

May 18, 2015



Embassy Suites and Hampton Hotels Add “by Hilton” Endorsement to Their Names

Strategic Change Linked to Brand Evolution and Global Recognition

MCLEAN, Va.--(BUSINESS WIRE)-- [Hilton Worldwide](#) (NYSE:HLT) today announced a re-branding of [Embassy Suites Hotels](#) and [Hampton Hotels](#) in the U.S., adding the “by Hilton” endorsement to their monikers. The new brand logos and names, Embassy Suites by Hilton and Hampton by Hilton, represent the next phase of a renewed business strategy to further reinforce the brands’ identities within the Hilton Worldwide portfolio and the company’s continued commitment to the future growth, expansion, and evolution of its brands. The phased rollout begins this quarter and will bring about greater consistency as these brands already carry the ‘by Hilton’ endorsement outside of the U.S.

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

<http://www.businesswire.com/news/home/20150518005686/en/>

“The Hilton brand symbolizes quality, consistency, and familiarity, providing further reassurance to guests and owners alike,” said Jim Holthouser, executive vice president, global brands, Hilton Worldwide. “Research and historical brand data indicate that guests are more likely to stay at a ‘by Hilton’ hotel, and we are confident that this simple global modification to the Embassy Suites and Hampton brands will have a positive impact on brand performance for owners, developers, and franchisees as well as consumers.”

This addition to the brand name follows the course of other Hilton brands including DoubleTree by Hilton, Canopy by Hilton, and Curio – A Collection by Hilton, and will continue to further align brand recognition and global consistency across the Hilton Worldwide portfolio. Currently, five Embassy Suites properties and 101 Hampton properties include “by Hilton” in their brand names, the majority of which are outside the U.S. This change will apply to all Embassy Suites hotels and Hampton hotels in the U.S., which will now be known as Hampton Inn by Hilton and Hampton Inn & Suites by Hilton.

Consumers can now confidently associate the Embassy Suites and Hampton brands with the quality and consistency of Hilton Worldwide, thereby increasing consumer familiarity of their brand attributes, including opportunities to earn/redeem points and benefits with Hilton HHonors, the award-winning guest-loyalty program for Hilton Worldwide’s twelve distinct brands. Hilton HHonors members who book directly through preferred Hilton channels have access to benefits including digital check-in and choose-your-room, and coming in summer 2015, free Wi-Fi.

Supporting Brand Research

After looking at historical data from the DoubleTree by Hilton rebranding effort in 2011 and conducting proprietary market research, findings showed that the “by Hilton” association results in increased expectations around service, guest rooms, comfort, locations and awareness of the brand’s association with the Hilton portfolio. The rebranding campaign of DoubleTree also saw improvement across key metrics, such as average daily rate (ADR), occupancy and revenue per available room (RevPar).

Brand Evolution

The “by Hilton” endorser will further reinforce the next generation and refresh of legacy Embassy Suites and Hampton properties. Between 2015 and 2019, more than 45 percent of Embassy Suites properties will have completed or be in the process of a relicensing and renovation, totaling more than \$300 million across the portfolio. The brand has also introduced new food & beverage options and an additional design option for new build projects, offering greater flexibility for owners to adapt their hotels to their markets while maintaining Embassy Suites’ signature brand pillars.

In addition, Hampton has remained focused on keeping the brand relevant for guests and franchise owners by re-envisioning it at appropriate times. In 2013, Hampton’s forever young initiative (*fyi*) launched as a way to extend the life of current Hampton properties nearing the relicensing process. *fyi* created a fresh look and feel, welcoming new travelers with a modern makeover, keeping the core Hampton trust points intact. The program upgrades building exteriors, guestrooms and baths and to date, hundreds of Hampton hotels have completed the *fyi* renovations. For new-builds, the core elements of *fyi* have become part of brand standards.

For more information about Embassy Suites by Hilton, visit www.embassysuites.com or <http://news.embassysuites.com>. For more information about Hampton by Hilton, please visit www.hampton.com or <http://news.hampton.com>.

About Embassy Suites by Hilton

Embassy Suites by Hilton, one of Hilton Worldwide’s twelve market-leading brands, is dedicated to delivering what matters most to travelers. The full service, upscale brand offers every guest a two-room suite, free cooked-to-order breakfast and a nightly two-hour reception with complimentary drinks* and snacks. Both leisure and business travelers looking for a relaxed, yet sophisticated, experience will feel right at home with brand-standard amenities like inviting atriums and complimentary 24-hour business and fitness centers. Embassy Suites by Hilton has more than 220 hotels with more than 35 in the pipeline. For more information, visit www.embassysuites.com, and connect with Embassy Suites at www.embassysuitesmediacenter.com, www.facebook.com/embassysuiteshotels and www.twitter.com/EmbassySuites.

About Hampton by Hilton

An award-winning leader in the mid-priced hotel segment, Hampton by Hilton, including Hampton Inn by Hilton, Hampton Inn & Suites by Hilton and Hampton by Hilton, serves value-conscious and quality-driven travelers with more than 2,020 properties totaling more than 200,000 rooms in 16 countries and territories. High quality accommodations and amenities, such as complimentary Wi-Fi, Hampton’s On the House® hot breakfast, multi-unit Power Cubes and the brand’s signature Clean and fresh Hampton bed®, contribute to Hampton ranking as a leader in its segment. Hampton Team Members deliver friendly,

authentic, caring and thoughtful service defined as Hamptonality which is backed by the 100% Hampton® Guarantee. Ranked No. 1 on Entrepreneur magazine's 2015 Franchise 500® list for the fourth time in the past five years, Hampton Hotels is part of Hilton Worldwide, a leading global hospitality company. With Hilton's award-winning digital check-in with room selection tool, Hilton HHonors members can log into their accounts and choose their exact room from a digital floor plan, as well as customize their room prior to arrival with amenity requests. The service is available for 650,000+ rooms at more than 4,100 properties across 11 brands worldwide. For more information about Hampton Hotels, visit www.hampton.com or <http://news.hampton.com>.

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 twelve world-class global brands is comprised of more than 4,350 managed, franchised, owned and leased hotels and timeshare properties, with more than 720,000 rooms in 94 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 by Hilton, Hilton Garden Inn, Hampton by Hilton, 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 for more information and connect with Hilton Worldwide at facebook.com/hiltonworldwide, twitter.com/hiltonworldwide, youtube.com/hiltonworldwide, flickr.com/hiltonworldwide, and linkedin.com/company/hilton-worldwide.

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