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Hilton HHonors Inspires Travelers to Start Playing in Asia Pacific

Exclusive Halsey Concert at Hilton Tokyo Odaiba Showcased Experiences Money Can't Buy for Hilton HHonors members

TOKYO & MCLEAN, Va.--(BUSINESS WIRE)-- Unforgettable hotels. Exclusive access. Experiences money can't buy. All are unique benefits for members of Hilton HHonors, Hilton's award-winning global loyalty program. Last week, Hilton Worldwide (NYSE: HLT) brought the party to [Hilton Tokyo Odaiba](#) in Japan, where members attended a private concert with chart-topping singer/songwriter [Halsey](#).

This Smart News Release features multimedia. View the full release here:
<http://www.businesswire.com/news/home/20160509005442/en/>

TOKYO, JAPAN - MAY 04: Halsey performed for fans and Hilton HHonors members on Wednesday, May 4, 2016 in Tokyo, Japan as part of the global 2016 Hilton Concert Series. The concert, which took place at Hilton Tokyo Odaiba, is the third of seven being held at hotels with the Hilton portfolio, showcasing the benefits of being an HHonors member - and the first Asia Pacific performance for the Series. For more information, visit [HHonors.com](#). (Photo by Jun Sato/Getty Images for Hilton)

The concert, which took place on Wednesday, May 4, was Hilton's third concert this year – part of its 2016 Hilton Concert Series – and the series' first show in Asia Pacific. The concerts are just one example of the unique benefits offered to Hilton HHonors members around the world.

"At Hilton, we are focused on creating incredible experiences for all our guests. For

members of our free to join loyalty program, Hilton HHonors, we aim to offer even more – more value, more experiences, more access," said Mark Liversidge, vice president, Marketing, Asia Pacific, Hilton Worldwide. "In addition to the great every day offerings, such as exclusive discounts and free Wi-Fi, when our members book direct, we are excited to offer exclusive experiences, showcasing our great hotels here in Asia Pacific and unique experiences that money can't buy, spanning music, sports and culture."

Announcing More, Once-in-a-Lifetime Hilton HHonors Asia Pacific Experiences

Throughout the world, Hilton HHonors members can choose from more than 4,660 hotels to work at, play in and to experience the unique benefits of membership. Members in or traveling to Asia Pacific, whether for a work trip to Millennium Hilton Bangkok or a honeymoon at Conrad Maldives, have the opportunity to earn or redeem Hilton HHonors Points for their on-property stay.

To extend Hilton HHonors access beyond the hotel stay, HHonors members in Asia Pacific – and around the world - can also redeem Points for once-in-a-lifetime experiences at

HHonors.com/auctions. Asia Pacific packages, available between May 3 and 20, 2016, include:

- [Sumo 2016 Grand Tournament and Sumo Practice Session in Hilton Tokyo, Japan](#)
- [Tickets to Shrek the Musical, including backstage tour and stay at Conrad Macao](#)
- [A Maldives Island Adventure at Conrad Maldives Rangali Island](#)
- [Gourmet Dining with Penthouse Stay at Hilton Kuala Lumpur in Malaysia](#)
- [Discover the birthplace of Karate at Hilton Okinawa Chatan Resort in Japan](#)
- [Thailand Adventure with Waterfront Pool Villa Stay at Conrad Koh Samui Resort & Spa in Koh Samui, Thailand](#)
- [‘Tales and Ales’ Beer Tour of Sydney at Hilton Sydney in Australia](#)
- [Scenic Jet Tour of Queenstown at Hilton Queenstown in New Zealand](#)
- [Northern Territorian Experience at Hilton Darwin in Australia](#)

Start Rocking Out: The 2016 Hilton Concert Series

In addition to hotel packages, since January of last year, Hilton HHonors members around the world have gained access to some of the music industry’s most buzz-worthy artists and have attended private hotel performances through Hilton HHonors Artist Connections and the Hilton Concert Series. Similar to redeeming Points for hotel packages, Hilton HHonors members can redeem Points for these events at HHonors.com/auctions. Beyond last week’s Halsey concert at [Hilton Tokyo Odaiba](#), additional concerts scheduled this year include:

- 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**

Highlighted 2016 Hilton HHonors Artist Connections include: 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.

Benefits of Loyalty

Hilton HHonors, is the free to join, guest loyalty program of Hilton’s 13 world-class brands. Hilton HHonors members who book directly with Hilton will save time and money and gain instant access to the benefits they care about most. To book direct, travelers may schedule their travel on Hilton’s websites, the Hilton HHonors mobile app and reservation call centers, or through preferred corporate travel partners and approved travel agents. Highlighted perks include:

- **Exclusive Discounts:** Members of Hilton HHonors can now take advantage of an exclusive discount at more than 4,500 hotels around the world (excluding hotels in

mainland China, Hong Kong, Macau and Taiwan).

- **Instant Benefits:** Hilton HHonors offers instant benefits to members, such as free Wi-Fi, digital tools, like digital check-in with room selection, and the ability to earn and redeem Hilton HHonors Points for free nights.
- **Unforgettable Experiences:** Booking direct opens the door to unique events, like private concerts, such last week's Halsey show, exclusive dining experiences and unique travel adventures.
- **Loyalty Rewarded with More Personalized Service:** HHonors members can better share their preferences with the hotel for a stay tailored to their requests.

For more information on Hilton HHonors, visit [HHonors.com](https://www.hilton.com/HHonors.com). To attend future events, visit [HHonors.com/auctions](https://www.hilton.com/HHonors.com/auctions).

About Hilton Worldwide

Hilton Worldwide (NYSE: HLT) is a leading global hospitality company, comprising more than 4,660 managed, franchised, owned and leased hotels and timeshare properties with nearly 765,000 rooms in 102 countries and territories. For 96 years, Hilton Worldwide has been dedicated to continuing its tradition of providing exceptional guest experiences. The company's portfolio of 13 world-class global brands includes 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 preferred pricing, 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 on [Facebook](#), [Twitter](#), [YouTube](#), [Flickr](#), [LinkedIn](#) and [Instagram](#).

About Hilton HHonors

Hilton HHonors is the award-winning guest-loyalty program for Hilton Worldwide's 13 distinct hotel brands, spanning more than 4,660 hotels, resorts and timeshare properties across 102 countries and territories. Hilton HHonors members who book directly through preferred Hilton channels have access to instant benefits, including an exclusive discount that can't be found anywhere else, free standard Wi-Fi and popular digital tools 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 52 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. HHonors members' loyalty is also rewarded with more personalized service. There is no cost to join, and travelers may enroll online by visiting www.HiltonHHonors.com or connect with Hilton HHonors at news.hiltonhonor.com.

About Halsey

Born in New Jersey, Halsey went from last year's MTV Artist to Watch to selling out Madison Square Garden to a Gold-certified debut album, "Badlands" (Astralwerks) in less than seven months. Halsey's very first tour sold-out in minutes, as did her second sold-out headlining tour last year. She also joined both Imagine Dragons and The Weeknd as the opener for each of their arena tours.

BADLANDS was released on August 28, 2015, reaching #2 on the Billboard 200 chart and spawning the hit single "New Americana," which reached the Top 20 on Billboard's U.S. Alternative Songs chart. Her new single is the emotive 'Colors', with MTV Teen Wolf's Tyler Posey starring in the clip with Halsey. Upon its premiere, the video went viral, trending globally on twitter for several hours as fans eagerly watched and shared the video's twist ending. Halsey's upcoming headlining BADLANDS tour has gone global in 2016, with tour dates sold out across 5 continents.

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Audrey Wong
Hilton Worldwide
+65 6833 9763
Audrey.Wong@Hilton.com

or

Colleen Hart
Hilton Worldwide
+1 703 883 6616
Colleen.Hart@Hilton.com
news.hiltonworldwide.com

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