EMBASSY SUITES HOTELS®

Hacks that make Family Travel easier?

Yeah, it's #prettygreat.

Embassy Suites Hotels is committed to making family travel easier so families can focus on the important part of their vacations – enjoying time together. For years, at our more than 200 unique locations, all of our guests have been welcomed with a family-friendly two-room suite, free made-to-order breakfast each morning and complimentary drinks and snacks for two hours every night.

In March 2015, Embassy Suites launched its #PrettyGreat Family Travel Hacks program, a new initiative designed to engage parents and help them get the most out of their family vacations. Program components include:

- **#PrettyGreat Family Travel Hacks Online Community:** The online community (embassytravelhacks.hilton.com) provides family travel "hacks" – simple, clever tips to make vacation journeys with children easier – from packing to keeping the kids entertained on the road – posted by family travel experts and fellow parents. Currently, parents can post their own battle-tested hacks for the chance to win one of eight, free one-night stays to the Embassy Suites hotel of their choice, awarded weekly from March 19 through May 14, 2015.

- **Embassy Suites Team Member Training**: 56 percent of parents surveyed in the recent Embassy Suites Family Travel study said friendly staff would make them return to the same hotel or stay at the same hotel chain in another location for family vacation.[1] Embassy Suites is reinforcing its commitment to providing families with a great guest experience by incorporating family-specific training into its orientation program and on-going team member training sessions.

- **Family-focused Amenities**: Embassy Suites is adding a variety of new family-focused amenities, from cocktail napkins with family-friendly games – like tic-tac-toe, Sudoku and word search – for the evening reception, to baby- and child-specific "do not disturb" signs, to coloring books and crayons at check-in. The brand is also planning a pilot program to offer baby care amenities – such as baby wash, wipes and other essentials – at select properties this summer.

[1] Online survey of 2,000 U.S. parents, 18 to 65 years of age with children under the age of 18 living in their household who travel with their kids and stay in a hotel, was conducted 2/20/2015-2/25/2015 by Ipsos on behalf of Embassy Suites Hotels.

When flying with little kids, buy new, noiseless toys as a surprise and ration them out throughout the flight.

A pool noodle can act as a bed-bumper on the fly.

Decorate your luggage with stickers to entertain the kids and help them stand out at baggage claim.

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