



Graduate by Hilton Princeton

Hilton

2024 Hilton Year in Review



A message from our president & chief executive officer

This past year proved to be another landmark year of record growth for Hilton, punctuated by organic growth, strategic acquisitions and valuable partnerships that will position us for long-term success.

In a year that saw the addition of exciting new brands, continued growth in emerging markets, and the strengthening of our hotel development pipeline, our team members, owners and partners came through in a big way. Together, we delivered exceptional performance along with the reliable and friendly hospitality that makes Hilton a guest favorite.

In 2024, we signed and opened more hotels than ever before, adding nearly 100,000 guest rooms to our portfolio. We made our debuts in countries like Paraguay, Laos and Bonaire, announced plans to double our lifestyle portfolio to 700 hotels, and reached 1,000 hotels operating in Asia Pacific ahead of schedule.

We also welcomed NoMad and Graduate into the Hilton family, two brands that have carved their own distinct identities in the industry along with the guest affinity that Hilton looks for in our own brands. These acquisitions mean we can work with owners to serve more guests, for more trip occasions around the world, and deliver unique experiences to travelers.

Throughout the year we meaningfully expanded our luxury portfolio, which is now one of the largest in the industry. By announcing a strategic partnership with Small Luxury Hotels of the World, we are now offering more than 400 boutique independent hotels to Hilton Honors members. Our focus on unique guest experiences and lifestyle-focused brands was also the reason we announced a partnership with AutoCamp, giving Hilton Honors members the opportunity to book elevated outdoor lodging experiences in six iconic natural settings across the American West, Northeast and South.

Hilton Honors continued its strong growth trajectory and members benefited in new ways in 2024 – from unparalleled music and entertainment experiences like private concerts from award-winning artists and themed suites like the one-of-a-kind ‘Stay Like’ Wicked suite, to sporting partnerships like the Stay on the Green experience at the Solheim Cup. Now with more than 210 million Hilton Honors members, we continue to bring exclusive rates, unforgettable experiences, and a multitude of benefits to travelers.

At the center of everything we do is Hilton's purpose and our world-class culture. At our core, we are an engine of opportunity for everyone we serve, and we believe that hospitality has the power to transform lives and communities. Once again in 2024 and for the eighth consecutive year, we were the top hospitality employer in the world, as recognized by Great Place to Work and Fortune. Together with our team members, we made a difference in hundreds of communities around the world with the Hilton Global Foundation's \$5.3 million commitment towards organizations championing people and planet.

As I look ahead, I'm excited about our momentum – I believe we have the best brands in the business, the most talented team, and the strong global network and commercial capabilities we need to continue to execute our powerful and proven strategy. On behalf of our entire Hilton family, we look forward to welcoming you to one of our hotels very soon.

Chris Nassetta
PRESIDENT & CHIEF EXECUTIVE OFFICER

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Brand-Led

Hilton's portfolio of brands and growing portfolio of strategic partnerships ensures we can serve even more guests, for any stay occasion, anywhere they want to be.

“Our award-winning brands are why owners and guests choose Hilton. In 2024, we expanded our portfolio and launched exciting new partnerships and brands in new markets, all while continuing to modernize our technology and digital capabilities. Through the continued evolution of our offerings and exceptional service on-property, we deliver superior, distinctly Hilton stay experiences that meet the ever-changing needs of our guests.”



Chris Silcock

PRESIDENT, GLOBAL BRANDS AND
COMMERCIAL SERVICES

Redefining the look of hospitality for the future

Hampton by Hilton, Hilton's global powerhouse brand with more than 3,000 properties worldwide, announced a new cutting-edge North American prototype, slated for its first opening in 2025.

The next era in Hampton's evolution features thoughtful, modern design with timeless elements that improve guest functionality and comfort, and optimize cost to build, operate, and renovate for owners.





AutoCamp Zion

Offering outdoor enthusiasts new ways to stay with Hilton

In 2024, Hilton launched an exclusive partnership with AutoCamp, illustrating Hilton's continued commitment to expanding the experiences and adventures offered to Hilton guests and Hilton Honors members, who can dream, book, and earn and spend Points for stays.

Themed suites invite fans to experience immersive stays

Hilton collaborated with both Universal Pictures and Paris Hilton in 2024 to provide two distinct, immersive, and unique stay experiences for guests. In November, Hilton and Universal Pictures debuted a spellbinding suite at New York Hilton Midtown, where they could 'Stay Like' Wicked in celebration of the film's release. Additionally, at the legendary Beverly Hilton, two custom-curated suites invited guests to immerse themselves in the iconic world of Paris Hilton.



Stay Like' Wicked Suite at New York Hilton Midtown



Hilton Honors experiences answers call of sports travel

Hilton continues to meet the needs of the growing number of travelers who combine their love of sports with their passion for travel. Partnerships with McLaren, the Big Ten Conference, and the Professional Tennis Players Association provide Hilton Honors members with exclusive access to events, premium hospitality, and once-in-a-lifetime experiences, creating unforgettable moments for sports enthusiasts. More than 4.6 million Hilton Honors Points were redeemed for the Ultimate VIP package at the 2024 Las Vegas Grand Prix, making it the highest redeemed package in the history of our site.

Network-Driven

Hilton's proven growth strategy and network effect continues to deliver results that strengthen the company's position for the future.

Graduate by Hilton Auburn, AL

“Our strategic and diversified approach to development continues to bring Hilton closer to our goal of serving any guest, for any stay occasion, anywhere in the world. With more than 1.25 million rooms open worldwide and approximately half a million rooms in our development pipeline, Hilton is well positioned to deliver sustained growth into the future and more value for owners, shareholders, partners, and team members.”

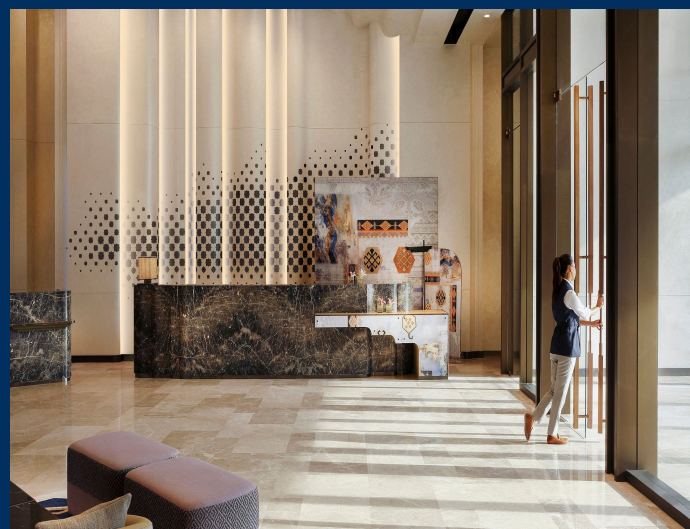


Kevin Jacobs

CHIEF FINANCIAL OFFICER & PRESIDENT,
GLOBAL DEVELOPMENT

Hilton celebrated a year of milestones in 2024, including a record year of growth

Hilton added more rooms, signed more hotels and had more construction starts than ever before in 2024. On top of this, Hilton reached several growth milestones, now with more than 8,000 hotels worldwide, 1,000 hotels in Asia Pacific and more than 500 luxury properties, making Hilton one of the industry's leaders in luxury travel.



Hilton Kathmandu



NoMad London

Accelerating luxury and lifestyle growth in guests' most desired destinations

In 2024, Graduate Hotels and NoMad joined Hilton's portfolio of brands and Hilton launched an exclusive partnership with Small Luxury Hotels of the World, affirming Hilton's ambitions to lead in the lifestyle and luxury category. Luxury and lifestyle hotels accounted for roughly half of Hilton's system-wide openings in 2024, bringing those portfolios to more than 900 hotels across the world.

Global

In 2024, Hilton welcomed more than 220 million guests, opened more than two hotels per day on average, and surpassed 200 million Hilton Honors members worldwide.



8,447

PROPERTIES



1,268,206

ROOMS



3,578

PROPERTIES IN THE
PIPELINE

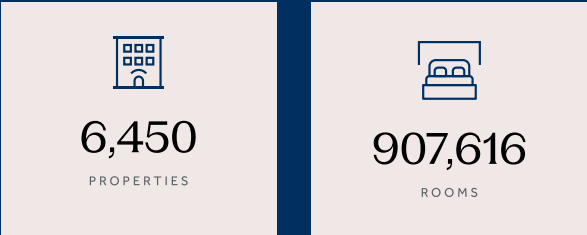
24

BRANDS



Americas

Opened more than 400 hotels, continuing Hilton’s expansion in marquee destinations, including debuts in Paraguay, Bonaire and, as a result of its new exclusive partnership with Small Luxury Hotels of the World, Turks and Caicos Islands, St. Vincent and The Grenadines, and Antigua and Barbuda. Celebrated brand milestones with several first-in country openings including the first Spark by Hilton in Canada; DoubleTree by Hilton in Argentina and Ecuador; Motto by Hilton in Peru; Tru by Hilton in Colombia; and Curio Collection by Hilton in the Dominican Republic and Puerto Rico.



ALL DATA AS OF DECEMBER 31, 2024



The Americas remains a key strategic region for Hilton’s growth. While home to the majority of our portfolio with nearly 6,000 hotels in the United States alone, we continue to see incredible opportunities to introduce Hilton to new markets and bring the right brands to the right places to diversify our offerings and meet the needs of every traveler across this dynamic region.



Danny Hughes
PRESIDENT, AMERICAS

Tempo by Hilton Nashville Downtown

Europe, Middle East & Africa

Remained the fastest growing hotel company in the region, with 18 of Hilton's 24 brands now represented. Signed the first Home2 Suites by Hilton hotels in Dublin, Ireland and Madinah, Saudi Arabia. Began welcoming guests at the first Embassy Suites by Hilton in the UAE, the first Canopy by Hilton resort in the Seychelles, first Conrad Hotels & Resorts in Bahrain and first Spark by Hilton in the UK. Added NoMad London to Hilton's portfolio and significantly grew Hilton's luxury presence throughout Europe with its partnership with Small Luxury Hotels of the World.



971

PROPERTIES



162,350

ROOMS

ALL DATA AS OF DECEMBER 31, 2024



2024 was a landmark year for Hilton in Europe, Middle East & Africa, with a record number of signings and openings. Spark by Hilton has been a game-changer, with deals signed in the UK, France, Poland, Germany, and Austria. Increased demand for leisure travel drove robust resorts growth and we continued to see strong growth in key markets such as Morocco, Egypt, and Saudi Arabia, where we plan to quadruple our presence in the coming years.



Simon Vincent
PRESIDENT, EUROPE, MIDDLE EAST & AFRICA

Waldorf Astoria Seychelles Platte Island

Asia Pacific

Surpassed 1,000 properties in Asia Pacific, with 12 brands now represented across the region, and opened Hilton’s 700th hotel in Greater China. Nearly one in four rooms under construction in Asia Pacific carry a Hilton flag and, in 2024, Hilton entered new markets with the introduction of Hilton Kathmandu to Nepal and the debut of DoubleTree by Hilton Vientiane to Laos.



1,026

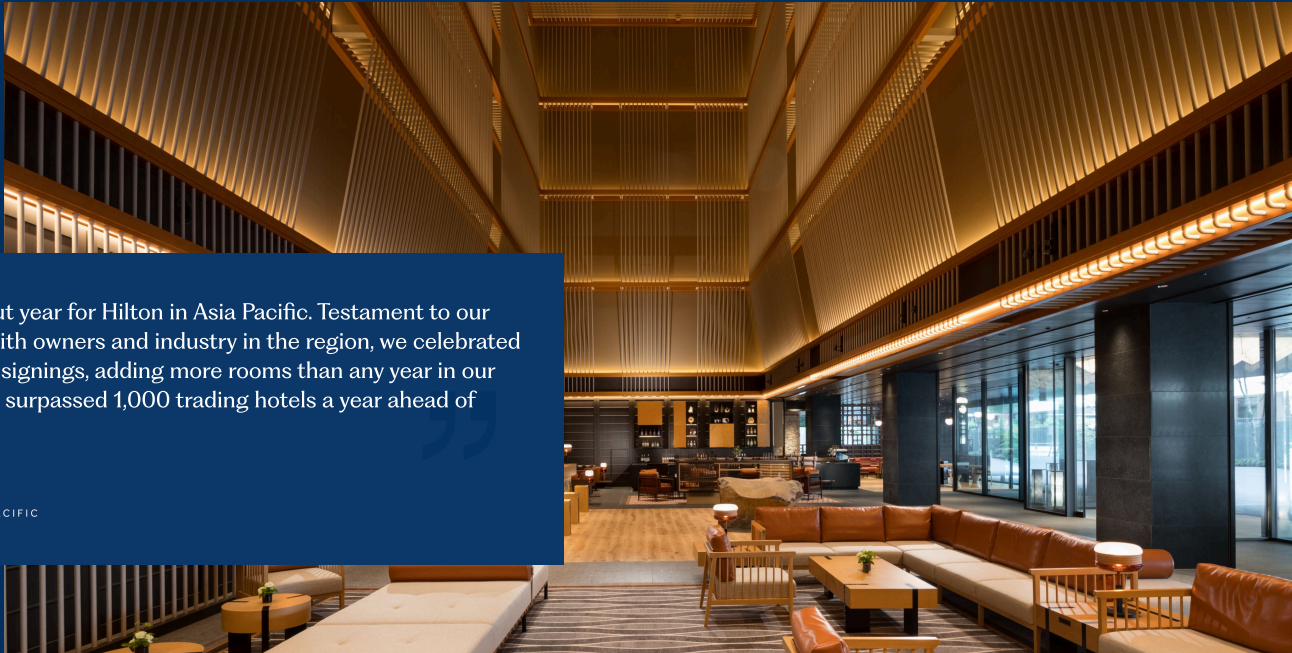
PROPERTIES



198,240

ROOMS

ALL DATA AS OF DECEMBER 31, 2024



2024 was a standout year for Hilton in Asia Pacific. Testament to our strong reputation with owners and industry in the region, we celebrated a record number of signings, adding more rooms than any year in our region's history, and surpassed 1,000 trading hotels a year ahead of schedule.



Alan Watts
PRESIDENT, ASIA PACIFIC

Hilton Kyoto

Hilton's scale, global presence and leading brands at multiple price points drive a network effect delivering industry-leading performance.



Leading Brands

It starts with our award-winning brands that allow us to serve any guest, anywhere in the world, for any stay occasion.

Satisfied, Loyal Customers

These great products, along with reliable and friendly service, drive customer satisfaction and loyalty.

Premium Market Share

Our focus on product, service and loyalty generates an industry-leading RevPAR premium.

Satisfied Owners

In turn, we create strong financial returns for our hotel owners who invest further in growing our brands.

Hotel Supply & Pipeline

This further investment drives Hilton's leading growth rate and robust pipeline around the world.

HLT Performance

And, ultimately, the reinforcing nature of these activities generate strong financial performance for Hilton.

Platform-Enabled

In 2024, Hilton's platform delivered guests exceptional, unique stays and access to sought-after experiences.

Conrad Tulum Riviera Maya



Hilton makes it easier than ever for guests to contact hotels on property

Whether guests are requesting a late check-out, looking for extra pillows or need a replacement toothbrush, Hilton expanded its mobile messaging platform to its more than 8,000 Hilton properties worldwide. Guests can now message via the Hilton Honors app, SMS, WhatsApp and other messaging channels. The digital messaging capability enables a two-way, immediate exchange between guests and hotel teams to answer questions, address concerns, arrange experiences and more.

Hilton for Business helps simplify travel management

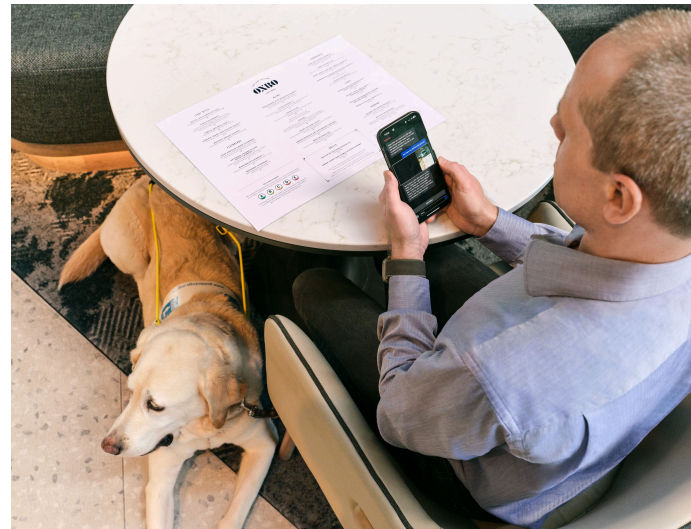
Featuring portfolio-wide discounts, travel rewards for businesses and their employees and rapid onboarding, small and medium sized businesses can now use seamless program management to enhance the business travel booking and management experience and provide Hilton Honors benefits to business customers and their employees around the world.



The Logan Philadelphia, Curio Collection by Hilton

Using technology to provide reliable, accessible stays

Hilton announced an industry-first, exclusive partnership with Be My Eyes to ensure guests who are blind or have low vision can experience a more seamless and welcoming stay. Together with Be My Eyes, Hilton is making available AI-powered assistance and dedicated Hilton Reservations and Customer Care support to Be My Eyes users across the U.S. and Canada.



Our Team. Our Time. Culture

As a business of people serving people, Hilton is dedicated to creating the best workplace for its nearly half a million team members around the world. Inspired by Conrad Hilton's founding vision to spread the light and warmth of hospitality, we are guided by our unwavering dedication to positively impact the communities where we operate while building a fully human experience at work through a framework focusing on inclusion, wellness, growth and purpose.

“

In today's rapidly changing world of work, employees are increasingly seeking out employers who provide an environment where they can prioritize their growth while also balancing their own passions, dreams, and connection to a greater purpose. As the top hospitality company to work for in the world, our goal at Hilton is to build the greatest culture for our team members so they are empowered to reach their full potential and drive business impact.

”



Laura Fuentes

EXECUTIVE VICE PRESIDENT &
CHIEF HUMAN RESOURCES OFFICER



Celebrating another year as the best hospitality company to work for in the world

Hilton was once again named the top hospitality company to work for by Great Place to Work and Fortune. In addition to the World's Best Workplace honor, Hilton was recognized throughout 2024 as the No. 1 Best Workplace in multiple countries, including Austria, the Dominican Republic, India, Italy, the Netherlands, Nigeria, Oman, Peru, Switzerland, Türkiye, United States and Uruguay, receiving the most wins ever globally in a given year.



“Hilton is — and has always been — deeply committed to the communities where we operate. Our founder believed that hospitality could make the world a better place, and this continues to be the cornerstone of our culture and our purpose. Our nearly half a million team members are at the center of delivering acts of hospitality within and beyond our hotels’ walls, driving impact for our guests, our communities, and one another, and demonstrating that, together, we are a force for good.”



Katherine Lugar
EXECUTIVE VICE PRESIDENT,
CORPORATE AFFAIRS



Record commitment to organizations creating a better world for travel

Hilton believes travel is a powerful force for good in the world. Committed to this purpose, the Hilton Global Foundation, Hilton’s primary philanthropic arm, announced a \$5.3 million commitment toward 16 nonprofit organizations working to combat poverty, advance career skills development, and protect the destinations where we live, work and travel.

Giving back to our communities

Travel with Purpose Week, Hilton’s annual week of engagement, mobilized its nearly half a million team members around the world to give back to the communities where we all live, work and travel. By partnering with local organizations, Hilton’s corporate and property-based team members support local destination stewardship, career development, community resilience and other social and environmental priorities. In 2024, more than 1,200 events were held in communities around the world, contributing approximately 72,500 volunteer hours in just one week. These efforts resulted in:

- More than 96,250 people positively impacted
- More than 26,000 pounds of waste collected
- More than 30,000 meals donated



Stockholder Information

Stock Market Information

Ticker Symbol: HLT
Market Listed and Traded: NYSE

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Annual Meeting of Stockholders
May 14, 2025

Board of Directors

Christopher J. Nassetta
President, Chief Executive Officer & Director,
Hilton

Jonathan D. Gray
Chairman of the Board of Directors, Hilton;
President & Chief Operating Officer, Blackstone

Charlene T. Begley
Former Senior Vice President & Chief Information
Officer, General Electric; Former President & Chief
Executive Officer of Home and Business
Solutions, General Electric

Chris Carr
Former Chief Operating Officer, Sweetgreen

Melanie L. Healey
Former Group President, The Procter & Gamble
Company

Raymond E. Mabus, Jr.
United States Secretary of the Navy 2009-2017;
Former Governor of Mississippi; Former U.S.
Ambassador to the Kingdom of Saudi Arabia

Marissa A. Mayer
Director Nominee
Chief Executive Officer, Sunshine Products
Former Chief Executive Officer, President,
Director, Yahoo!

Judith A. McHale
President & Chief Executive Officer, Cane
Investments; Former President & Chief Executive
Officer, Discovery Communications

Elizabeth A. Smith
Executive Chair, Revlon; Former Chief Executive
Officer, Bloomin’ Brands

Douglas M. Steenland
Former Chief Executive Officer, Northwest
Airlines; Lead Independent Director, American
International Group

Shaping Global Business

Learn more about Hilton’s Leadership Team

Executive Bios

This 2024 Annual Report (Year in Review) contains forward-looking statements. These statements include, but are not limited to, statements related to our expectations regarding the performance of our business, future results, and other non-historical statements. In some cases, you can identify these forward-looking statements by the use of words such as "outlook," "believes," "expects," "forecasts," "potential," "continues," "may," "will," "should," "could," "seeks," "projects," "predicts," "intends," "plans," "estimates," "anticipates" or the negative version of these words or other comparable words. Such forward-looking statements are subject to various risks and uncertainties that could cause actual outcomes or results to differ materially from those indicated in these statements, including, among others, those described under "Part I—Item 1A. Risk Factors" in our Annual Report on Form 10-K for the year ended December 31, 2024 and those in future filings. These factors should not be construed as exhaustive and should be read in conjunction with the other cautionary statements included in our Annual Report on Form 10-K and other filings. We undertake no obligation to publicly update or review any forward-looking statement, whether as a result of new information, future developments or otherwise, except as required by law.

OUR FULL REPORT ONLINE
stories.hilton.com/2024