

October 28, 2015



Tension Relief Needed this Holiday Season: One-Third of Travelers Reveal Yelling at a Stranger During Previous Trip

Study Finds Nearly One-Quarter Cancelled Trip to Avoid Stress; Three in Five Say Bad Service Worse than Cutting Vacation a Day Short

MCLEAN, Va.--(BUSINESS WIRE)-- With the holidays arriving, a new survey reveals what's turning travelers into a "Scrooge" and their stress-relieving response to make the season merry. Conducted by Wakefield Research* on behalf of [Homewood Suites by Hilton](#) and [Home2 Suites by Hilton](#), [Hilton Worldwide's](#) (NYSE:HLT) award-winning all-suite, extended-stay hotel brands, the study reports 44 percent of respondents lost their tempers and one-third have yelled at a stranger during past trips, and nearly one-quarter cancelled travel all together to avoid stress.

This Smart News Release features multimedia. View the full release here:
<http://www.businesswire.com/news/home/20151028005216/en/>

"Homewood Suites and Home2 Suites by Hilton understand weather delays and increased travel volume during the holidays are inescapable, which means it's our responsibility to provide an experience that puts travelers at ease," said Bill Duncan, global head, Homewood Suites and Home2 Suites by Hilton. "Knowing flight delays, poor service and fellow travelers are what makes people most likely to lose their tempers, our hotel teams' focus on being empathetic and listening to how we can improve guests' stay."

While travelers didn't shy away from admitting what made them cranky - 62 percent said other travelers are their top source of agitation - survey results also revealed the impact of disappointing situations, what lengths they would go to ensure a pleasant trip and how travelers' best coped with stress.

- 61 percent said bad service is worse than cutting a vacation a day short
- 73 percent of travelers are willing to cook every holiday meal if it meant travel would go smoothly
- 61 percent of respondents listened to music to relive stress

Additionally, while the holiday season is all about spending time with family, survey respondents demonstrated that sometimes a break for a little R&R can be a good thing. For instance, 62 percent of respondents noted they prefer staying in a hotel than with family, and 46 percent purposefully spent time somewhere else instead of meeting relatives sooner. Reflected by the survey results, hotels such as Homewood Suites and Home2 Suites by

Hilton are ideal for families as they provide the top-rated amenities to make travelers feel most comfortable: reliable Wi-Fi, free breakfast and spacious rooms.

Duncan added, "Homewood Suites and Home2 Suites have an award-winning service culture, and we wanted to pinpoint how our brands can help bring a smile to our guests and make their trip a better experience. Travelers should be on the lookout for stress-relieving surprises from Homewood Suites and Home2 Suites this holiday season."

Download the corresponding infographic at www.news.homewoodsuites.com or www.news.home2suites.com. Learn more about Homewood Suites by Hilton at www.homewoodsuites.com and Home2 Suites by Hilton at www.home2suites.com.

* Wakefield Research surveyed 1,000 U.S. adults who have traveled by plane at least once in the past year. The survey was conducted between September 17 and September 24, 2015, using an email invitation and online survey, with an overall margin of error of three percent.

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.

View source version on businesswire.com:

<http://www.businesswire.com/news/home/20151028005216/en/>

Hilton Worldwide

Jennifer Hughes, +1 901-374-6518

jennifer.hughes@hilton.com

or

For Hilton Worldwide

Shawn Warmstein, +1 305-444-3383

shawn.warmstein@rbbpr.com

Source: Hilton Worldwide