

May 15, 2014



Hilton Worldwide Introduces New In Language Websites for Latin American Travelers

First hotel company to offer online booking experience in 22 languages

MCLEAN, Va. & SÃO PAULO--(BUSINESS WIRE)-- Today, Hilton Worldwide unveiled new websites designed to enrich the online travel planning and booking experience for travelers across Latin America. Available in [Portuguese](#) and [Spanish](#), the localized in language websites enable travelers to research top travel destinations, compare prices and book directly in local language – using the digital platform of their choice, including mobile devices. With the addition of these sites, Hilton now operates 22 official local language websites, more than any other hotel company today.

Spanish website homepage (Photo: Hilton Worldwide)

“Each of our in language websites has unique

characteristics that are adapted to local needs, improve our connection with travelers and enrich their experience with us,” said Geraldine Calpin, global head of digital, Hilton Worldwide. “These two sites incorporate preferences we heard from our customers across the region as our business in Latin America grows at a rapid pace. The websites feature engaging imagery that brings the stay experience to life, from the famous music festivals in New Orleans, to snorkeling adventures in Curacao or chic cocktails in New York.”

By visiting the websites, travelers can explore top travel destinations and choose their perfect vacation from a list of participating hotels from Hilton Worldwide’s portfolio of distinct brands including: Hilton Hotels & Resorts, Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, DoubleTree by Hilton and Embassy Suites Hotels. The sites offer the Hilton Best Rates Guarantee and rates starting as low as \$99*. Members of Hilton HHonors, the guest loyalty program of Hilton Worldwide, can earn Hilton HHonors points for completed hotel stays booked on both www.hilton.es and www.hilton-hotels.com.br. The selection of hotels varies by site and additional destinations may be added based on traveler’s demands.

*All rates listed are starting rates, subject to availability. Certain restrictions apply.

About Hilton Worldwide

Hilton Worldwide (NYSE: HLT) is a leading global hospitality company, spanning the lodging sector from luxury and full-service hotels and resorts to extended-stay suites and focused-service hotels. For 94 years, Hilton Worldwide has been dedicated to continuing its tradition of providing exceptional guest experiences. The company’s portfolio of ten world-class global brands is comprised of more than 4,100 managed, franchised, owned and leased

hotels and timeshare properties, with more than 685,000 rooms in 92 countries and territories, including Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Hilton Hotels & Resorts, DoubleTree by Hilton, Embassy Suites Hotels, Hilton Garden Inn, Hampton Hotels, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations. The company also manages an award-winning customer loyalty program, Hilton HHonors®.

Photos/Multimedia Gallery Available:

<http://www.businesswire.com/multimedia/home/20140515006631/en/>

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