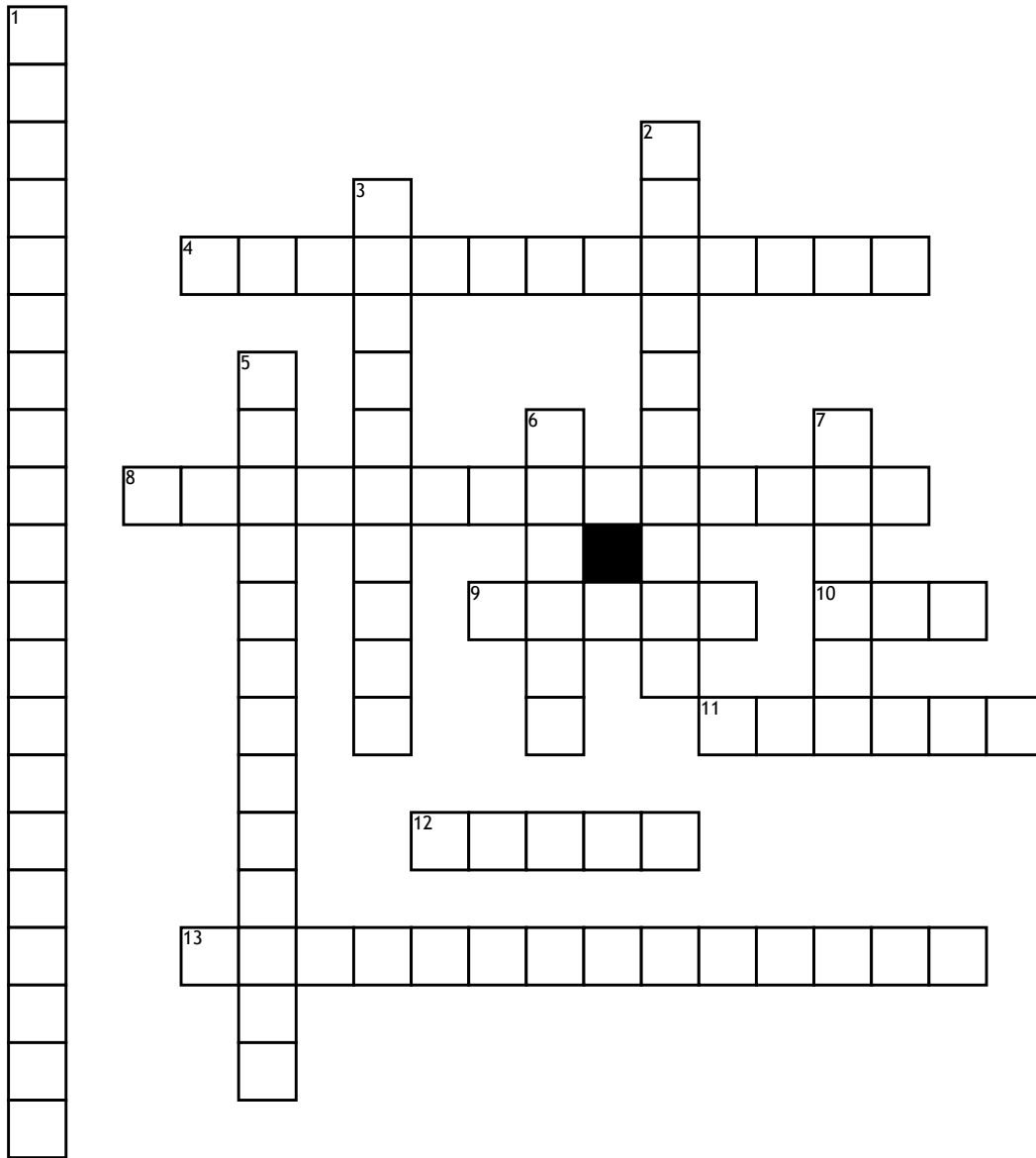


# Brand Knowledge



## Across

4. Full service, two-room suites, free, cooked-to-order breakfast & managers reception

8. Offers unforgettable experiences at iconic destinations around the world

9. Offering flexible guest room configurations and inspired amenities for the cost conscious guest. Pet friendly!

10. A simplified, spirited brand grounded in value, offering a back to basic experience

11. Offers smart luxury travelers inspiring connections and intuitive service in a world of style

12. Known for their distinctive character, appealing to travelers seeking local discovery

13. For guests seeking home-like accommodations when traveling & Managers reception Mon-Thurs

## Down

1. High-quality vacation ownership resorts in celebrated destinations

2. Fast-growing, global collection of upscale hotels in gateway cities, offers warm chocolate chip cookie upon arrival!

3. Quality experience, great value and friendly service in its signature style!

5. Award-winning loyalty program with over 50 million members

6. local design, food & drink, culture, guest-directed service, and suprisingly comfortable spaces

7. The stylish, forward-thinking global leader in hospitality