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Wake Up! One in Three Meeting Attendees are Falling Asleep

Hilton's expanded Meet with Purpose program offers solutions to rejuvenate attendees and deliver on meeting goals

MCLEAN, Va.--(BUSINESS WIRE)-- With one in three attendees falling asleep or feeling drowsy during a meeting, and productivity for the average meeting dropping around 2 p.m., it's clear that corporate meetings need a new agenda. Attendees around the world are desperate for a change – and meeting professionals are taking notice. According to a recent global survey* by [Hilton](#) (NYSE: HLT), while most meeting attendees consider themselves active and healthy in their daily lives, more than half admit that they don't maintain this routine when on the road for meetings.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20160907005442/en/>

Hilton now offers a "Yoga & Yogurt" menu through its Meet with Purpose program at 40+ U.S. hotels (Photo: Business Wire)

To help meeting professionals increase meeting productivity and

attendee satisfaction, today, Hilton is expanding its successful Meet with Purpose program. The health-focused initiative is being introduced to meeting and event professionals in Europe and the UAE, providing solutions to seamlessly and cost-effectively plan meetings with nutritious meals, exercise and sustainability elements.

Additionally, in the U.S., more than 40 hotels now offer a diverse set of menus that marry balanced food and beverage options with exercise breaks and sustainable solutions. Each menu was designed by Hilton chefs and carefully paired with instructor-led exercise and activity breaks to spark creativity, encourage attendee networking and give attendees that much-desired workout. Highlighted menus include:

- **Yoga & Yogurt:** Morning energizing yoga session followed by a delicious breakfast of flavorful yogurt, a seasonal berry medley and house-made granola
- **Flex Power:** A 25-minute instructor-led routine focused on posture, breathing techniques and easy stretches that accompany a delicious breakfast or mid-morning snack of seasonal local whole fruits, whole-grain croissants and steel-cut oats
- **Meditative Moment:** A 10-minute meditation session focused on stress relief, a customizable lean protein and a veggie and/or fruit smoothie

“The typical meeting attendee is eating healthier and exercising more frequently and wants to maintain this lifestyle while traveling for business,” said Andrew Flack, vice president marketing & eCommerce Americas at Hilton. “Expanding Meet with Purpose to EMEA and offering health and wellness menus to 40+ of our U.S. hotels reiterates our commitment to partnering with meeting professionals to improving attendee satisfaction and making a real impact in the industry.”

Hilton first launched its innovative Meet with Purpose program in January 2015 in the U.S. as a way to inspire meeting professionals to create healthier, more sustainable events using cost-effective solutions. Hilton has since worked with many customers to put these principles into practice.

At Capital Hilton in Washington D.C., meeting professionals have served attendees a “cut and create” salad bar popularized by Executive Chef Philip Thompson. This unique menu option invites attendees to prepare their own meal from a custom-made wood display of local greens and seasonally inspired accoutrements. They supplement their salad with proteins like grilled skirt steak or tandoori chicken for a well-rounded dish. The visually scrumptious meal spurs attendees to share photos of their creation while delivering sustenance, satisfaction and – because of the way it is presented and prepared – mitigating food waste.

“It’s been incredible to see so many meeting and event professionals truly wow their attendees by incorporating healthier food options and physical fitness breaks directly into their agenda – in a way that is smartly packaged and ready to implement,” said Toni Zoblotsky, director of B2B marketing at Hilton. “Our Meet with Purpose initiative not only makes the planner’s job much easier, it also delights the attendee during the experience itself. Every event is Instagram-worthy. Every time!”

For more information on Meet with Purpose and inspiration throughout the year, visit the recently redesigned meetings.hilton.com/meetwithpurpose. For information on how meeting professionals can earn rewards for their wow events through the Hilton HHonors Event Planner Bonus Program, visit HHonors.com.

**The Meet with Purpose Survey was based on a sample of 1028 U.S., 1017 UK and 998 German full or part-time employees (ages 18 - 64) who have attended a work-related conference or meeting at a hotel within the past 12 months. It was an online survey conducted from May 12 – May 16, 2016 by Rockbridge Associates. The margin of error, at the 95% confidence level, is +/- 3%.*

About Hilton

Hilton (NYSE: HLT) is a leading global hospitality company, comprising more than 4,700 managed, franchised, owned and leased hotels and timeshare properties with over 775,000 rooms in 104 countries and territories. For 97 years, Hilton 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 an exclusive member discount, free standard Wi-Fi, as well as digital

amenities that are available exclusively through the industry-leading Hilton HHonors app, where Hilton 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 on [Facebook](#), [Twitter](#), [YouTube](#), [Flickr](#), [LinkedIn](#) and [Instagram](#).

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Stephen Snart
Edelman on Behalf of Hilton
(312) 552 1196
Stephen.Snart@Edelman.com
news.hiltonworldwide.com

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