with applied contrasting patterns are imperative to hide common scuffing. Colorations must be kept lighter, allowing the light from above to reflect on the walls (but not too light where scuffs will show easily).

5

WINDOWS

Windows are intentionally left open without window treatments to allow natural light and views to remain focal. Properties with severe sunlight challenges may install sun control treatments.

6

DOORS

Flush painted or plastic laminate doors may be used, or for an upgraded look, painted or stained Stile and Rail doors are acceptable.

7

ICE STATION

Ice machines with filtered water are required on every floor. Flooring and base to be tile in these areas.

8

SIGNAGE

Modern, clean-lined, using universal materials and colors to deliver value via longevity.

9

ARTWORK

Artwork in the elevator vestibules brings added value by infusing the floor identification via clever, colorful number imagery within frames.



AMENITY SPACES

Hampton amenity spaces continue the energy and vibrancy found in the public space.

The carefully curated finishes, infused with bursts of bold hues, exude a spirited energy that enlivens guests senses.

Whether they choose to relax by the poolside, engage in a strengthening workout in the gym, or simply soak up the vibrant ambiance with a cold drink, Hampton's amenity spaces provide the perfect haven for guests that are seeking an experience filled with genuine hospitality.

The following Hampton Amenity Spaces are **REQUIRED:**

- FITNESS
- POOL

FITNESS

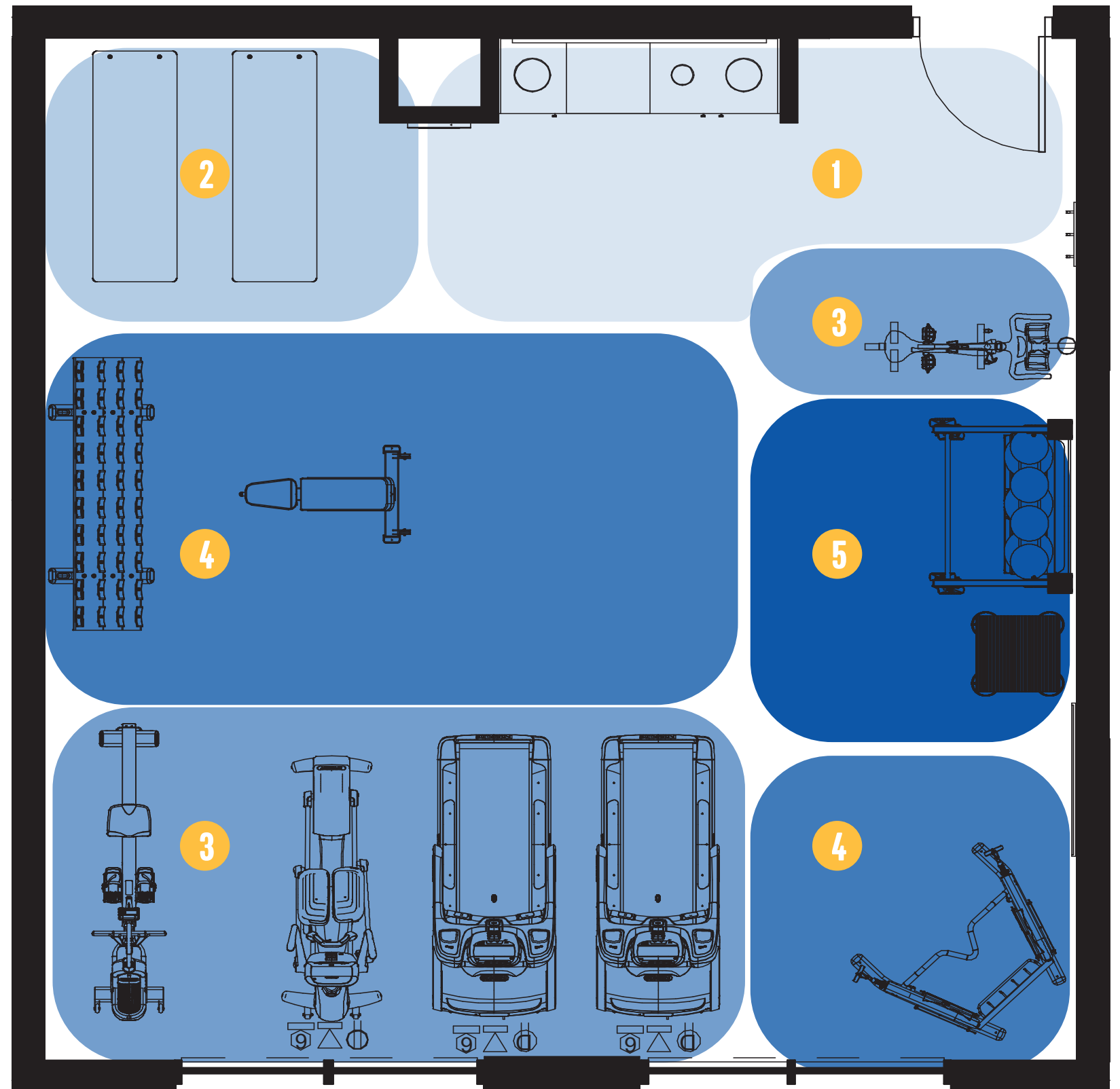
THE “WHY”

A focused workout environment provides inspiration for what is needed during peak usage time, maximizing layout efficiencies and supporting a wide array of workout options.

Increased integration of functional training accessories reduces demand on single user cardio and strength equipment while increasing facility flexibility, guest appeal and overall satisfaction.

More information can be found at [Fitness.hilton.com](https://fitness.hilton.com)

- 1 ENTRY ZONE
- 2 STRETCH + RECOVERY ZONE
- 3 CARDIO ZONE
- 4 STRENGTH ZONE
- 5 FUNCTIONAL ZONE





FITNESS ZONES

1 ENTRY ZONE

REQUIRED ELEMENTS:

- Clean Towels
- Gym Wipes
- Water System
- Dirty Towel Collection
- Coat Hooks
- Trash

2 STRETCH AND RECOVERY ZONE

The Stretch and Recovery zone is often utilized “pre- and post-” exercise and is considered a “low energy” area. Recovery is just as important as the workout. This space will offer guests an area to stretch and warm up/or cool down.

REQUIRED ELEMENTS:

- Foam Roller (2)
- Hanging Mat (4)
- Resistance Loops (2 sets)
- Stability Ball (2)

FLEX OPTIONS: Consult with a Hilton required fitness vendor.

3 CARDIO ZONE

Guests will often use Cardio equipment for extended periods of time, therefore entertainment options - including ambient TVs, personal viewing screens, and BYOD (Bring your Own Device) - connectivity is a must. In facilities where possible, this equipment should face appealing outdoor views.

REQUIRED CARDIO EQUIPMENT COUNT: 5

REQUIRED BASELINE PIECES:

- Treadmills (2)
- Elliptical (1)
- Flex Option (1)
- Peloton (1)

FLEX OPTIONS:

- Rower
- HIIT Bike
- Step Mill
- Additional Peloton



4 STRENGTH ZONE

The Strength zone, a traditional element of fitness centers, should include dumbbells, racks, and benches. Mirrors should be available for guests to check on and improve form. Flooring with acoustical properties preferred

REQUIRED ELEMENTS:

- Dumbbells (5lb - 75lb)
- Dumbbell Rack
- Weight Bench (1)
- Dual Adjustable Pulley

5 FUNCTIONAL ZONE

This zone is designated as “high-energy” zone and is placed near the strength zone and cardio zone so equipment can be incorporated throughout the flow of a potential HIIT workout routine.

REQUIRED ELEMENTS:

- Rack System (1)
- Kettlebells
- Medicine Balls
- Resistance Straps (1 set)
- Plyobox (1)



- 1 Graphic Mural Wallcovering with motivational statement
- 2 Exercise Mirrors with colorful accents
- 3 Millwork storage for towels and trash
- 4 Decorative Mirror
- 5 Bottle Filling Station
- 6 TV

To ensure a consistent and value-driven fitness experience, use of our pre-approved design package is **REQUIRED**.

Large windows flood the space with natural light and views to nature.

The flooring is a recycled rubber product, light and bright in coloration with contrasting speckles to mask soil and wear.

The overall design celebrates blue as a signature color for the brand.

Bright saturated accent colors provide unexpected pops of energy and joy.

The layout is intuitive, delivering function with room to stretch (all layouts are provided by Hilton equipment vendors).

An approved layout supersedes any minimum equipment requirements. The approved layout represents the final equipment mix and can contain additional equipment in excess of the minimum equipment requirements to fit the space accordingly.



FITNESS DESIGN PACKAGE

THE HAMPTON FITNESS SPACE DESIGN IS A DROP-IN BRANDED CONCEPT AND IS **REQUIRED** FOR ALL FITNESS SPACES.



POOL

The look and feel of the space should align with the rest of the public space design via the use of variety in seating experiences, as well as the curated use of bright, energetic colors and sophisticated textures and neutrals. Furnishings and lighting should look artisan-crafted, not mass-produced.



ELEMENTS OF ELEVATION

Because some spaces and amenities only bring value in certain locations, the following are acceptable upgrades to the prototype.

- MEETING SPACE
- GUEST LAUNDRY
- SELF POUR STATION



MEETING SPACE

In certain markets, providing a meeting space is key to standing out and meeting customer demand. Hampton prototype documentation includes options for meeting spaces making this amenity easy to include when planning a property.



GUEST LAUNDRY

The Guest Laundry space offers guests a washer, dryer and a countertop that gives guests a place to fold, spot treat, sort laundry and store their detergents or dryer sheets.



SELF POUR

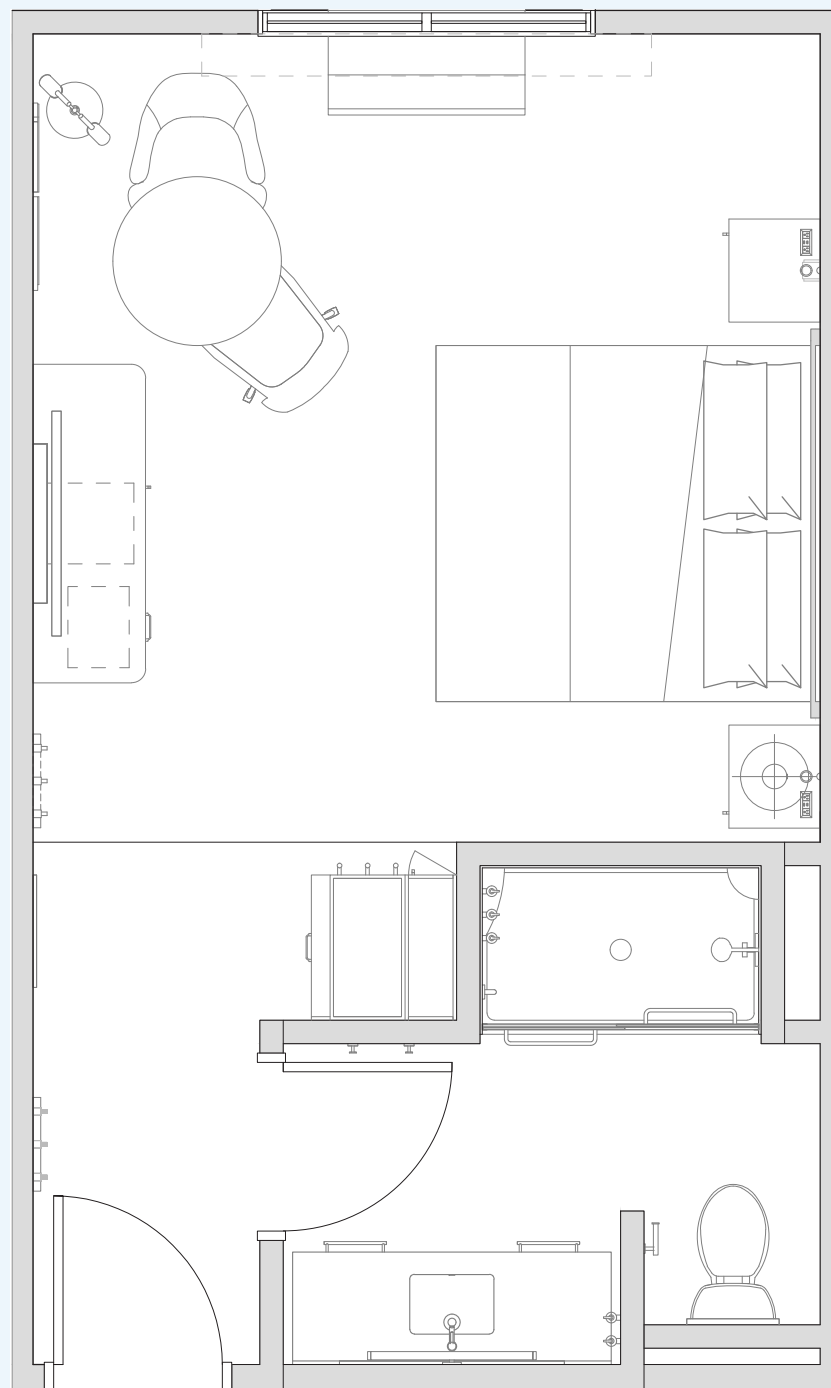
A Self Pour Station may be considered as an optional source of public space activation. The station can serve beer and or wine, with plenty of storage for glassware. Hampton prototype documentation includes an option for the Self Pour Station and includes all of the equipment that will need to be coordinated per site.



GUESTROOMS

Approachable and welcoming, the Hampton guestrooms are purposefully curated with functional furnishings and amenities that are residentially inspired through their organization and detailing.

The multi-functional work/dining surface, the open closet, the comfortable bed, the spacious bathroom, and the right-sized storage deliver exactly what our business transient and leisure guests need without clutter or fuss.



KING GUESTROOM

THE GUESTROOM EXPERIENCE DEFINED

The overall aesthetic and layout of the guestroom is inspired by residential influences.

The window celebrates natural light and views to the outdoors. Window treatments must provide near blackout conditions no matter the style.

The case goods are smaller and lighter, reducing visual and physical bulk from the space.

The hospitality unit and closet are open physically and visually so the largest functioning items do not weigh down the room.

The lighting is maximized through the use of white diffusers that emit light from multiple directions.

The Signature Hampton Table, enables flexible work, dining, and lounge functionalities in a compact format.

The adjustable (height and tilt) task chair coordinates with the Hampton Table to provide flexibility for the working guest.

The lounge chair is soft, comfortable and designed to work with the flexible work/dining/lounge table or without.

Open storage is integrated to appeal to our transient business customers, so personal items are not accidentally left behind. A closed storage option should always be provided for undergarments or items guests want to hide away.

The tiled flooring punctuates the entry experience and defines the extent of the dressing area function, while visually adjoining it to the bathroom.

The carpet is designed to provide more value as a feature statement in lieu of a simple backdrop. Pattern is large and color is pushed beyond simplistic neutrals.



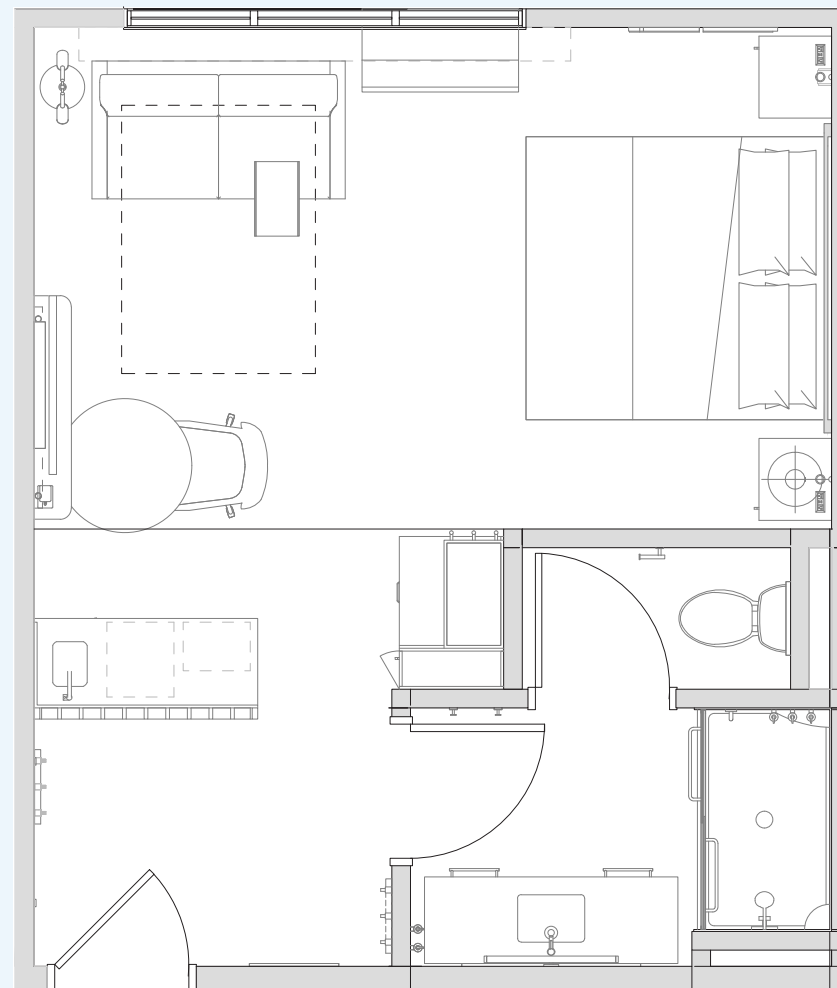
KING GUESTROOM

SCENIC SCHEME



KING GUESTROOM

SCENIC SCHEME



KING STUDIO SUITE

THE STUDIO SUITE EXPERIENCE DEFINED

The overall aesthetic and layout of the suite is inspired by a residential studio apartment.

The window is massive, allowing natural light and views to the outdoors. Intentionally positioned away from the sleeping area. Window treatments must provide near blackout conditions, no matter the style.

The case goods are smaller and lighter, reducing visual and physical bulk from the space.

The closet is open physically and visually so the largest functioning items do not weigh down the room.

The wet bar is intuitively located adjacent to the seating area, yet still on the tile flooring (due to the integrated plumbing).

The Signature Hampton table enables flexible work, dining, and lounge functionalities in a compact format.

The adjustable (height and tilt) task chair coordinates with the Hampton Table to provide flexibility for the working guest.

The sleeper sofa is soft, comfortable, and designed to work with or without the flexible work/dining/lounge.

Open storage is integrated to appeal to our transient business customers, so personal items are not accidentally left behind. A closed storage option should always be provided for undergarments or items guests want to hide away.

The tiled flooring punctuates the entry experience and defines the extent of the dressing area function, while visually adjoining it to the bathroom.

The carpet is designed to provide more value as a feature statement in lieu of a simple backdrop. Pattern is large and color is pushed beyond simplistic neutrals.



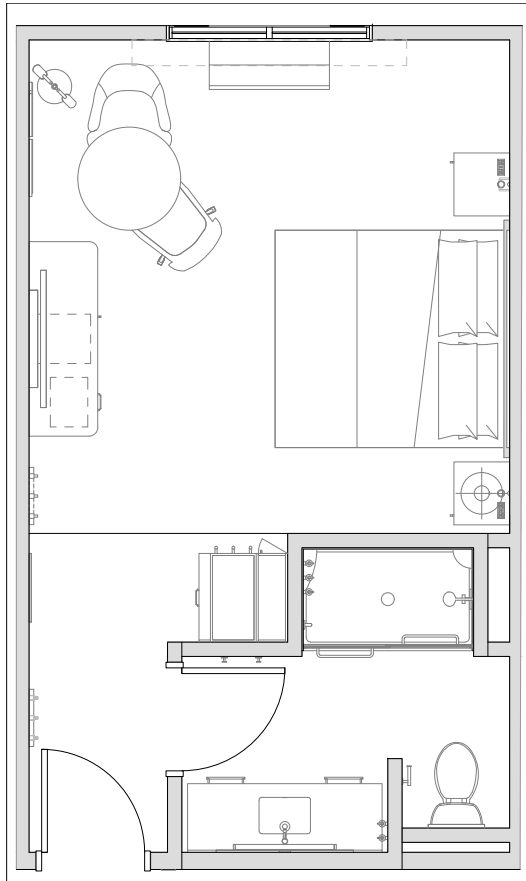
KING STUDIO SUITE

SCENIC SCHEME



KING STUDIO SUITE

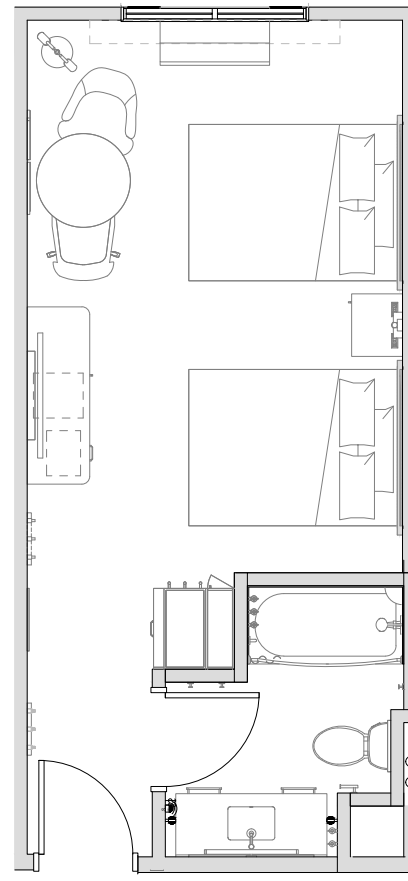
SCENIC SCHEME



KING GUESTROOM

331 sq/ft

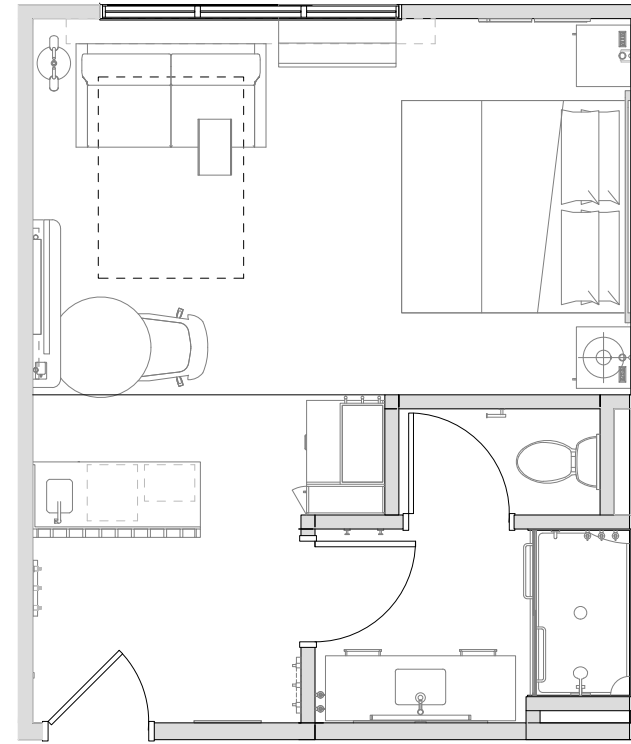
- Hospitality Unit
- 55" Wall-Mounted Television
- King Bed
- Nightstands with integrated power and storage
- Hampton Table and Seating
- Open closet
- Up to two guests



QUEEN QUEEN GUESTROOM

320 sq/ft

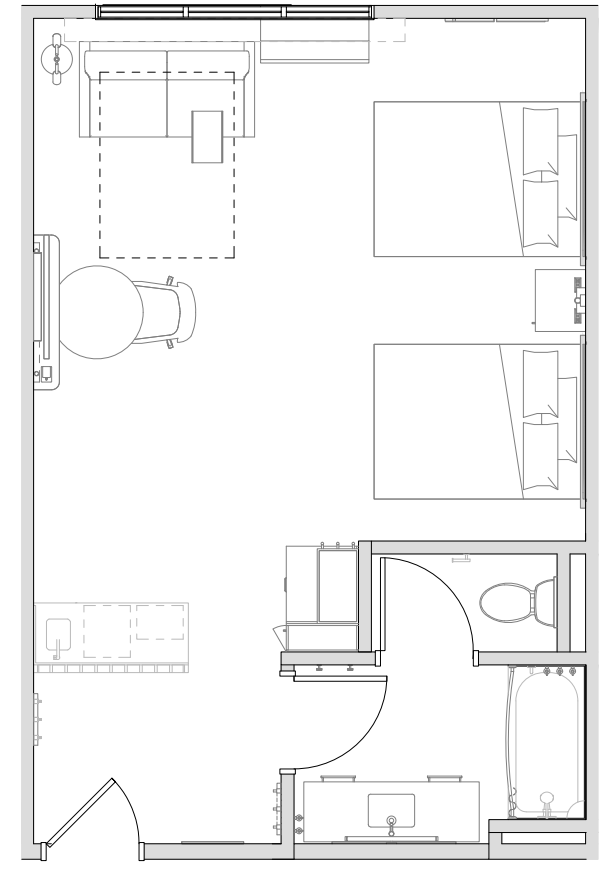
- Hospitality Unit
- 55" Wall-Mounted Television
- Two Queen Beds
- Nightstands with integrated power and storage
- Hampton Table and Seating
- Open closet
- Up to four guests



KING STUDIO SUITE

374 sq/ft

- Wet Bar
- 55" Wall-Mounted television
- King Bed
- Nightstands with integrated power and storage
- Full Sleeper Sofa
- C-table
- Hampton Table and Seating
- Open closet
- Up to four guests



QUEEN QUEEN STUDIO SUITE

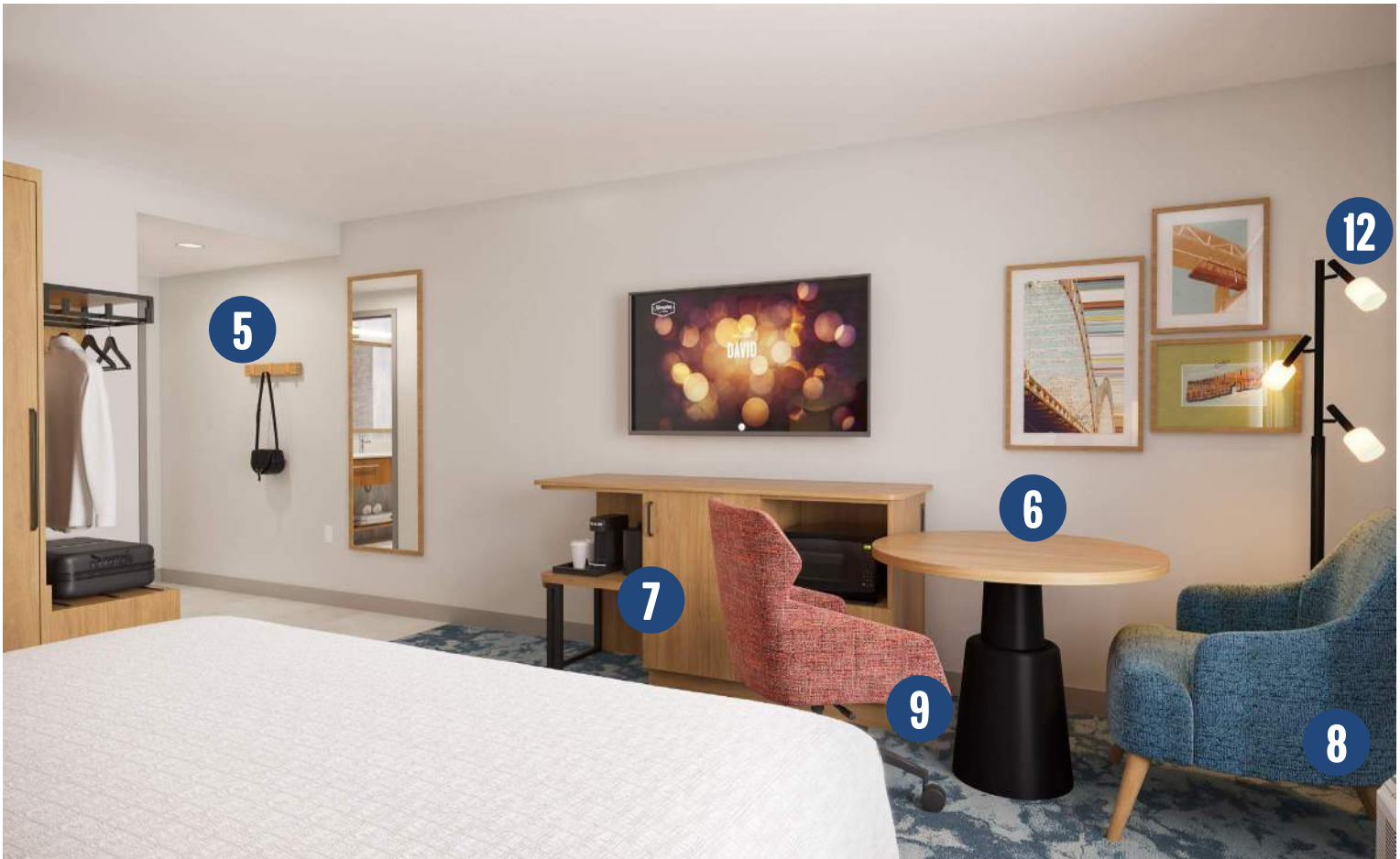
OPTIONAL

475 sq/ft

- Wet Bar
- 55" Wall-Mounted television
- Two Queen Beds
- Nightstands with integrated power and storage
- Full Sleeper Sofa
- C-table
- Hampton Table and Seating
- Open closet
- Up to six guests

GUESTROOM TYPES

REFER TO PROTOTYPE DRAWINGS FOR ALL GUESTROOM LAYOUTS, INCLUDING ACCESSIBLE GUEST ROOMS.



Hilton has developed guestroom and suite furniture with specific vendors to provide a comfortable and reliable guest experience, as well as a coordinated and long-lasting design of key elements for the Hampton Brand.

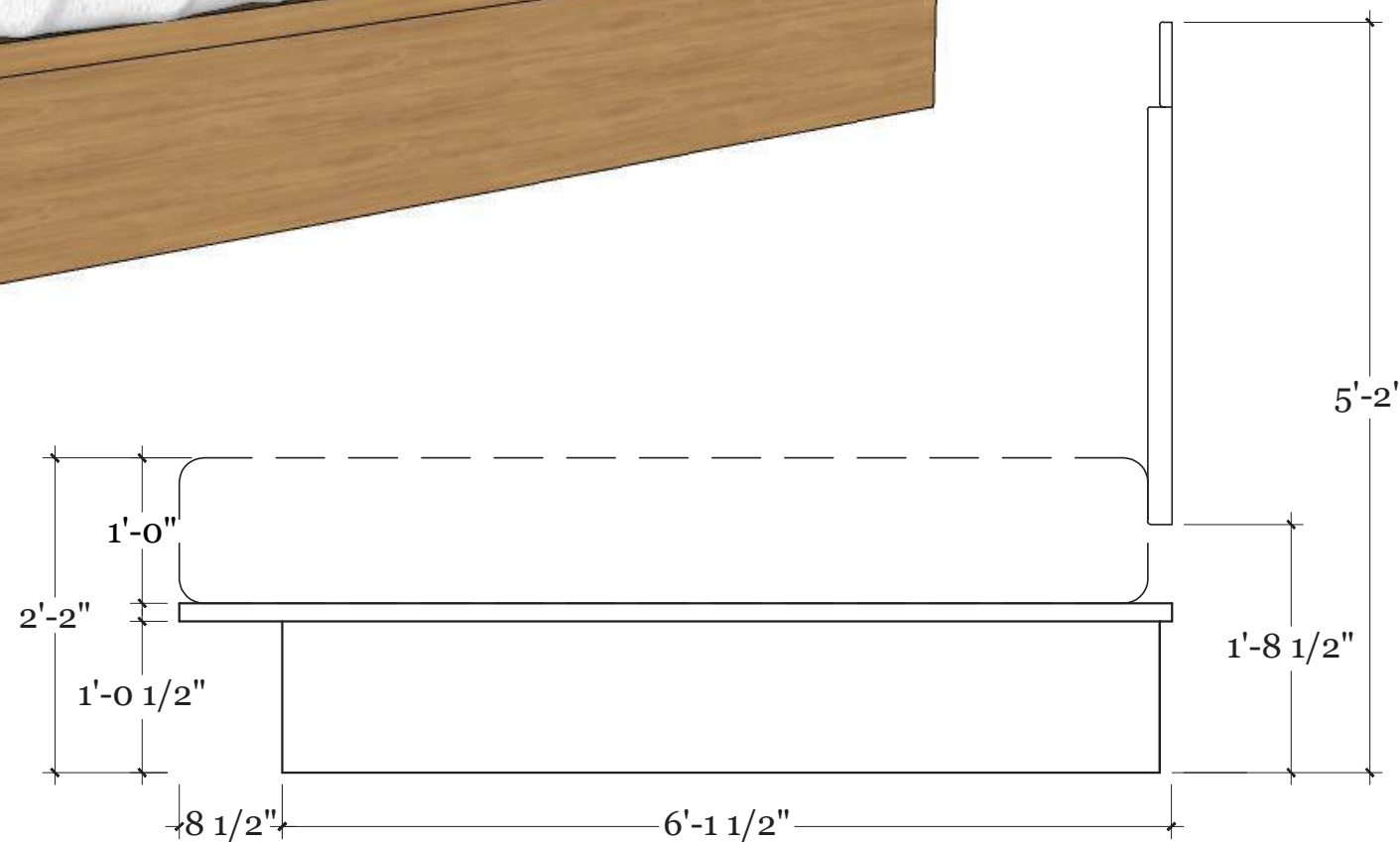
All guestroom and suite casegoods, seating, and lighting are **REQUIRED** through Hampton Pre-Approved Vendors, including the key elements listed.

- | | | | | |
|----------------------|---------------------------|--------------------------|--|---------------------------|
| 1 HEADBOARD | 5 WALL HOOKS | 9 TASK CHAIR | 13 SLEEPER SOFA* | 17 C TABLE* |
| 2 NIGHTSTANDS | 6 HAMPTON TABLE | 10 TABLE LAMP | 14 STUDIO SUITE HOSPITALITY UNIT* | 18 BATHROOM VANITY |
| 3 BED BASE | 7 HOSPITALITY UNIT | 11 BEDSIDE SCENCE | 15 STUDIO SUITE OPEN CLOSET* | 19 BATHROOM SCENCE |
| 4 OPEN CLOSET | 8 LOUNGE CHAIR | 12 FLOOR LAMP | 16 MEDIA SHELF* | |

* INDICATES PIECES FOR
STUDIO SUITE ROOMS ONLY

REQUIRED GUESTROOM FURNITURE

FURNITURE FORMS AND VENDORS ARE **REQUIRED** FOR GUESTROOMS AND STUDIO SUITES, BUT FINISHES AND DETAILING MAY BE MODIFIED.



BED LESSONS

- 1 The wood-look platform bed base adds warmth and elevated detail.
- 2 The platform must never protrude past the mattress more than 1".
- 3 The platform corners must be rounded to avoid guest shin injury.
- 4 Platform edges must be eased solid wood or PVC edge banding.
- 5 Platform bed bases are not permitted in ADA rooms.
- 6 The **REQUIRED** Hampton bedding has a classic rectangular offset brick pattern, which universally coordinates with all softgood designs - both custom and pre-approved.
- 7 The layered upholstered headboard design creates comfort, as well as an opportunity to maximize varying colors and textures on a focal element of the guest room.
- 8 The rounded corner details of the headboard (and platform bed base) convey softness and approachability.
- 9 The historical installation height of the headboard has been raised to provide a larger presence.
- 10 The main headboard cladding is **ALWAYS** vinyl (not fabric) for optimal durability.

TASK LIGHTING



Task lighting is crucial to empower the usage of the multi-functional work/dining/lounge table in the guestrooms.

Solved either portably via a re-positionable floor lamp or via a task lamp placed on the TV ledge in the suites, the light sources should always be positionable toward the Hampton Table surface, as well as other areas guests are performing tasks.

BEDSIDE LIGHTING



Ample light is provided at the bed where guests may be reading or performing tasks. The mounting height, diffuser style, and direction are critical to get right. Always hide the power cords with decorative cord covers.

Use of a portable table lamp is encouraged for at least one nightstand solution, but only when ample nightstand surface is provided. These lamps provide opportunity for residentially inspired shapes, textures, and detailing.

VANITY LIGHTING



The vanity light provides adequate light levels supporting guest grooming rituals. Achievable via an over-the-mirror style fixture or an upgraded illuminated mirror. Light should wash over the guests faces.

If an illuminated mirror is specified, ensure that a recessed can is installed above the vanity to ensure adequate light levels.

LIGHTING LESSONS

- 1 Adequate lighting is an absolute essential for our guests.
- 2 All lighting styles and materials used in the guestrooms are required to diffuse light in multiple directions ensuring that optimized light levels are achieved throughout the space.
- 3 The replacement of light bulbs is easy and intuitive, no matter the style.
- 4 Switches or controls are intuitively positioned.
- 5 Specify the same Kelvin temperature lamp for all fixtures in the space.

HOSPITALITY UNITS



The Hospitality Unit has been streamlined. The scale and weight have been reduced to allow operations teams to more easily move them when needed.

Guest amenities are centrally located and clustered within this lightweight, residentially styled case piece with convenience power.

There is a space underneath where guests can tuck away personal items and/or smaller roller bags.

The top is a durable high pressure laminate in the typical rooms and an upgraded quartz in the suites (necessary due to the integrated sink and plumbing).

OPEN CLOSETS



An open style closet unit is provided, appealing to transient guests who don't want to leave anything behind in more traditional built-in closets with doors.

Maximizing the footprint of the existing closet, a luggage bench and a bedding drawer comprise the base, alongside a narrow closet, concealing a portable luggage rack, ironing board, and iron.

HAMPTON TABLE



The Hampton Table provides a multifunctional experience for guests by comfortably accommodating multiple guests for work, dining, and leisure activities with its round shape.

The individual pieces shown all function together as a grouping (or separately) offering optimal functionality.

The desk chair provides comfort and some custom adjustability for prolonged work sessions, appealing to our road warrior traditional desk users.

The fully upholstered lounge chair has been intentionally designed to be cozy, relaxing, and easily repositioned in the room.

This grouping can accommodate even more people if the bed is leveraged as seating, or in the suite if the sofa is engaged.

The floor lamp diffusers are adjustable to provide lighting for all activities.

STUDIO SUITE HOSPITALITY UNIT

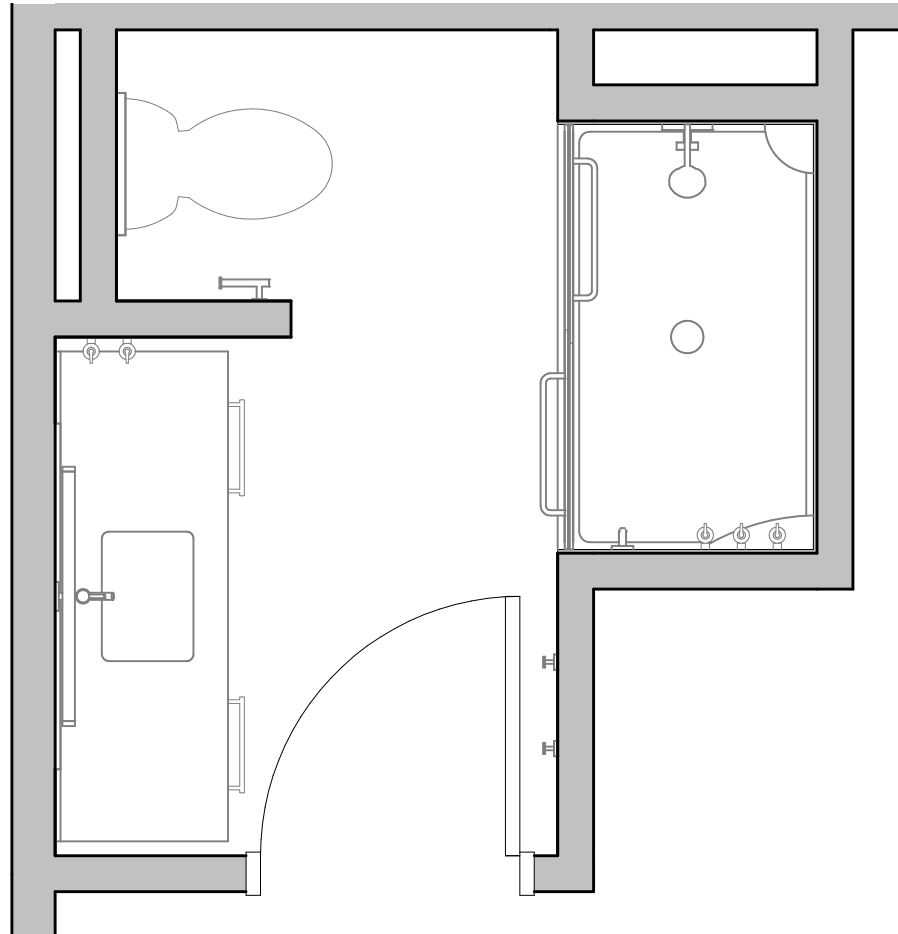


STUDIO SUITE OPEN CLOSET



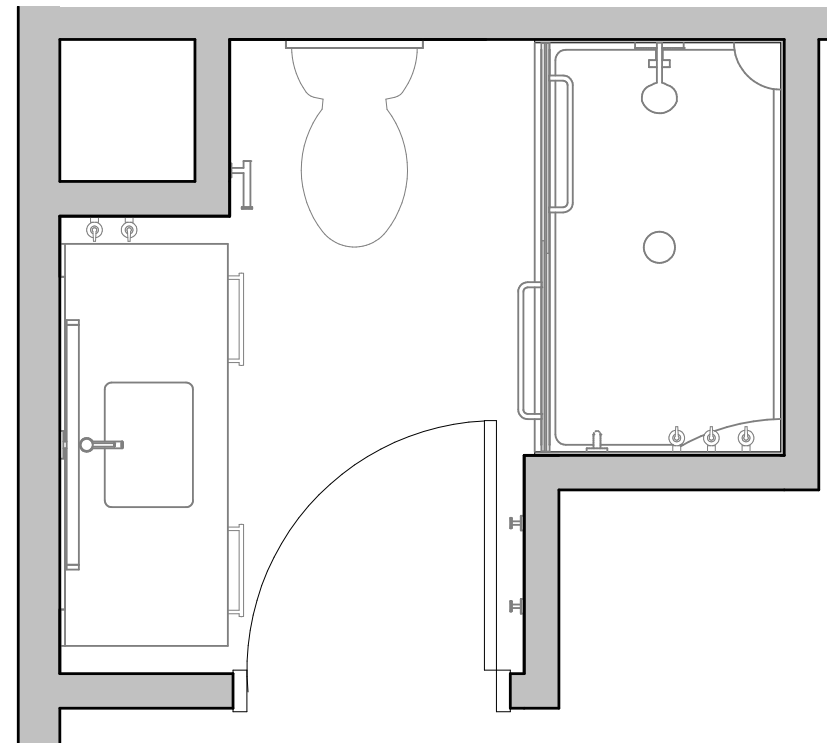
STUDIO SUITE HAMPTON TABLE



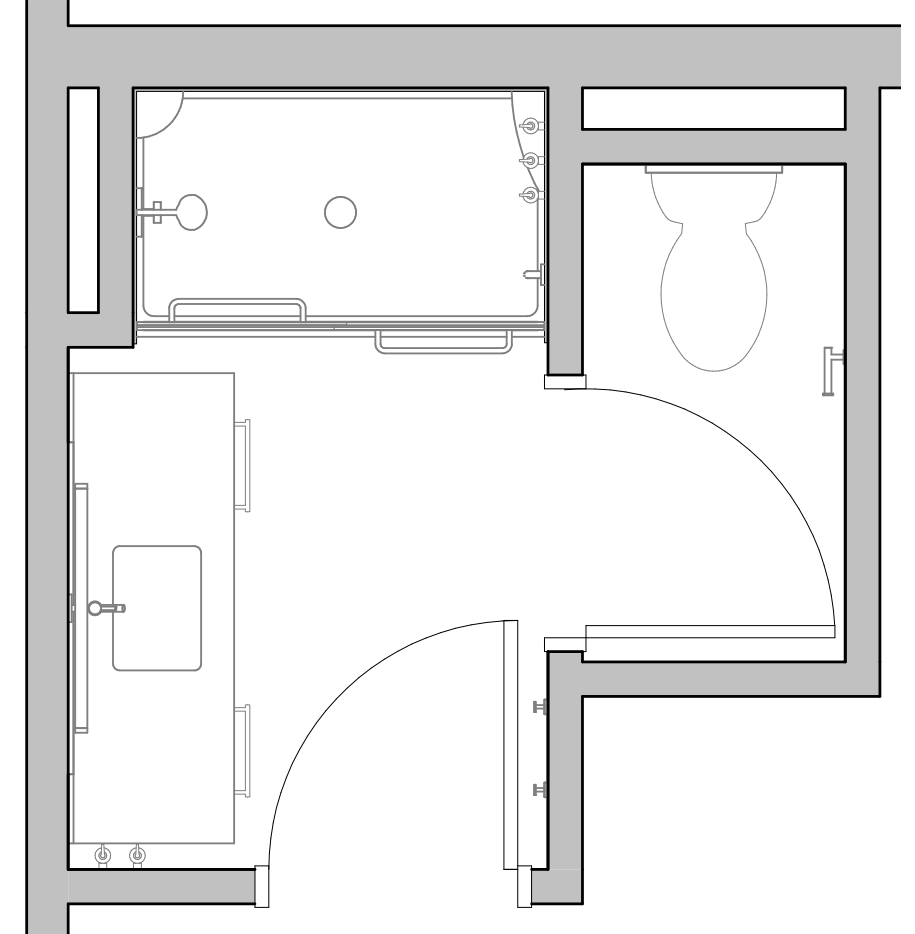


KING
67 sq/ft

Celebrated by our guests, Hampton bathrooms are large spaces with expansive vanities. The focus has been placed on clean and used towel storage, now with multiple options incorporated. Hooks, bars and a shelf are integrated at intuitive usage areas throughout the space. Light is provided at strategic locations to ensure guests can see clearly while grooming.



QUEEN QUEEN
52 sq/ft



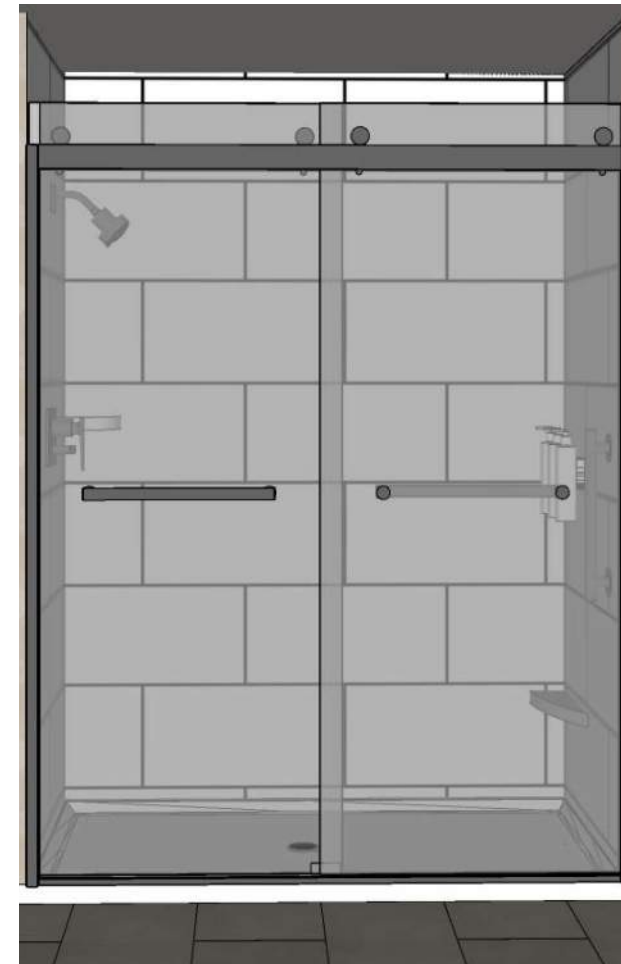
SUITE
70 sq/ft

Differentiated from the typical bathrooms, the Suite bathrooms have private toilet compartments, which allow multiple guests to share the various bathroom functions at the same time.



VANITY

- The **REQUIRED** Hampton vanity is large and spacious, with plenty of room for guest to spread out their personal toiletries.
- The style is intentionally free standing to emulate a more residential furniture inspired silhouette. The use of a rich figured wood-look plastic laminate ensures the bathroom has warmth, richness, and a spa-like feel.
- Metallic towel bars, fixtures and lighting add a layer of reflective sheen.
- Plentiful storage is provided at the shelf below in addition to the various bars and hooks throughout the bathroom.
- Full size amenities reduce single use plastics.



SHOWER

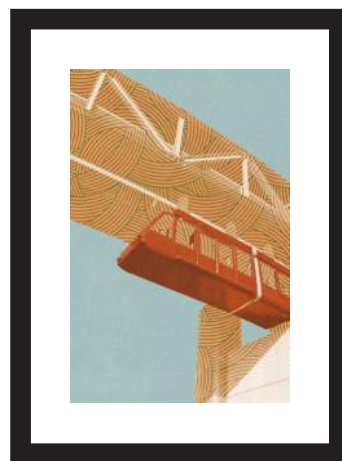
- The glass enclosed shower stall helps expand the bathroom space visually, while the bypass doors allow guests to check water temperature without getting wet. Integrated towel rods ensure towels are easily accessible as guests exit the shower.
- Soap dishes and bulk amenities are positioned in the perfect spot. A shaving ledge provide needed stability and functionality.
- Additional hooks on the adjacent wall provide convenient storage for guest clothing, personal items and additional towels.



Specific to the Hampton brand, the artwork is leveraged as a creative and less commercial solution to identifying the floor numbers for our guest way-finding in the upper elevator lobbies.

*Non-prototypical solutions requiring higher floor numbers must be developed "custom" with the artwork vendors.

The famous Memphis Bridge with overtones of the ever changing sunset skies above.



A colorful rendition of the Memphis suspension railway at Mud Island.



An iconic downtown historical structure with the abstracted energy and vibrancy of the city.



References to the steamboat industry on the Mississippi River.

The above collection of art has been curated for a Hampton in Memphis, TN. It successfully incorporates very recognizable references to Memphis centric industries, culture, and history with variety, saturated color, and mixture of mediums.

ART DIRECTION

LOCALIZED ARTWORK

Hampton artwork must be a carefully curated collection of varying subject matter, mediums, and formatting. All imagery must be recognizable, specific, local references celebrating the hotels unique location.

Hampton artwork is always comprised of base local images with applied saturated colored graphics that add additional layer, depth, and joy. Matting is encouraged on some pieces to distinguish variety in detailing.

Frames are always present to ensure the art feels elevated, personal, and crafted. Frame scales are modest, never over-scaled or bulky, leaving our walls feeling light, bright, and uncluttered.

Always avoid political, racial, or religious imagery. Subject matter must be globally sensitive so as not to offend anyone or alienate anyone or any culture.



PRE-APPROVED PACKAGES



FRONT DESK & RETAIL (TREATS)



LOBBY



LOBBY



RETAIL (TREATS)



FLEX SEATING



PANTRY



QUEEN QUEEN

GUESTROOMS

SCENIC SCHEME



KING



KING



KING STUDIO SUITE



KING STUDIO SUITE

GUESTROOMS

SCENIC SCHEME



KING BATHROOM



KING STUDIO SUITE BATHROOM



FRONT DESK & RETAIL (TREATS)



LOBBY



LOBBY



RETAIL (TREATS)



FLEX SEATING



PANTRY



KING

GUESTROOMS

KINETIC SCHEME



KING



QUEEN QUEEN



KING STUDIO SUITE



KING STUDIO SUITE

GUESTROOMS

KINETIC SCHEME



KING BATHROOM



KING STUDIO SUITE BATHROOM



This is not an offer to sell or a solicitation to buy a franchise. The US Federal trade Commission and some states and provinces regulate the offer and sale of franchises. Offers will only be made in compliance with applicable law, including providing a Franchise Disclosure Document where required. Hilton Franchise Holding LLC. 7930 Jones Branch Drive, McLean. VA 22102

©Hilton Confidential & Proprietary