

# SIGNATURE MOMENTS

Signature Moments are the memorable experiences that bring the Signature Inn brand to life. With select touch points along the guest journey, we create Signature Moments that are consistently provided at every Signature Inn. In addition there are optional Signature Moments that continue to uniquely define the brand experience with guests.

- ✓ **REQUIRED SIGNATURE MOMENTS**  
are carefully chosen to provide maximum impact and uniquely define the Signature Inn brand experience.
- ♥ **OPTIONAL SIGNATURE MOMENTS**  
Take the experience to the next level. These are highly encouraged to provide rich, immersive stays.



## ARRIVE



- ✓ **FRONT DESK LIVERY PROGRAM**  
Our retro-chic logo shows off the Brand image and becomes recognizable to guests.



- ✓ **VINTAGE MEDIA CONSOLE**  
A curated playlist of classic and soulful tunes plays from a vintage console, which can serve as a striking statement piece all by itself.



- ✓ **GUEST RECEPTION**  
Using inventive design solutions, the front desk becomes yet another colorful touchpoint within the lobby.



- ✓ **OUTDOOR POOL AND LOUNGE ACTIVATION**  
Lounging by the pool is always made better with fresh designs and touches of style.



- ✓ **EXTERIOR PAINT**  
Our paint schemes are reminiscent of typical mid-century modern motels, bringing to life the nostalgia of the past.



- ♥ **OUTDOOR GAMES**  
Guests can get competitive and play games like bocce, corn hole, ladder toss and more.



- ♥ **BIKES**  
A colorful fleet of bicycles welcome guests in and offer them an alternative way to get about town.



- ♥ **PERMANENT GAME TABLE OR ACTIVITY**  
Guests can socialize and get competitive with a foosball table or an Xbox console with a collection of classic games.



- ♥ **COMMUNAL TABLE**  
A multi-functional communal table allows for both work and play.

## STAY



- ✓ **GUEST ROOM ARTWORK**  
Retro-inspired modern guest room artwork.



- ✓ **MODERN SEATING & MID-CENTURY MODERN FF&E**  
Furthering the mid-century aesthetic, in-room furnishings are good looking and timeless.



- ✓ **TOP OF BED**  
Soft linens ensure guests have sweet dreams.



- ✓ **43" TV WITH HBO**  
43" HDTV with expanded channel line up and complimentary HBO.



- ✓ **CASCADIA SOAPERY**  
Exclusive branded bath amenities formulated with natural ingredients.



- ✓ **TERRY**  
High quality towels show our commitment to guest comfort.



- ✓ **WELCOME DOORMAT**  
A quirky welcoming touch to reinforce the uniqueness of the Brand.



- ♥ **OPEN CLOSET**  
An open closet solution fitted with shelves, hooks, hanging bars and cubbies offers a convenient place for guests to drop their luggage and accessories.



- ♥ **BACKREST SUPPORT PILLOW**  
Lounging in classic style.



- ♥ **GRAPHIC WALL**  
Bold visuals adorning at least one of the room's walls make every room a conversation piece in itself.

## EAT & DRINK



### ✓ COFFEE SERVICE

Maxwell House available 24/7 for guests in the lobby or in guestrooms.

### ♥ GRAB N' GO BREAKFAST

For guests heading out on the road we offer a handy breakfast to-go option.

## KEY BRAND STANDARDS



### EXTERIOR SIGNAGE

The retro style of our exterior signage becomes recognizable to guests and reinforces our Brand image.



### HELLO REWARDS PROGRAM

Full program participation including informational marketing material and guest collateral.



### APPROVED PMS

Specific brand approved PMS (ASI), integrated with two-way interface.



### ELECTRONIC LOCK SYSTEM

Brand-approved Electronic Lock System (RFID or RFID with Bluetooth recommended, Magnetic Allowed).



### BRANDED OS&E

On-site items branded per brand OS&E guide.



### COMPLIMENTARY WI-FI

Guests can work, stream, shop or simply surf the web to their heart's delight.



### WAYFINDING & ROOM NUMBER SIGNAGE

New Brand-specified ADA compliant room number and wayfinding signage package specific to each property.



### GREAT SHOWER EXPERIENCE

Upgraded adjustable showerhead a curved shower rod and a hookless 2 piece curtain enhance the shower experience.



### NIGHTSTAND POWER

CubieTime or approved plug portal provides convenient access to plug in and power up.



### NON-SMOKING

Guests will enjoy a 100% smoke-free hotel.

Signature Moments subject to change. Additional brand standards may apply, consult the current brand standards and resources located on AccessPoint Owner's Portal.