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Hilton Worldwide Reinforces its Commitment to Responsibly Source Seafood in Collaboration with World Wildlife Fund

Hilton announces new industry-leading sustainable seafood goals on World Oceans Day

MCLEAN, Va.--(BUSINESS WIRE)-- [Hilton Worldwide](#) (NYSE: HLT) reinforced its commitment to the environment by announcing multi-year sustainable seafood goals on [World Oceans Day](#). In collaboration with World Wildlife Fund (WWF), Hilton has committed to implementing strong, global sustainable seafood goals in conjunction with the company's Travel with Purpose strategy, which was launched in 2011 to use Hilton's passion for hospitality to make a lasting, positive difference in people's lives and the wider world.

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(Graphic: Business Wire)

Hilton's sustainable seafood goals will comprise the global ban of procurement of endangered species as identified by WWF, and the transition of its seafood purchasing to sustainable and responsible sources. By 2022,

Hilton will source at least 25 percent of its total global seafood volume for owned, managed and leased properties from Marine Stewardship Council (MSC) certified fisheries and Aquaculture Stewardship Council (ASC) certified farms. The remaining seafood will be sourced from fisheries and farms working toward MSC and ASC certification, comprehensive fishery and aquaculture improvement projects, or those listed as "green" on WWF regional seafood guides. WWF will help Hilton measure and report progress to ensure the company is on track to achieve its goals.

This commitment follows Hilton's global ban on shark fin from restaurants and food & beverage facilities in 2014. In 2015, Hilton was first-in-industry to receive MSC chain-of-custody certifications in [Europe](#) and [Asia](#). In the Americas, Hilton also sources shrimp from suppliers like Sysco that are committed to [sustainable seafood](#).

"Identifying, implementing and scaling up responsible sourcing practices is a huge and complex task, but we are committed to addressing the environmental and social impacts of our supply chain – beginning with seafood," said Maxime Verstraete, vice president of corporate responsibility, Hilton Worldwide. "We are pleased to work with WWF to further

engage our Team Members, suppliers and guests, and leverage our company's size and scale to help protect the world's oceans for current and future generations."

"By committing to buy more seafood from MSC-certified fisheries and ASC-certified farms around the world, Hilton is sending a strong market demand signal for responsibly sourced seafood," said Caroline Tippet, director of seafood, World Wildlife Fund. "When multinational companies extend their commitments across their global operations, it increases sustainable seafood awareness and demand in various markets, which is especially valuable for those where the concept may be less advanced. In addition, it's particularly important that the company will support MSC and ASC, as they represent the strongest certification programs for responsible seafood supply."

In addition to [collaborating](#) to advance sustainable seafood, Hilton and WWF are also working together to improve the company's water stewardship, reduce food waste, and accelerate the adoption of renewable energy. These efforts will help reduce pressure on fisheries, farms, and watersheds around the world.

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, 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](#).

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