

February 29, 2016



Jason Derulo and Hilton Inspire Thousands to 'Stop Clicking Around' and Start Playing with Surprise Concert

San Diego Celebration Kicks Off 2016 Concert Series by Bringing to Life Marketing Campaign

MCLEAN, Va.--(BUSINESS WIRE)-- Heads down and batteries drained. People around the world are too busy clicking around. This Saturday, Hilton Worldwide (NYSE: HLT) raised heads and recharged thousands of San Diego music fans with an energy-popping concert, featuring award-winning singer/songwriter Jason Derulo outside of [Hilton San Diego Bayfront](#). The concert, which was one of seven being held at hotels within the Hilton global portfolio this year, highlighted the benefits of being an HHonors member – from exclusive room discounts, innovative tools, and personalized once-in-a-lifetime experiences.

This Smart News Release features multimedia. View the full release here:
<http://www.businesswire.com/news/home/20160229005533/en/>

(Photo: Business Wire)

The concert brought to life the spirit and excitement of Hilton's

recently-launched ["Stop Clicking Around"](#) marketing campaign. Derulo surprised fans a week ago announcing the concert via Twitter and Facebook. The day of the concert, Hilton ambassadors took to the streets of San Diego, inviting locals and visitors distracted by their phones to unplug and pick up free tickets to the concert.

"At Hilton, we are always looking for new ways to say "thank you" to our Hilton HHonors members – from every day hotel benefits such as exclusive discounts and free Wi-Fi to once-in-a-lifetime experiences for our most frequent guests," said Mark Weinstein, global head of Customer Engagement, Partnerships and Loyalty at Hilton Worldwide. "The fact is: there has never been a better time to be a part of HHonors – which was reason enough for all of us to stop and celebrate!"

Reasons to Pause and Play

A year ago, Hilton partnered with Live Nation to bring one-of-a-kind experiences to Hilton HHonors members and music fans, inspiring them to see the world and seek out the unfamiliar. Throughout 2015, Hilton engaged thousands of music fans, who redeemed more than 35 million HHonors points – offering them unforgettable moments, from intimate hotel concerts with UK fan-favorite GRAMMY-winner Jess Glynne at [Hilton London Bankside](#) to a private drum lesson with the legendary Fleetwood Mac drummer Mick Fleetwood.

Embarking on its second year, the Hilton Concert Series produced by Live Nation will help fans around the world discover some of the music industry's most buzz-worthy artists. HHonors members are now able to redeem Points for the following concerts:

- GRAMMY-nominated [Elle King](#) at [Diplomat Resort & Spa, Curio Collection by Hilton](#) in Hollywood, Fla., on **April 8**
- Singer/songwriter [Halsey](#) at [Hilton Tokyo Odaiba](#) in Tokyo, Japan on **May 4**
- Indie pop duo [JR JR](#) at [Hilton Toronto](#) in Toronto, Canada on **June 25**
- Producer and singer/songwriter [Grimes](#) at [Hilton Berlin](#) in Berlin, Germany on **July 19**
- Country music singer/songwriter [Kip Moore](#) at [DoubleTree by Hilton Hotel Nashville Downtown](#) in Nashville, Tenn., on **August 31**
- GRAMMY award winner [Gary Clark Jr](#) at [Hilton Austin](#) in Austin, Tex., on **October 28**

“Music is synonymous with unwinding, and Hilton travelers worldwide have embraced the exclusive access they’ve been granted to a wide-range of artists and live music experiences through our successful collaboration,” said Russell Wallach, president, Live Nation Media & Sponsorship. “We have a great line-up planned for travelers again this year, reminding everyone to take time off and play.”

In addition, Live Nation will curate once-in-a-lifetime artist connections, such as VIP experiences at Electric Daisy Carnivals, an exclusive album listening session with Goo Goo Dolls, a style session with GRAMMY-nominee Andra Day, a private dinner with the GRAMMY- winning Australian rock band Wolfmother, and meet and greets with various artists all around the world, including Vance Joy, Tom Jones and Of Monsters and Men.

Entering into its second year as Live Nation's “Official Hotel Partner”, Hilton will continue to leverage Live Nation's fully integrated global music platform – including digital media, ticketing, content and performance venues – bringing HHonors members a spectrum of experiences around the world.

Benefits of Loyalty

All Hilton HHonors members who book directly through Hilton's websites, award-winning Hilton HHonors mobile app and reservation call centers, or through preferred corporate travel partners and approved travel agents can save time and money and gain instant access to the benefits they care about most:

- **Exclusive Discounts:** Members of Hilton HHonors can now take advantage of an exclusive discount that can't be found anywhere else, as long as they book directly through Hilton, at more than 4,500 hotels around the world.
- **Instant benefits:** Hilton HHonors is free to join and offers instant benefits to all members, such as free Wi-Fi, digital tools like digital check-in with room selection and Digital Key, and the ability to earn and redeem Hilton HHonors Points for free nights.
- **Unforgettable experiences:** Booking direct opens the door to unique events, like Live Nation concerts or private dining experiences.
- **Loyalty Rewarded with More Personalized Service:** HHonors members who book direct can better share their preferences with the hotel for a stay tailored to their requests.

For more information on the Hilton HHonors discount, or to sign up for Hilton HHonors, visit HHonors.com. To attend future events, visit HHonors.com/auctions.

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 97 years, Hilton Worldwide has been dedicated to continuing its tradition of providing exceptional guest experiences. The company's portfolio of thirteen world-class global brands is comprised of more than 4,600 managed, franchised, owned and leased hotels and timeshare properties, with more than 758,000 rooms in 100 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, Tru 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,

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About Hilton HHonors

Hilton HHonors is the award-winning guest-loyalty program for Hilton Worldwide's thirteen distinct hotel brands, spanning more than 4,600 hotels, resorts and timeshare properties across 100 countries and territories. In 2015, 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 more than 50 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 Live Nation Entertainment

Live Nation Entertainment (NYSE: LYV) is the world's leading live entertainment company comprised of global market leaders: Ticketmaster, Live Nation Concerts, Live Nation Media & Sponsorship and Artist Nation Management. For additional information, visit www.livenationentertainment.com.

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