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CORRECTING and REPLACING Americans Finally Come Clean: Majority Take Hotel Toiletries During Stay

National survey uncovers consumer behavior around use of in-room bath products

MCLEAN, Va.--(BUSINESS WIRE)-- In the third set of bullet points, the end of the first bullet point of the release should read: ...and an improved Peter Thomas Roth Mega-Rich™ Shampoo (instead of ...and an improved Peter Thomas Roth Mega-Rich™ Shampoo Formula).

The corrected release reads:

AMERICANS FINALLY COME CLEAN: MAJORITY TAKE HOTEL TOILETRIES DURING STAY

National survey uncovers consumer behavior around use of in-room bath products

Hotel guests can officially stop feeling guilty for taking the last of the mini toiletries from their guest rooms – actually, everyone’s doing it. According to a recent study by Hilton*, 73 percent of American travelers admit to taking hotel toiletries, and many have found creative reasons to use them after their stay, such as washing make-up brushes or polishing their shoes. Given this, and the fact that more than half (52 percent) of American travelers love in-room toiletries so much that they use everything available, Hilton has refreshed its in-room toiletries across several of its hotel brands, globally. This includes Hilton Hotels & Resorts, Conrad Hotels & Resorts, DoubleTree by Hilton, Embassy Suites Hotels, Hilton Garden Inn, Hampton Hotels, Homewood Suites by Hilton and Home2 Suites by Hilton.

Survey Says: Hotel Bath Product Use Uncovered

Once Americans have the goods, they are used for a number of different reasons:

- **Poised and Polished:** Fifty-four percent of business travelers have used hotel toiletries to clean their shoes before a meeting or event, while more than a third (39 percent) of millennials have used them to remove stains.
- **The Art of Re-Gifting:** As the holiday season is approaching, 10 percent of Americans confess that they have given away amenities as a present.
- **Repurpose and Recycle:** Nearly 1 in 5 American travelers re-purpose the hotel toiletries they’ve taken when hosting overnight guests in their home.

In addition, the findings revealed interesting consumer behaviors:

- **The Law of Liquids:** Sixty-seven percent of American travelers feel lighter and faster when flying, carrying on their bags in anticipation of utilizing hotel in-room bath products.
- **Cart Burglars:** Millennials are significantly more likely (31 percent) to take hotel toiletries from the housekeeping cart than those that are 55 and older (13 percent).
- **Men's Choice:** More than half (55 percent) of men admit to taking the body lotion home, with 1 in 5 also taking the shower cap.

"We understand the importance of quality toiletries in ensuring guests stay revitalized during - and after - their travels," said Chris Naylor, vice president, brand operations, Hilton Worldwide. "The refresh of these bathroom products is part of our commitment to enhancing the overall travel experience, leaving our guests fresh and ready for their next adventure."

However, guests should not feel guilty if they don't pinch the hotel bath amenities – they will still be put to good use.

"Our comprehensive soap and amenity recycling programming has allowed us to repurpose soap from our hotels and convert them into new bars," said Jennifer Silberman, vice president of corporate responsibility, Hilton Worldwide. "To date, we have recycled nearly 600,000 pounds of soap, converting them into more than 1 million new bars - a win-win for our waste reduction efforts and communities in need."

To continue providing products that guests find value in, Hilton has made the following updates to its in-room bath product lines:

- **Hilton Hotels & Resorts** worked with Peter Thomas Roth to unveil two new deluxe travel sizes – Peter Thomas Roth Mega-Rich™ Body Cleanser available in select and upgraded guest rooms and an improved Peter Thomas Roth Mega-Rich™ Shampoo.
- **Conrad Hotels & Resorts** launched a new extensive line of bath amenities tailored specifically to male guests, Refinery. This line features a hair and body wash, moisture boost soap, revitalizing moisturizer, shave gel and aftershave balm.
- **DoubleTree by Hilton** is currently rolling out Aroma Actives, from London-based Aromatherapy Associates. The all-new, natural skin and body care line includes body wash, lotion, shampoo and conditioner, and is rich in natural ingredients and essential oils, helping to enhance the circulation and boost the radiance and health of the skin.
- **Embassy Suites Hotels** partnered with Giovanni Cosmetics throughout their hotels. The line features 50:50 Balanced™ shampoo and conditioner, CLEANSE™ moisturizing body wash, HYDRATE™ body lotion and BATHE™ moisturizing body bar.
- **Hilton Garden Inn, Hampton Hotels, Homewood Suites by Hilton and Home2 Suites by Hilton** worked with the number one recommended dermatologist brand worldwide, Neutrogena. Made from 98.5 percent naturally derived ingredients, Neutrogena is formulated to provide quality products for skin and hair, keeping guests revitalized throughout their stay.

*The Hilton survey was conducted by Edelman Berland among 1,002 total men and women (U.S. census representatives over 18 years of age) who have stayed overnight in a hotel at least once in the past six months, using a five minute online survey between October 10-15, 2014. The margin of error (MOE) for the audience (n=1,002) is + 3.1 percent at the 95 percent confidence level.

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 95 years, Hilton Worldwide has been dedicated to continuing its tradition of providing exceptional guest experiences. The company's portfolio of 12 world-class global brands is comprised of more than 4,200 managed, franchised, owned and leased hotels and timeshare properties, with more than 690,000 rooms in 93 countries and territories, including Hilton Hotels & Resorts, Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Canopy by Hilton, Curio - A Collection by Hilton, 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®. Visit news.hiltonworldwide.com more information and connect with Hilton Worldwide at www.facebook.com/hiltonworldwide, www.twitter.com/hiltonworldwide, www.youtube.com/hiltonworldwide, www.flickr.com/hiltonworldwide and www.linkedin.com/company/hilton-worldwide.

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