



Hilton Worldwide Activates Thousands of Hotels to Find Solutions to Global Issues

Discusses strategy to drive positive impact while supporting business success in annual corporate responsibility report

MCLEAN, Va.--(BUSINESS WIRE)-- Four years after launching its corporate responsibility strategy, [Travel with Purpose](#), Hilton Worldwide (NYSE: HLT) says its investments in global partnerships and programs to activate hotel and office teams is not only driving positive social impact, but also supporting long-term business success.

"Travel with Purpose has played an important role in bringing our vision and values to life by uniting our organization around a set of global issues that connect our business to society. We continue to invest in issues we believe we can positively influence - creating pathways to opportunities for young people, building stronger communities and preserving our environment," said Christopher J. Nassetta, president and CEO, Hilton Worldwide. "We're proud of the successes we've had to date, and look forward to using guidance such as the UN Sustainable Development Goals to continue to partner with governments, NGOs and other businesses to do our part to address pressing societal challenges of our time."

Travel with Purpose was designed to examine global issues where Hilton can make an impact while simultaneously contributing to its future success:

- **Opportunities:** Globally more than 74 million young people are unemployed¹, yet the travel and tourism industry will need to hire 73 million new jobs by 2022². Hilton announced a commitment to invest in youth in 2014 and has since reached more than 400,000 young people through apprenticeship programs, career engagement and life skills training.
- **Communities:** Tourism makes up 9 percent of global GDP and up to 40 percent GDP in developing countries³ so the success of companies in the tourism industry is directly tied to the success of the countries and communities where they operate. Around the world, Hilton hotels are active in their communities throughout the year and set aside each October to celebrate this commitment, activating 4,145 volunteer projects resulting in 213,000 volunteer hours during the 2015 Global Month of Service.
- **Environment:** Natural resources are diminishing 50 percent faster than the earth can replenish⁴, and the survival of businesses from a wide range of industries – including transportation, tourism, finance, and food and beverage – will depend on their ability to manage the major risks posed by climate change, including depleted natural resources, the loss of biodiversity, and extreme weather conditions. Hilton has invested in proprietary technology to track, analyze and improve natural resource management across its portfolio, and as a result has reduced energy use by 14.5 percent, carbon output by 20.9 percent, waste output by 27.6 percent and water use by 14.1 percent since 2009, resulting in an estimated \$550 million of cumulative savings.

Hilton recognizes that its most powerful asset is the people who work in its owned, managed and franchised properties and corporate offices, acting as "[intrapreneurs](#)" who find creative solutions to challenges in their communities every day. To support these ideas, and encourage more of them, Hilton has awarded nearly 200 Travel with Purpose Action Grants to hotels and offices that partner with local organizations to implement a project that addresses these global issues.

"Since launching Travel with Purpose, we have developed partnerships with organizations such as the [International Youth Foundation](#), [World Wildlife Fund \(WWF\)](#) and the [100,000 Opportunities Initiative](#) to advocate for key issues at a global level coupled with programs like our Travel with Purpose Action Grants to activate teams to address local challenges," said Jennifer Silberman, vice president of corporate responsibility, Hilton Worldwide. "Now that our programs have matured we're starting to see the impact we can have when we engage our hotels around the world and align on key issues that support the long term viability of our business while also benefitting society at large. We look forward to expanding our reach and deepening our impact in the coming years."

Hilton discusses its strategy and provides updates on its global impact in its fourth annual corporate responsibility report, available at: cr.hiltonworldwide.com

About Travel with Purpose

Travel with Purpose is Hilton Worldwide's corporate responsibility commitment to providing shared value to its business and communities by creating opportunities for individuals to reach their full potential; strengthening communities where Hilton Worldwide operates; and preserving environments through the measurement, analysis and improvement of the company's use of natural resources. Visit cr.hiltonworldwide.com to learn more.

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 4,500 managed, franchised, owned and leased hotels and timeshare properties, with more than 745,000 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 www.facebook.com/hiltonworldwide, www.twitter.com/hiltonworldwide, www.youtube.com/hiltonworldwide, www.flickr.com/hiltonworldwide, and www.linkedin.com/company/hilton-worldwide.

¹ United Nations Economic & Social Council: <http://www.un.org/en/ecosoc/about/employment.shtml>

² Global Hotels and Motels Industry Profile (New York: Datamonitor, 2011)

³ UN World Tourism Organization: <http://www.e-unwto.org/doi/pdf/10.18111/9789284416899>

⁴ Friends of the Earth: <https://www.foe.co.uk/sites/default/files/downloads/overconsumption.pdf>

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