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Hilton and Uber Partner to Create a Seamless Travel Experience

Companies Team Up to Offer Guests Uber 'Ride Reminders' and Guide of Trending 'Local Scene' Venues Through the HHonors App

MCLEAN, Va.--(BUSINESS WIRE)-- [Hilton Worldwide](http://www.hilton.com) (NYSE:HLT) today announced a partnership with [Uber](http://www.uber.com), the technology platform that is revolutionizing the way people connect with cities, to offer expanded [digital features](#) that will further simplify and streamline the travel experience for Hilton guests.

This Smart News Release features multimedia. View the full release here:
<http://www.businesswire.com/news/home/20150901005477/en/>

View a map of top venues most frequented by Uber riders with 'Local Scene' (Photo: Business Wire)

Through the partnership, Hilton guests around the world can set Uber 'Ride Reminders,' automated notifications to request Uber rides to and from the hotel. Additionally, the partnership is creating added benefits for Hilton HHonors members. Through the

HHonors app, HHonors members can already book a stay, check-in, select their room, pre-order amenities and use their smartphone to enter their hotel room door with Digital Key. Later this month, HHonors members will also be able to explore the 'Local Scene' in select U.S. cities through a digital guide of the top trending restaurants and nightlife spots selected for being the most frequented destinations with Uber riders.

"By partnering with Uber, a leading innovator, we're helping travelers explore destinations like they're locals," said Rich DiStefano, senior director of Mobile Products at Hilton Worldwide. "This is the first time any company has leveraged Uber riders' most frequented destinations to provide local recommendations. We're excited to offer these unique benefits for our loyal guests."

The Hilton and Uber partnership is rooted in novel mobile advancements that enhance the travel experience from the start of the journey to departure. These advancements will give Hilton guests the ability to:

- **Simplify their stay with the Uber 'Ride Reminder':** A first for the travel industry, the 'Ride Reminder' allows Hilton guests around the globe to set an Uber Ride Reminder with a single tap. Say goodbye to long taxi lines – when it's time to head to the hotel, the 'Ride Reminder' will send a push notification or text, and the hotel's address is automatically set in the Uber app, so guests can simply be on their way. Additionally, all Hilton guests who sign up for Uber will receive \$20 off their first ride.

- **Discover the most popular restaurants and nightlife spots with ‘Local Scene’:**
Later this month in 20 major U.S. cities, Hilton and Uber will launch a feature within the Hilton HHonors mobile app that provides members with a list detailing the ‘Local Scene’, top venues most frequented by Uber riders in each city. With these guides, HHonors members will be able to use the app to gain exclusive insights from other Uber riders on where to go or what to explore in the city they’re visiting.

“Hilton is a leader in digital innovation and has a unique mobile-first approach that makes them a natural partner for Uber,” said Jonathan DiOrio, head of Travel Partnerships at Uber. “We are always looking for new ways to make the Uber experience even better for our millions of riders worldwide and are excited to offer these new features for the first time exclusively to Hilton guests and HHonors members.”

Hilton HHonors is free to enroll and available to all guests. For more information and to join, visit the HHonors site [here](#). To learn more about Uber and sign up, visit get.uber.com/go/HHonors.

HHonors members always get Hilton’s lowest price with its Best Price Guarantee, as well as HHonors Points, free Wi-Fi, access to digital check-in and Digital Key, access to Uber features and no booking fees, only when they book directly through Hilton.

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.

About Hilton HHonors

Hilton HHonors is the award-recognized guest-loyalty program for Hilton Worldwide’s 12 distinct hotel brands, spanning more than 4,440 hotels, resorts and timeshare properties across 97 countries and territories. This year, J.D. Power awarded Hilton HHonors as “Highest in Customer Satisfaction with Hotel Loyalty/Rewards Programs in a Tie.” 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 mobile app, where HHonors members can check-in, choose their room, and access their room using a Digital Key. With

46 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.

About Uber

Uber is a technology platform that is evolving the way the world moves. By seamlessly connecting riders to drivers through our apps, we make cities more accessible, opening up more possibilities for riders and more business for drivers. From our founding in 2009 to our launches in over 300 cities today, Uber's rapidly expanding global presence continues to bring people and their cities closer. Follow us on Twitter: @Uber and find us on Facebook: Uber.

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