

FACT SHEET

HILTON HOTELS & RESORTS COMMITMENT TO LGBT COMMUNITY

At Hilton, we are proud to support the LGBT community as a way to further the Hilton brand promise of ensuring that every guest feels cared for, valued and respected.

Hilton Worldwide introduced the *Stay Hilton. Go Out.* program in 2012 to engage LGBT travelers by celebrating the rich history, culture and nightlife of top gay destinations around the world, led by the Hilton Hotels & Resorts brand. From tailored packages to sponsoring major events, we look to connect with the LGBT community in authentic ways and find touch points that matter most.

The *Stay Hilton. Go Out.* program has grown to include consumer packages at more than 460 participating Hilton Hotels & Resorts and Hilton Grand Vacations properties worldwide to help LGBT travelers set the stage for every travel occasion – from weekend Pride getaways to marriage celebrations and explorations of the most popular gay travel destinations.



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PARTNERS

Our *Stay Hilton. Go Out.* campaign is more than a program – it's an ongoing commitment to the LGBT community. We have partnered with several LGBT organizations to engage with the community in authentic ways and find touch points that matter most. Partner organizations include:

- GLAAD
- National Gay & Lesbian Taskforce
- Business Coalition for Workplace Fairness
- International Gay and Lesbian Travel Association (IGLTA)
- Human Rights Campaign
- National Gay & Lesbian Chamber of Commerce
- Out & Equal Workplace Advocates
- Point Foundation

RECOGNITION

- Hilton Worldwide scored a perfect 100 percent on the Human Rights Campaign's (HRC) 2014 Corporate Equality Index
- Hilton is the 100th company to join the HRC's Business Coalition for Workplace Fairness in support of the Employment Non-Discrimination Act
- Ranked first by consumers as "Hotel Chain/Brand with Best Outreach to LGBT Community" in the Community Marketing and Insights 17th Annual LGBT Travel Survey (2012)
- g3/Out In the City readers in the U.K. voted Hilton as "Organisation/Brand of the Year"

STAY HILTON. GO OUT.

2014 PACKAGE INFORMATION

This year, the Go Out package includes:

- Daily Internet
- Complimentary one-year subscription to *OUT* magazine – the world's leading gay fashion and lifestyle magazine
- Two complimentary welcome beverages
- Late checkout, where and when available

2014 LGBT EVENT SPONSORSHIPS

Hilton Hotels & Resorts is the official hotel partner of several high-profile LGBT events, including:

- WhistlerPRIDE in Whistler, British Columbia
- Capital Pride in Washington, D.C. (official Host Hotel)
- World Pride in Toronto
- OUT 100
- GLAAD Media Awards

VISIT US ONLINE

The campaign landing page (Hilton.com/GoOut) includes information about LGBT travel, a global calendar of LGBT events, promotions, relevant news and more. Travelers are encouraged to subscribe to the Hilton LGBT Travel e-newsletter, a monthly communication containing LGBT travel ideas, offers and LGBT events worldwide.

To kickoff Pride season this summer, Hilton is also refreshing hilton.com/GoOut to feature LGBT tastemakers sharing travel experiences, tips and unique content.