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Hilton Introduces Digital Key, Further Enhancing Industry-Leading HHonors App

Keyless entry empowers guests to further customize their travel experience from their smartphone

MCLEAN, Va.--(BUSINESS WIRE)-- [Hilton Worldwide](#) (NYSE:HLT) today introduced Digital Key, an all-new feature of the [Hilton HHonors](#) app, providing the loyalty program's members more choice and control over their entire travel experience. Digital Key now gives frequent guests the option to bypass the hotel check-in counter and access their rooms, as well as any other area of the hotel that requires a key, directly via the Hilton HHonors app on their smartphones. By early 2016, HHonors members will be able to use their smartphones as their room key to enter more than 170,000 rooms at 250 U.S. properties within the Hilton Hotels & Resorts, Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts and Canopy by Hilton brands.

This Smart News Release features multimedia. View the full release here:
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Digital Key, an all-new feature of the Hilton HHonors app, gives frequent guests the option to bypass the hotel check-in counter and access their rooms, as well as any other area of the hotel that requires a key, directly via their smartphones. (Photo: Business Wire)

Since Hilton's introduction of digital check-in with room selection last July – an industry first –

HHonors members have digitally checked-in more than 5 million times to date. In that same time period, the HHonors app has been downloaded more than 2 million times, and customer feedback on digital check-in has been overwhelmingly positive, with 93 percent of guests saying they've felt satisfied or extremely satisfied with the experience.

"HHonors members can use digital check-in and room selection at more than 4,100 properties globally – and those who have used it have shared exceptional feedback," said Geraldine Calpin, senior vice president and global head of Digital, Hilton Worldwide. "With Digital Key, we are making the guest experience even more seamless through our improved mobile app."

The Hilton HHonors mobile app provides a number of benefits to members of the program who book directly through the app, Hilton.com, the Hilton reservations call center or via Hilton's corporate travel partners. In addition to checking in digitally, selecting their own room from a floor plan or list and using their smartphone as their key, members can further customize their stay via the app by requesting amenities – like extra pillows, snacks or drinks – before arrival, or at any other point during their stay.

“Through our app, we’re giving HHonors members the ability to better control and personalize their stay with us,” said Calpin. “Imagine if an HHonors member is arriving at our hotel after a long trip or running late to a meeting, Digital Key can provide our frequent guests the added benefit of going straight to their room without stopping at the front desk.”

Digital Key provides guests with an additional convenient and secure way to access their room. Beginning the day before arrival, HHonors members who booked directly with Hilton may select their desired room on their mobile device using digital check-in and will be asked if they’d like a Digital Key during their stay. If the guest elects to use a Digital Key, it is issued as soon as the guest's room is ready the day of their arrival.

When Diamond, Gold and Silver HHonors members arrive at the hotel, they can head straight to their room - without stopping at the front desk* - since they already digitally checked-in through the HHonors app. When the guest approaches their hotel room, they can simply press the virtual “unlock” button on the app to unlock the door.

Digital Key beta testing commenced earlier this month at the Hilton Alexandria Old Town in Alexandria, Va., and will continue through 2015 at select U.S. properties across four brands including Hilton Hotels & Resorts, Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts and Canopy by Hilton. Digital Key will first be available on the iOS platform and, later this year, it will be offered to Android users.

In addition to receiving other benefits like free standard Wi-Fi when booking directly through Hilton, HHonors members who use the Digital Key this year at beta hotels will receive 2,500 Hilton HHonors Bonus Points.

The Hilton HHonors loyalty program is open to all guests and free to join – visit [here](#) for enrollment information. HHonors members always get our lowest price with our Best Price Guarantee, along with HHonors Points, free standard Wi-Fi, access to digital check-in and Digital Key, and no hidden fees, only when they book directly through Hilton.

*Where available and allowed by local law

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 more than 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 over 4,440 managed, franchised, owned and leased hotels and timeshare properties, with more than 730,000 rooms in 95 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.

About Hilton HHonors

Hilton HHonors is the award-winning guest-loyalty program for Hilton Worldwide's twelve distinct hotel brands, spanning more than 4,440 hotels, resorts and timeshare properties across 95 countries and territories. 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. With 45 million members, HHonors offers hundreds of ways to earn and redeem Points. Members can redeem their Points for free nights, premium merchandise, charitable contributions, or unique events through the HHonors auction platform (hhonors.com/auctions), such as exclusive artist experiences and hotel concert events with Live Nation® or a race experience with the McLaren-Honda Formula 1 team. There is no cost to join, and travelers may enroll online by visiting www.HiltonHHonors.com or connect with Hilton HHonors at news.hiltonhhonors.com. Members can also book reservations, choose their room, manage their accounts and access special offers with the [Hilton HHonors mobile app](#).

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