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Survey Results Uncover New Traveler Segment

"Seekenders" would choose memorable experiences over a significant job promotion

MCLEAN, Va.--(BUSINESS WIRE)-- A recent survey on behalf of [Hilton Worldwide's](#) (NYSE:HLT) global brand [Hampton by Hilton](#) uncovered a new type of traveler that has been defined as the "[Seekender](#)." This new group regularly takes advantage of weekends to spontaneously enjoy new experiences, with travel being at the top of the list. The study, conducted by Wakefield Research*, also revealed that Seekenders base their travel around four main types of activities/passions: food, sports, music or the great outdoors. Respondents across different generations also agreed that hitting the road for adventure and having experiences in life ranks higher than money.

"Knowing that 68 percent of Americans would rather embark on a bucket list trip than get a big promotion gives a new meaning to Hampton by Hilton's We Go Together™ campaign," said Judy Christa-Cathey, vice president, focused service brand marketing and Hampton by Hilton. "We are on a mission to encourage people to go out, play and seek unique weekend experiences and life 'firsts' through new travel adventures."

Other noteworthy survey result findings include:

- 82 percent of working Americans would travel for a year without pay if money weren't a concern
- 49 percent of Americans rank "traveling to other countries" above buying their dream car
- 51 percent would prefer a trip that takes them out of their comfort zone
- Nearly one half of respondents agreed that the best thing about experiencing something new is making a lifelong memory, followed by sharing it with family and friends, (28 percent) and discovering something new (22 percent)

"With more than 2,000 properties globally, Hampton by Hilton makes it easier for passionate Seekenders to fulfill their dreams," Christa-Cathey added. "Our great value offering and the signature 100 percent satisfaction guarantee completes the recipe for weekend happiness."

As part of Hampton by Hilton's efforts to inspire Americans to seize the weekend, the brand is enlisting the Ultimate Seekender Team. The group of travel savvy influencers will celebrate the weekend and boldly explore their global neighborhood. Their adventures, and other surprises, will be captured and shared at www.HamptonSeekender.com throughout the year beginning Aug. 10.

Launched earlier this year with a series of ads, the We Go Together™ campaign blends music and emotion to go beyond the functional benefits of the hotel experience. From jamming out to a concert with a best friend to reconnecting with loved ones on a weekend escape, We Go Together™ embodies the spirit of travel and Hampton by Hilton's promise to seek out the best moments alongside its guests. The brand has also partnered with Live Nation® to encourage concert lovers to seek out their music passions.

Follow the Seekender conversation at www.HamptonSeekender.com and #WeGoTogether on social media.

* Wakefield surveyed 1,504 adults nationally between July 15 and July 24, 2015, using an email invitation and online survey, with an overall margin of error of three percent.

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 2,050 properties totaling more than 204,000 rooms in 17 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 by Hilton ranking as a leader in its segment. Hampton by Hilton Team Members deliver friendly, authentic, caring and thoughtful service defined as Hamptonality which is backed by the 100% Hampton® Guarantee. Hilton HHonors members who book directly through preferred Hilton channels have access to benefits including free standard Wi-Fi, as well as digital amenities that are available exclusively through the industry-leading Hilton HHonors app, where HHonors members can check-in and choose their exact room from a digital floor plan prior to arrival. For more information about Hampton by Hilton, visit www.hampton.com or 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 96 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 4,440 managed, franchised, owned and leased hotels and timeshare properties, with more than 730,000 rooms in 97 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®. Hilton HHonors members who book directly through preferred Hilton channels have access to benefits including free standard Wi-Fi, as well as digital amenities that are available exclusively through the industry-leading Hilton HHonors app, where HHonors members can check-in, choose their room, and access their room using a Digital Key. 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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