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Survey: Forget the Jewelry, Take the Weekend Getaway

Homewood Suites and Home2 Suites by Hilton Assist Men in Celebrating National Wife Appreciation Day; Announce Winners of "Let's Make Up For It Contest"

MCLEAN, Va.--(BUSINESS WIRE)-- Just in time for National Wife Appreciation Day, [Homewood Suites by Hilton](#) and [Home2 Suites by Hilton](#), [Hilton Worldwide's](#) (NYSE:HLT) award-winning all-suite, extended-stay hotel brands, are releasing the latest results of a study which provides men a behind-the-scenes peek on how their significant others truly want to be celebrated. On a mission to help men get off the sidelines and into the travel planning game, the brands' Travel MANager Weekend Escape Artist survey, conducted by Wakefield Research*, found that 80 percent of women would rather receive a surprise getaway than a piece of jewelry.

This Smart News Release features multimedia. View the full release here:
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"Good advice is worth its weight in gold. Women enjoy traveling, but it's evident they're tired of carrying the load as the study found 77 percent agree incorporating their significant other into the trip planning process would benefit their relationship," said Adrian Kurre, global head of Homewood Suites by Hilton and Home2 Suites by Hilton. "Men are normally characterized as secondary travel decision makers, but with our survey's insight and the help of the Travel MANager program, pitching in to plan a trip should be turnkey."

Additional survey results revealed the following:

- 90 percent of respondents would be happy if their partner did any of the travel planning
- Women wish that their partner would consider destination (37 percent), activity (33 percent) and comfort (31 percent) preferences more when planning vacations
- 91 percent of respondents said a thoughtful gesture during a vacation is more important than the perfect trip

Helping husbands celebrate National Wife Appreciation Day, Homewood Suites and Home2 Suites by Hilton have made the job easy for men through their Travel MANager program. Focused on helping guys have a participatory role in planning, the program gives men the tools and resources to orchestrate the perfect couple's weekend. The Travel MANager program brings professional advice of bloggers from sites such as [Joe's Daily](#), [Black and Married with Kids](#), [Male Standard](#) and [Guy and the Blog](#), original research and trip itinerary suggestions all together on one convenient digital hub, www.mencanplantravel.com.

Hilton's extended-stay brands also recently completed the "Let Make Up For It" Sweepstakes as part of its Travel MANager program. Throughout the month of August, visitors to the Travel MANager site were invited to share their biggest travel blunder for a chance to win one of four weekend getaways for two, including three-nights' accommodation at any Homewood Suites or Home2 Suites by Hilton hotel and a \$1,500 travel planning budget.

Homewood Suites and Home2 Suites by Hilton participate in Hilton's 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 HHonors members can check-in, choose their room, and access their room using a Digital Key. For more information or to make a reservation, visit [Homewood Suites by Hilton](#) or [Home2 Suites by Hilton](#).

* Wakefield Research surveyed 1,000 U.S. women ages 18+ who are married or living as married. The survey was conducted between March 16 and March 24, 2016, using an email invitation and online survey, with an overall margin of error of three percent.

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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