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Spreading Good Fortune, Home2 Suites by Hilton Releases Latest “Fresh New Way” Video on National Good Neighbor Day

Brand supports video debut with acts of neighborly kindness campaign in major cities across U.S.

MCLEAN, Va.--(BUSINESS WIRE)-- Did you know that only 43 percent of Americans know most or all of their neighbors?* [Home2 Suites by Hilton](#), [Hilton Worldwide](#)'s (NYSE:HLT) mid-tier, all-suite hotel brand, is celebrating National Good Neighbor Day on Sept. 28 by extending warm hospitality and showcasing that getting to know a stranger can be filled with the pleasantly unexpected. To commemorate this observance, the brand is releasing its latest “Fresh New Way” video and spreading surprise good fortune to those in Atlanta, Philadelphia and Dallas.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20160928005341/en/>

Demonstrating Home2 Suites by Hilton's fresh new approach to everyday life and hotel experience, pedestrians were invited to have their fortunes read, only to receive a “suite” surprise in the end. (Photo: Business Wire)

“Home2 Suites by Hilton was created to apply a fresh, new perspective to the mid-scale extended

stay hotel model, rethinking each component of the guest experience to deliver something unique that would bring a smile and surprise to travelers,” said Adrian Kurre, global head, Home2 Suites by Hilton. “Releasing our latest ‘Fresh New Way’ video on National Good Neighbor Day is not only about showcasing this approach by putting a different spin on every day occurrences, but also saying ‘thank you’ to travelers and the communities who have accepted us with open arms.”

The latest “Fresh New Way” video focuses on how Home2 Suites by Hilton strives to deliver the unexpected. In the hidden-camera video, the central character is a fortune teller who interacts with pedestrians who stop to have their ‘fortunes’ read. Though unsure of the fortune teller's claims, participants receive a “suite” surprise at the end, validating the prediction and reinforcing the guest and community-centric service culture of the brand. The new video, along with other previous Fresh New Way clips, is live [here](#).

In addition, Home2 Suites by Hilton is celebrating National Good Neighbor Day in select cities across the country. In Atlanta, Philadelphia and Dallas, brand ambassadors will surprise locals with acts of good fortune ranging from picking up lunch tabs and handing out refreshing water to awarding free stays at Home2 Suites by Hilton. The brand will also

reward community partners who are most active with Home2 Suites' [Your2 Hands](#) program with surprise giveaways including free stays at any Home2 Suites property across the country.

With more than 100 hotels, Home2 Suites by Hilton provides all-suite accommodations featuring fully-equipped kitchens and modular furniture allowing for guests to personalize their room. The hotels also feature easy access to technology with complimentary Internet, inviting community spaces, and trademark Home2 Suites amenities such as Spin2 Cycle, a combined laundry and fitness area, Home2 MKT for grab-and-go items, and the Inspired Table, a complimentary breakfast that includes more than 400 potential combinations. Most Home2 Suites properties are pet-friendly.

Home2 Suites participates in Hilton's award-winning customer loyalty program, Hilton HHonors®. Hilton HHonors members who book directly through preferred Hilton channels have access to benefits including an exclusive member discount, free standard Wi-Fi, as well as digital amenities that are available exclusively through the industry-leading Hilton HHonors app, where HHonors members can check-in, choose their room, and access their room using a Digital Key. For more information or to make a reservation, visit [Home2 Suites by Hilton](#).

Read more about Home2 Suites by Hilton at home2suites.com and news.home2suites.com.

* SOURCE: [Pew Research Center](#)

About Home2 Suites by Hilton

Home2 Suites by Hilton, one of the fastest growing brands in the history of Hilton, is a mid-tier, all-suite award-winning extended-stay hotel concept designed to offer stylish accommodations with flexible guest room configurations and inspired amenities for the cost-conscious guest. With a commitment to environmentally friendly products and hotel operations, Home2 Suites offers complimentary breakfast selections with hundreds of combinations; innovative and customizable guest room design; laundry and fitness area; complimentary Wi-Fi Internet access; multiple outdoor spaces; 24-hour business center; expansive community spaces; and a pet friendly environment. Hilton HHonors members who book directly through preferred Hilton channels receive instant benefits, including an exclusive member discount that can't be found anywhere else, free standard Wi-Fi and digital amenities like digital check-in with room selection and Digital Key (selected locations) available exclusively through the industry-leading Hilton HHonors app.

Visit www.home2suites.com for additional information or www.home2franchise.com for franchising opportunities.

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