

# Doubletree Brand Standards Manual

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The Doubletree Brand Standards Manual (Manual) has been developed to provide the Owner of the hotel with the required minimum standards, procedures,

its Design and Construction Department (u0022HHCDu0026C), and edition of the Doubletree Brand Standards Manual The Doubletree Hotel Design and

OUR BRAND. At more than 400 hotels across six continentss, DoubleTree strives to Create A Rewarding Experience (CARE) for our guests. It starts with a warm chocolate

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Brands weigh the pros and cons of each potential changes in standards before implementation, brand executives said during the HELP conference.

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In 2006, then Director of Brand Standards and now VP of Doubletree Brand Performance Gary Steffen assembled a committee to change that reputation or lack thereof.

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Doubletree Brand Standards Manual More Than A Cookie: Brand Standardization at Doubletree Hotels In 2006, then Director of Brand Standards and now VP of Doubletree