

HILTON BRAND HIGHLIGHTS



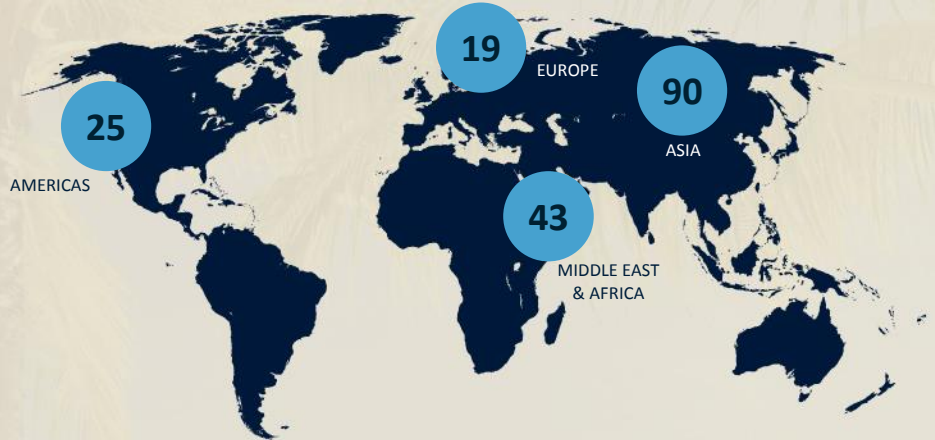
THE GLOBAL LEADER OF HOSPITALITY

For nearly a century, Hilton Hotels & Resorts has been proudly welcoming the world’s travelers. With more than 570 hotels across six continents, Hilton Hotels & Resorts provides the foundation for memorable travel experiences and values every guest who walks through its doors.

The most recognized name in the industry, Hilton remains synonymous with the word “hotel.” From inaugural balls and Hollywood award galas to business events and days to remember, Hilton is where the world makes history, closes the deal, toasts special occasions and gets away from it all. As the flagship brand of Hilton Worldwide, Hilton Hotels & Resorts continues to set the standard for hospitality, providing new product innovations and services to meet guests’ evolving needs.

CONTINUED BRAND GROWTH

View current portfolio and pipeline at: news.hilton.com/map



CONTACT

Jacqueline Toppings, Director, Brand Public Relations
 +1 703 883 6587
jacqueline.toppings@hilton.com

<http://news.hilton.com>
www.hilton.com



HILTON BORA BORA NUI RESORT & SPA, FRENCH POLYNESIA

Through the decades, Hilton Hotels & Resorts has led through innovative firsts:

1919 Conrad Hilton enters the hotel business with the purchase of Mobley Hotel in Cisco, Texas	1925 The first hotel formally named a “Hilton” opens in Dallas, Texas	1927 First hotel with cold running water and air conditioning in public rooms (Waco Hilton) (H)	1943 First coast-to-coast hotel chain in the U.S. (H)	1947 First hotel to install televisions in guest rooms (Roosevelt Hilton) (H)	1955 First central reservation office is established (HILCRON)	1959 Hilton opens its first airport hotel (San Francisco Airport Hilton) and pioneers the airport hotel concept (H)	1965 First upscale lodging company to develop concept of hotel franchise (H)	1973 First centralized reservation service using computer technology (HILTRON)
1987 First guest loyalty program introduced (HHonors)	1995 Hilton enters cyberspace as its first website, www.hilton.com , launches	2002 First collection of premium resorts and exotic vacation experiences introduced (Hilton Worldwide Resorts)	2008 Hilton Vancouver Washington becomes the first hotel to be both LEED and Green Seal certified (H)	2009 Hilton launches its first application for mobile devices	2010 Already one of the world’s largest spa providers, Hilton introduces its first global spa concept: eforea: spa at Hilton	2012 Hilton introduces Hilton Huanying, a new welcome program for Chinese travelers at 51 participating properties in 13 countries	2013 First hotel brand to reach one million Facebook fans Hilton launches new dining concept, Herb N’ Kitchen worldwide (H)	2014 20 Hilton properties earn designation as Historic Hotels of America (H) First hotel brand to live stream a concert on YouTube (Hilton Times Square)

(H) Denotes Industry First verified by archivist.