



TRAVEL WITH PURPOSE

CORPORATE RESPONSIBILITY REPORT EXECUTIVE SUMMARY



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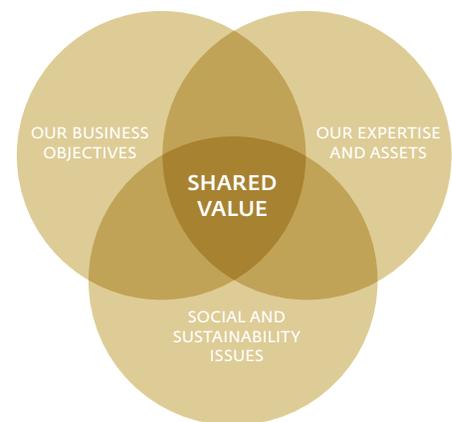
CORPORATE RESPONSIBILITY AT HILTON WORLDWIDE

At Hilton Worldwide, we are guided by the vision of our founder, Conrad N. Hilton, who saw travel as a powerful tool to improve the world. With every new hotel he opened, Conrad N. Hilton experienced firsthand the transformative impact a Hilton hotel has on the economy of a local community. With every trip he took, he recognized the power of travel to open minds and the important role it has in building a more peaceful world.

Today, we recognize the unique opportunity we have to build on Conrad N. Hilton's legacy and create shared value for our business and the communities where we live and work and travel.

Creating value for our business and communities is core to how Hilton Worldwide operates as a global hospitality company. When our Team Members are happy, our guests receive excellent service; when the needs of communities are taken into account, the construction of new hotels goes more smoothly and when our sustainability impacts are actively managed, we experience material cost savings.

We believe there are endless opportunities for Hilton Worldwide to generate economic value for our business while simultaneously producing value for society by addressing the social and sustainability issues that impact us all.



Corporate responsibility has always been part of who we are at Hilton Worldwide. For nearly one hundred years, we have sought to deliver on Conrad N. Hilton’s vision of filling the earth with the light and warmth of hospitality. Today, corporate responsibility is an important part of our transformation and a critical component of our business; one that I believe is key to our global leadership.

In today’s increasingly interconnected and resource-constrained world, our business is faced with a complex set of social and economic challenges. More and more, the world is looking to the business community to help address these needs, and, as one of the largest hospitality companies in the world, Hilton Worldwide has an important role to play in ensuring a vibrant future for both our industry and generations to come.

Becoming the preeminent global hospitality company means that we are not only the first choice of our guests, Team Members and owners, but also of the communities where we do business. To fulfill this mission, we must establish ourselves as a true leader in corporate responsibility.

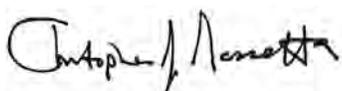
Hilton Worldwide started this journey by hiring our first Vice President of Corporate Responsibility, and in 2011 we launched Travel with Purpose—our global corporate responsibility commitment to provide shared value to our business and communities around the world.

Our strategy leverages our expertise in hospitality and addresses the issues that both align with our business and impact every community where we live, work and travel. Travel with Purpose focuses our efforts in four core areas: creating opportunities, strengthening communities, celebrating cultures and living sustainably. Within each focus area, we have set standards and established partnerships that complement our expertise and amplify our impact. In doing so, we are supporting our strategic priorities to maximize performance, expand into new markets, strengthen our brands and enhance our culture.

Travel with Purpose also provides us with another platform to live out and advance our Values both internally and externally, and since launching Travel with Purpose, I am continuously inspired and humbled by the stories of impact I hear about from our Team Members around the world.

This publication—Hilton Worldwide’s first corporate responsibility report—is a collection of all of our efforts and stories to date, and it is with great pride that I share this important review of our company’s existing initiatives and our future Travel with Purpose goals.

Regardless of where you work or what position you hold, there are opportunities for you to “Travel with Purpose,” and I invite you to join me as we spark this exciting movement to improve both our business and the world.



Christopher J. Nassetta
President & Chief Executive Officer

April 2013



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Our commitment to corporate responsibility is embedded in our Values.

Hospitality:

We’re passionate about delivering exceptional guest experiences.

Integrity:

We do the right thing, all the time.

Leadership:

We’re leaders in our industry and in our communities.

Teamwork:

We’re team players in everything we do.

Ownership:

We’re the owners of our actions and decisions.

Now:

We operate with a sense of urgency and discipline.

INTEGRATING CORPORATE RESPONSIBILITY ACROSS OUR BUSINESS

In 2011, we announced **TRAVEL WITH PURPOSE**, our global corporate responsibility commitment that focuses on creating shared value and provides a cohesive, yet flexible framework to guide the activities of our business across our regions, brands and hotel properties.

While there are many social, economic and sustainability issues Hilton Worldwide could address, only some will impact our business and only some can benefit from our resources and expertise. It is on these issues that we must focus to create a sustainable model for driving shared value. In developing Travel with Purpose, we conducted a materiality assessment to identify and prioritize which issues we would address.

At Hilton Worldwide, we acknowledge that to achieve Travel with Purpose, a truly integrated approach to corporate responsibility must be embedded throughout our business and inherent in our Values and the actions that we take.

TRAVEL WITH PURPOSE FOCUS AREAS



CREATING OPPORTUNITIES

- Striving to be an employer of choice
- Fostering diversity and inclusion
- Providing workforce development and career pathways
- Supporting educational and life skills programs for young people



STRENGTHENING COMMUNITIES

- Contributing to local economies
- Providing for basic needs and disaster relief
- Supporting human rights



CELEBRATING CULTURES

- Facilitating commerce through travel and tourism
- Providing cultural experiences
- Preserving cultural heritage



LIVING SUSTAINABLY

- Managing efficiency and performance of our natural resources
- Investing in partnerships that support restoration and awareness



CREATING OPPORTUNITIES

93% of Team Members are aware of our Values (Hospitality, Integrity, Leadership, Teamwork, Ownership, Now); 90 percent stated that they share these Values

2,500 number of learning programs Hilton Worldwide University offers to our Team Members to continue training and development

955,010 total number of online lessons completed by Team Members through Hilton Worldwide University programs in 2011

\$128.2 million USD amount Hilton Worldwide spent with Minority-Owned Business and Women-Owned Business suppliers in 2011



STRENGTHENING COMMUNITIES

52,000 number of jobs added by opening new Hilton Worldwide properties between 2008 and 2011

\$25 million USD amount in cash, in-kind contributions and Team Member volunteerism Hilton Worldwide contributed to charitable causes in 2011

\$1.2 million USD amount Team Members and Hilton Worldwide contributed to disaster relief efforts in Japan, the Horn of Africa, Turkey, Thailand and the United States in 2011



CELEBRATING CULTURES

\$2 million USD amount Hampton Save-A-Landmark program provided toward the research and preservation of roadside landmarks since its launch in 2000

4,500 field trips provided to students by Hilton HHonors™ members through our partnership with DonorsChoose.org



LIVING SUSTAINABLY

10.9% reduction of carbon output

23.3% reduction of waste output

9.7% reduction of energy use

7.5% reduction of water use

\$147 million USD utility costs saved through improved sustainability and economic performance since the introduction of LightStay, Hilton Worldwide's proprietary sustainability management program

450 million kilowatt hours of renewable power Hilton Worldwide purchased over the last three years

3,900+ hotels number of Hilton Worldwide properties that are ISO 14001 and ISO 9001 certified

5,000 best practice projects shared in LightStay

2,000 neighbors sharing best practices

1,700+ product SKUs analyzed, representing \$170 million USD in spend

50,121 cars' carbon output saved as a result of our carbon reduction

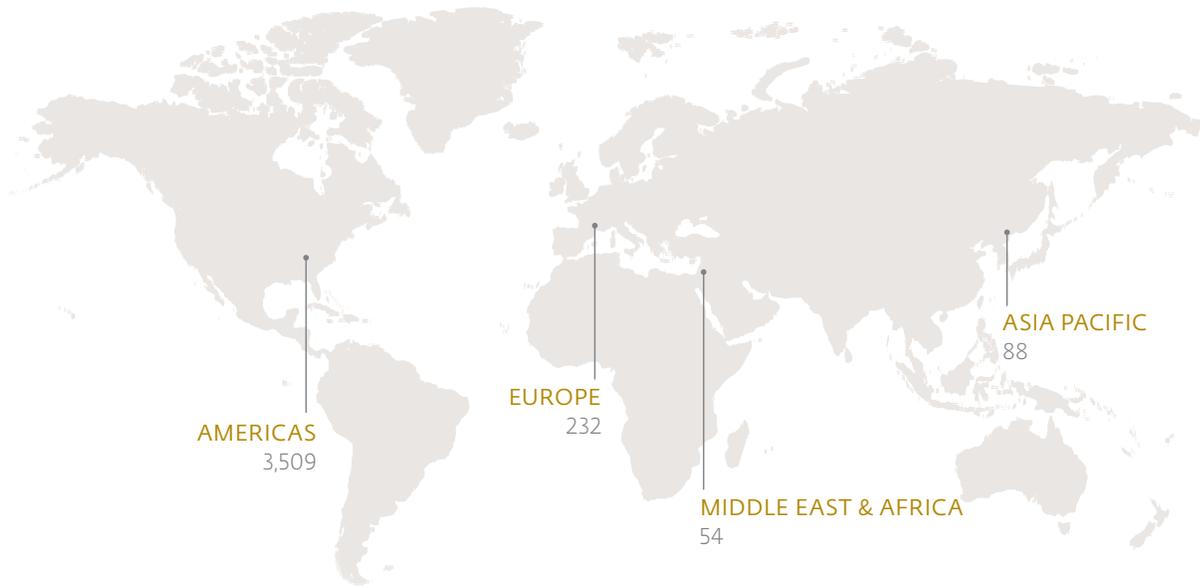
19,302 homes could be powered by energy reductions resulting from LightStay

1,018 swimming pools' worth of water saved

7,688 households' worth of waste reduced

450 million square feet of build space tracked in LightStay—an amount greater than all the office space in New York City and 10 times all the hotel rooms in Las Vegas

PROPERTIES BY REGION

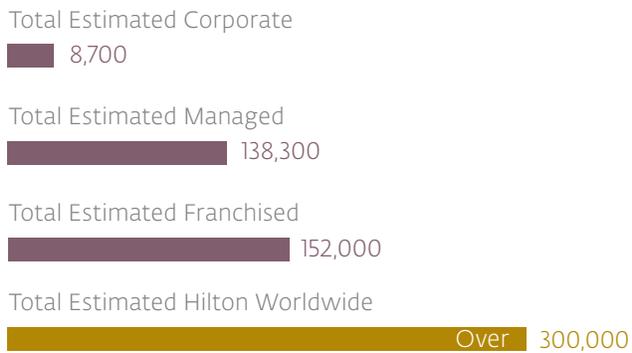


HILTON WORLDWIDE TEAM MEMBER POPULATION

Based on a global Team Member count of approximately 300,000

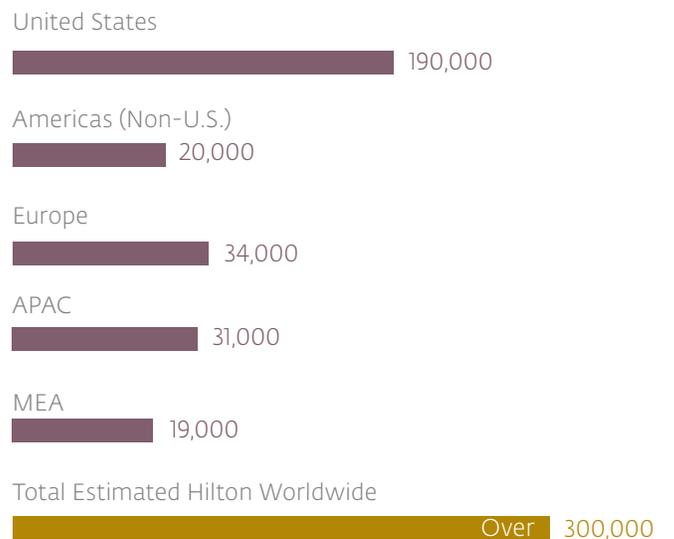
UNIT (Head count)

All franchise numbers are estimated and rounded as of July 2012



REGION (Head count)

All franchise numbers are estimated and rounded as of July 2012





CREATING OPPORTUNITIES

Creating opportunities for current and future Team Members to achieve their full potential is essential to our continued success. Our business model is built on providing great guest experiences, and we believe that when our employees are inspired, motivated and engaged, our guests benefit.



Our development pipeline is the largest it has ever been in Hilton Worldwide's history, and in the next five years, we anticipate we will need to hire thousands of new Team Members, despite the hospitality industry facing a global shortage of skilled labor. This means attracting and retaining talented, driven and diverse individuals is enormously critical to achieving our strategic goals. We must cultivate the next generation of Team Members and offer a range of learning opportunities and apprentice programs to ensure we continue to have a robust pipeline of prospective employees.

Preparing tomorrow's Team Members, particularly youth in developing countries where Hilton Worldwide is poised for the most growth, is also critical to achieving our business goals. Careers in hospitality provide a pathway for economic opportunity among our most vulnerable communities and a lifelong ladder of professional growth. To support our expansion efforts and create opportunities for individuals to achieve their potential, Hilton Worldwide works to train new populations for employment around the world.

BECOMING AN EMPLOYER OF CHOICE

We aim to foster an inspiring, stimulating and collaborative work environment where our Team Members know they are appreciated, valued and respected. Hilton Worldwide is a company where our Team Members have the opportunity to develop their careers and be proud of the role they play in providing exceptional service and guest experiences.

We are continually working to enhance coordination and efficiency throughout our organization, which will enable us to better meet the needs of and provide additional opportunities for our Team Members. Since 2011, we have invested in technology solutions and focused on strategic planning, which will reduce the administrative burden placed on our human resources specialists and enable them to focus on helping Team Members reach their full potential.



TEAM MEMBER ENGAGEMENT AND SATISFACTION

We encourage our Team Members to share their thoughts and concerns through several channels, including our global internal website, OnQ Insider, our ethics hotline and our global Team Member engagement survey. In 2012, approximately 88 percent of our Team Members completed the survey. The results demonstrated that:

- 89 percent of Team Members say they are proud to work for Hilton Worldwide
- 88 percent of Team Members stated that Hilton Worldwide is a great place to work
- 85 percent of Team Members feel that it is important for Hilton Worldwide to support their local communities

The results show that we have achieved high levels of satisfaction in a number of areas, and also help us identify additional opportunities for further analysis to help develop world-class support for our Team Members' personal and professional growth and development.

CREATING OPPORTUNITIES FOR YOUTH WORLDWIDE

In June 2012, Hilton Worldwide announced a three-year strategic partnership with the International Youth Foundation to support the extraordinary potential of young people. Currently operating in 78 countries, the International Youth Foundation provides Hilton Worldwide with access to a global network of partners and program evaluation and tracking tools. In support of this partnership, our President & Chief Executive Officer, Christopher J. Nassetta, joined the Board of Directors for the International Youth Foundation.

In January of 2013, Hilton Worldwide announced at the World Economic Forum a commissioned white paper from the International Youth Foundation that highlights solutions to youth joblessness that the global hospitality sector is uniquely positioned to provide. The company also announced the launch of Bright Blue Futures, a global commitment to youth development around the world led by its flagship Hilton Hotels & Resorts brand. In 2013 we will also work with the International Youth Foundation to develop a Youth Index to monitor youth well-being and pilot workforce development programs in target international markets.

TEAM MEMBER LEARNING AND DEVELOPMENT

It is critical that our leaders and Team Members have the necessary knowledge and skills to do their jobs effectively and have the ability to grow and develop personally and professionally. To support their growth, we offer a wide array of learning opportunities to choose from each year. Those opportunities range from on-the-job training to overall leadership and management development skills.



In 2011, we built and implemented a development program that is consistent across our organization and named it Hilton Worldwide University (HWU). HWU ensures that we provide each Team Member across our global organization with direct access to the learning they need to support their growth and talent. We provide more than 5,000,000 hours of training each year through over 2,500 courses via HWU and are focused on developing competencies critical to job success.

Hilton Worldwide University Hotel College

Provide brand standards, compliance and other training programs and information to enable our hotels to meet and exceed guests' expectations and Hilton Worldwide standards

Hilton Worldwide University Owners College

Provide brand standards, compliance and other training programs and information to enable our owners and franchisees to meet and exceed guests' expectations and Hilton Worldwide standards

Hilton Worldwide University Commercial College

Provide sales, revenue management, customer marketing and e-commerce training programs and information to enable our hotels to maximize revenue

Hilton Worldwide University Leadership College

Provide executive and leadership development programs and experiences for Hilton Worldwide senior leadership to ensure a ready, best-in-class leadership pipeline and programming for general managers

Hilton Worldwide University General Studies College

Deliver a wide variety of training programs and learning experiences for all Team Members on a broad range of topics to enable ongoing career development, via the School of Management



OUR COMMITMENT TO DIVERSITY AND INCLUSION

In keeping with our vision, mission and Values, Hilton Worldwide is committed to an inclusive workforce that fully represents many different cultures, backgrounds and viewpoints. Understanding our Team Members' unique perspectives, along with those of our guests, owners, suppliers and partners, is essential to driving our competitive performance. As such, our company must always strive to reflect the global communities where we live and work. Our global brands provide meeting places for people from all walks of life to connect, and our goal is to provide a welcoming environment for all.



WORKPLACE DIVERSITY

Hilton Worldwide strives to cultivate a supportive culture throughout our organization and invests in a range of initiatives that foster and promote diversity. As such, we offer diversity and inclusion training courses to our Team Members through Hilton Worldwide University and host on-site celebrations of international traditions and customs.

In 2012, we formed an Executive Diversity Council, comprised of the Executive Committee and chaired by our President & Chief Executive Officer, Christopher J. Nassetta, to provide oversight and direction to our overall strategy and to highlight our ongoing support and commitment to diversity. Building on a pilot Diversity Council at Hilton Grand Vacations, the Executive Diversity Council focuses on fostering respect among all Team Members, building trust across the organization and promoting diversity. Further, it aims to strengthen the business through growth of target markets, product marketing and community outreach programs, as well as to increase Team Member engagement and recruiting outreach efforts.

Hilton Worldwide values the diversity of our Team Members and believes this focus on inclusion fosters innovation and competition. We also attract top talent by building a diverse local pipeline and providing coaching, mentoring and leadership development opportunities for all of our Team Members.



"Diversity is our future, is part of our legacy and is fundamental to our success."

CHRISTOPHER J. NASSETTA
President & Chief Executive Officer



SUPPLIER DIVERSITY

We work to promote diversity within our marketplace by supporting women and minority suppliers through our Supplier Diversity Program and by providing property ownership opportunities for women and minority groups.

Hilton Worldwide is committed to forging long-term relationships with, and the development of, diverse suppliers. Through our award-winning Supplier Diversity Program, we have cultivated relationships with more than 4,400 women- and minority-owned businesses. In 2012, we spent 20.7 percent of our U.S. spend with diverse suppliers, above our goal of 20 percent, two years earlier than forecasted.

We also have dedicated full-time staff who provide a range of educational and mentoring opportunities to help our suppliers grow their businesses. For instance, each year Hilton Worldwide awards one supplier with a full scholarship to participate in the Kellogg School of Management’s Advanced Management Education Program to sharpen their business skills.



OWNERSHIP DIVERSITY

In 2004, we became the first major hotel company to launch an outreach program to provide development assistance and further educate minority and female entrepreneurs on becoming owners of our properties.

We also partner with a number of organizations, including National Association of Black Hotel Owners, Operators & Developers, the Latino Hotel & Restaurant Association and the Asian American Hotel Owners Association, to educate owners on the lodging business through development seminars and other activities.

This year, as part of our company’s diversity strategy, we are looking for opportunities to increase our minority ownership. We have strong partnerships with Earvin “Magic” Johnson, whose company has ownership in the Washington Hilton in Washington, D.C., and with Robert L. Johnson, whose company owns several Hilton Worldwide properties across our brands and across the United States. In addition, we have built partnerships with Richmond McCoy, CEO of Urban America and owner of the DoubleTree by Hilton Hotel Orlando at SeaWorld, as well as David Robinson, NBA Hall of Famer and founder of the Admiral Capital Group, who owns Hilton Garden Inn Houston Energy Corridor, Houston, Texas. Increasing the diversity of our hotel ownership is a critical part of our overall diversity strategy.

Hilton Worldwide Minority-Owned Business and Women-Owned Business Spend

(Dollar amounts shown in millions)

	2010	2011	2012
Minority-Owned Business	\$ 57.0	\$ 59.6	\$115.3
Women-Owned Business	\$ 50.5	\$ 68.6	\$157.7
Total	\$107.5	\$128.2	\$273.0



STRENGTHENING COMMUNITIES

Companies that are strong contributors to their communities generate business value by creating stable economies and strengthening relationships that are critical to operations.



At Hilton Worldwide, we work in partnership with our hotels to increase the economic and social benefits we bring to our communities. Our hotels create jobs and income for local residents, and we strive to maximize the important role hotels play as economic catalysts by investing the time, talent and resources of our business and Team Members.

By providing opportunities for our Team Members to engage with and volunteer in local communities, we're building brand affinity, enhancing our reputation, increasing Team Member morale, encouraging teamwork and promoting skill development. From delivering basic needs, such as food and shelter, to providing support during times of disasters to protecting and supporting human rights, we are helping build stronger communities, which in turn helps our business thrive.

SUPPORTING LOCAL ECONOMIC IMPACT

When our local operating communities thrive, so does our business, and vice versa. Hilton Worldwide is committed to cultivating the economic vitality of our communities through creating and providing jobs, enhancing local tourism and travel opportunities and, when possible, sourcing our products locally.

PROVIDING JOB OPPORTUNITIES

According to the World Travel and Tourism Council, the travel and tourism industry contributes \$6 trillion USD to the global economy—the equivalent of 9 percent of global GDP—and supports 260 million jobs worldwide. Within this sector, hospitality is a major jobs contributor through both direct employment and by supporting local suppliers and complementary businesses, such as tour operators and restaurants. Indeed, research has shown that in times of economic recession, hospitality can reduce unemployment faster than almost any other sector.

The jobs Hilton Worldwide brings to a community vary, based on the footprint and staffing model of our different brands, and range from 20 to 1,000 direct employment

opportunities, depending on the size of the hotel. From January 2008 to December 2011, Hilton Worldwide opened 1,148 new hotels and more than 170,000 rooms around the world. Additionally, over this time period, we added more than 50,000 jobs in managed and franchised properties—ranging from housekeeping and finance to technology and management.

Hilton Worldwide Hotel Openings

	2009	2010	2011	2012
Number of New Hotels	302	178	170	171
Number of New Rooms	45,294	24,731	29,430	28,048



Between 2008 and 2011, Hilton Worldwide added more than 50,000 jobs, including 28,000 based in the United States.



EXTENDING THE LIGHT AND WARMTH OF HOSPITALITY TO LOCAL COMMUNITIES

At Hilton Worldwide, service is our motivation, our passion and our purpose, and we are dedicated to sharing this spirit with our local communities. Our properties and Team Members contribute resources, time and talent to a range of initiatives that help our neighbors and the communities we call home. In 2012, we contributed nearly \$25 million in cash, in-kind contributions and Team Member volunteerism.

To further Team Members' efforts, in 2012 we announced our new Travel with Purpose Global Team Member Volunteer Program, an initiative that will engage Team Members to share their time and talents with the communities where we live and work. In 2012, we completed more than 800 Volunteer Events during our inaugural Global Week of Service and our Team Members served more than 660 local organizations across 51 countries.

ADDRESSING BASIC NEEDS

We strive to leverage our expertise in hospitality to address the needs of our communities by focusing our efforts on providing food, shelter and other basic needs. Our Team Members work with a range of organizations to address local issues and identify ways to make a difference in their communities. Some of these include:

- Lending Our Expertise to Egyptian Orphans
- Supporting Youth on the Verge of Homelessness in San Diego
- Raising Funds for Water in Huaqiao-Kunshan

RESPONDING TO DISASTERS GLOBALLY

We aim to exercise our core competencies as a leader in the hospitality industry in times of disaster and believe that an important part of strengthening communities comes from providing compassion, support and resources to our Team Members, guests, partners and communities when they need it most. When a disaster strikes, our regional offices reach out to impacted hotels to determine what they need to care for their guests and Team Members. Our regional offices tap into our expansive supply chain and logistics management experience to help impacted hotels and communities attain the supplies and resources they need.

In 2011, we formed an Executive Crisis Committee to help us better prepare for disasters and formed a partnership with GlobalGiving to provide ongoing opportunities for our Team Members and Hilton HHonors members to donate to areas affected by disasters. In total, the donations and Hilton Worldwide's match resulted in an overall contribution of \$1.2 million to disaster relief efforts in Japan, the Horn of Africa, Turkey, Thailand and the United States. In 2012, our Team Members donated over \$798,000 to disaster relief for Hurricane Sandy.

SUPPORTING HUMAN RIGHTS

In 2011, Hilton Worldwide became the second U.S.-based hotel company to sign the International Code of Conduct, written by ECPAT International, a network of organizations working to eliminate child trafficking.

By signing the Code, Hilton Worldwide committed to proactively educating its Team Members how to identify potentially illegal relationships involving children in their hotels, and how to take action. Thus far, Hilton Worldwide has conducted trainings for Team Members at hotels in Seattle, Washington, D.C., Baltimore, London, Chicago, Dallas, Indianapolis, Orlando and New Orleans, and has plans to expand by establishing a group of trainers to educate each property, developing an e-learning module and training resources for individual properties.

In 2013, we will continue to expand our partnerships with external organizations to support implementation of the ECPAT commitment across the enterprise company and continue to build the capacity of properties to identify and address child trafficking.



CELEBRATING CULTURES

Travel is the lifeblood of the hospitality industry, and we strive to facilitate connections and cultural experiences in service of Conrad N. Hilton's vision of world peace through trade and travel.



At a time where it is easier than ever to connect virtually, we believe there remains a unique value in the firsthand experiences that can only be achieved by traveling the world. Hilton Worldwide aims to encourage cultural exchange and connections as a key contributor to global understanding and commerce, and we are fortunate that these efforts also increase the number of people globally with a passion for travel and a need for our accommodations.

Maintaining local cultural and historic heritage—a key driver of tourism—also helps make our product offering stronger. We work to appreciate and preserve the unique attributes of our local communities, such as iconic architecture and historical landmarks, as they all contribute to creating experiences worth sharing.

FACILITATING GLOBAL COMMERCE THROUGH TRAVEL AND TOURISM

Our founder, Conrad N. Hilton, saw the hotel as a focal point for the exchange of knowledge and trade. Today, we still share his belief in the importance of international trade and travel and are an advocate for legislation designed to promote safe, free and open travel and tourism.

Hilton Worldwide has been a vocal advocate for improving visa processing for foreign tourists and businessmen, and women inbound to the United States, and in 2011, the U.S. Congress passed legislation directing the U.S. State Department to begin reallocating resources to reduce the visa processing backlogs in key markets. In January 2012, President Obama signed an Executive Order directing U.S. federal agencies to process 80 percent of all temporary business and tourist visas within 21 days and accelerate their visa processing in China and Brazil by 40 percent this year. Hilton Worldwide reports that Chinese travelers to their hotels in the U.S. increased by 60 percent last year, and Brazilian travelers by 10 percent, due in part to visa access improvements.

President Obama's Executive Order also created a Task Force on Travel and Competitiveness that is charged with developing a strategy to promote iconic American destinations and tourism opportunities, with a specific focus on job creation across the U.S. These actions by the Congress and President Obama have given tremendous visibility to the lodging sector and provide Hilton Worldwide with a unique opportunity to establish our industry as a key driver of jobs and economic growth.



At the October 1963 opening of the Tokyo Hilton, Conrad N. Hilton said,
“Our purpose is to start a current of good men around the world...sharing the wealth of knowledge and wisdom and culture with those nations who do not yet possess it.”

OPENING DOORS AT GLOBAL PROPERTIES

Hilton Worldwide is proud of our history as the first global hospitality brand to enter many developing and emerging economies around the world and to create opportunities for cultural exchange and new global experiences. Our company was the first to open an international hotel in postwar Germany, and in 2011 alone, we opened the first international hotel in Namibia, as well as our first hotels in Equatorial Guinea and Jordan.

PROMOTING UNDERSTANDING THROUGH CULTURAL EXPERIENCES

Conrad N. Hilton believed in the power of travel to foster understanding among peoples of the world and embraced this philosophy in the company motto, “World Peace Through International Trade and Travel.” At Hilton Worldwide, we embrace the role our properties play in promoting Conrad N. Hilton’s ideals and strive to design our hotels as focal points from which the exchange of ideas, trade and cultural expression can emerge. Given our legacy, we believe that promoting cultural exchange is an area of competitive advantage for our company.

Conrad N. Hilton understood this competitive advantage when he opened the company’s first hotel outside of the United States in Istanbul. The hotel holds a significant place in our company history as it was a true expression of Conrad N. Hilton’s vision and dreams to expand Hilton to become a truly global hotel company at a time of great uncertainty in the world — something no other hotelier had done before him. Conrad N. Hilton believed in the power of travel to bring different cultures and nationalities together.

There are several ways in which our Team Members bring Conrad N. Hilton’s philosophy to life, which include:

Providing Unique Cultural Experiences And Opportunities For Guests And Team Members

We aim to provide our guests with unique and enriching opportunities—from visiting the Great Wall of China near our Beijing location to meeting Maasai warriors in Nairobi, Kenya. When a guest visits one of our hotels, they are provided with a chance to immerse themselves in the local culture and experience the region’s traditions and history firsthand.



Preserving Cultural Heritage

Culture has always been a main motivation for travel, and Hilton Worldwide is committed to providing our guests with the opportunity to experience the diverse places, activities and people that are unique to our many destinations.

To ensure these opportunities exist for tomorrow’s generation of guests, we strive to promote and preserve the traditions, customs and sites that make the communities where we live and work unique.

Incorporating Local Cultures Into Our Hotel Designs

We believe our hotels should express the spirit and personality of their local communities. To reflect our communities’ unique local cultures, a number of our brands, specifically Hilton Hotels & Resorts and Waldorf Astoria Hotels & Resorts, have made a concerted effort to incorporate local artifacts and regionally inspired themes into their hotel designs.

Preserving Landmarks

We understand the importance of preserving and maintaining the local origins, architectural integrity and historic significance of local landmarks and artifacts, not only for the benefit of local communities, but also for our business.

Donating Our Space For Local Artisans

At several of our locations, we provide space for local artisans, allowing them to display their handicrafts and artwork for our guests.



LIVING SUSTAINABLY

We work to meet the needs of our business today while positively influencing tomorrow through measurement, analysis and improvement of our use of natural resources.

Water, energy, food, commodities and waste requirements impact the economics of everything we do as a global hospitality company. Given this increasing demand, as a global business, it is imperative we manage these challenges and opportunities as an integrated part of our overall business model.



Sustainability is one of the defining issues for our industry—and its relation to population growth, consumption, globalization, resource depletion and innovation—and requires a strategic and integrated approach. As a global company with more than 3,900 hotels in 90 countries, sustainability is a critical resource issue and we strive to lead our industry with products, programs and services that deliver great guest experiences while reducing our impact.

We are committed to actively managing our business through the lens of sustainability and were the first major multi-brand hospitality company to elevate sustainability to a brand standard, meaning it is a critical performance measure of our business just like quality, service and revenue.

OUR GOALS

Across our owned hotels and directionally across the portfolio, we are committed to the following five-year reductions by 2014:

- Reduce our energy consumption by 20 percent
- Reduce our CO₂ emissions by 20 percent
- Reduce our waste output by 20 percent
- Reduce our water consumption by 10 percent



“Sustainability is a priority to Hilton Worldwide and a central part of how the company does business.”

*Christopher J. Nassetta
President & Chief Executive Officer*

LIGHTSTAY – OUR MEASUREMENT FRAMEWORK

LightStay, our proprietary sustainability measurement system and framework, helps us respond to the challenges and opportunities that managing natural resource constraints present to our business on multiple levels. Launched in 2008, LightStay was developed to calculate, analyze and report on our performance across our global portfolio of hotels.

MEASUREMENT LightStay provides the tools to calculate, analyze and report our sustainability performance across our global portfolio of hotels by measuring more than 200 utility and operational metrics.

MEETING CALCULATOR As a feature of LightStay, we developed a sales tool that calculates the sustainability impacts and opportunities associated with any meetings held within our properties. If sustainability considerations impact a purchasing decision for a customer, the calculator tool supports our hotel sales teams in driving revenue while simultaneously delivering great guest experiences to our customers.

DESIGN AND CONSTRUCTION Through our ability to measure, LightStay provides information, tools and analysis to owners and developers to help them make effective decisions about how to optimize and plan for optimal building performance and use.

CONTINUOUS IMPROVEMENT

Since the introduction of LightStay, we continue to improve sustainability and economic performance and have saved more than \$147 million in utility costs.

To date, Hilton Worldwide has nearly 2,000 “neighbors” in LightStay and more than 5,000 improvement projects that highlight different approaches to common sustainability challenges.

LEARNING FROM LIGHTSTAY

We understand the impact of property-level and corporate initiatives, provide tools and resources and share best practices to support learning and implementation across our global system.

Social Networking And Project Tracking

Our properties wanted the ability to share projects and communicate with one another, so we built features into LightStay that allow properties from around the world to “neighbor” one another and share information, discuss a topic or compare respective performance.

Hilton Worldwide University—Sustainability Courses

As part of ongoing education for our properties, we’ve created a series of web-based classes focusing on a range of topics to optimize performance and leverage sustainability as a discipline of the business. Classes include Sustainability 101, Sustainability Data Entry and Compliance, Sustainability Enrollment in LightStay, Sustainability: The Sales Perspective and Sustainability: Maximum Impact.

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LightStay Adjusted Savings Since 2008*

	2009	2010	2011
Waste Output	9.3%	18.8%	23.3%
Carbon Output	5.4%	8.5%	10.9%
Energy Use	4.9%	7.4%	9.7%
Water Use	4.0%	4.5%	7.5%

*Results for 1,000+ Hilton Worldwide properties using LightStay (estimated savings adjusted for weather and occupancy against the 2008 baseline).

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ISO CERTIFICATION

As a global company, we achieve the greatest efficiencies and impact when we invest in and make progress against internationally recognized standards and have focused our efforts on demonstrating leadership against ISO 14001. ISO 14001 is a management system that provides a platform for properties to identify and control their impacts with an ongoing focus toward continuous improvement. It can be implemented in any business, from manufacturing to service and education, and provides a comprehensive approach to managing environmental impact over time.

Companies gain certification by implementing policies, procedures and systems that follow and meet ISO standards, which are assessed by a third-party certification body. By leveraging the LightStay system, in 2011, Hilton Worldwide and all our properties earned ISO 14001 certification and ISO 9001, an indicator of quality. As part of our certification process, DEKRA Certification, Inc. performed a series of audits and will continue ongoing assessments to monitor compliance. With these certifications, Hilton Worldwide has achieved one of the largest volume certifications of commercial buildings in history.



“We are proud to work with a company like Hilton Worldwide, who, by earning the ISO 9001 and ISO 14001 certifications, reinforces their commitment to quality and sustainability—and therefore a commitment to their customers.”

STEVE SPICER

Hospitality Division, Senior Executive, Procter & Gamble

LEVERAGING PARTNERSHIPS

Hilton Worldwide has developed strategic partnerships to support our sustainability goals and raise awareness for sustainability issues.

Center For Sustainable Procurement

In May 2012, Hilton Worldwide and Business for Social Responsibility launched the Center for Sustainable Procurement, a three-year initiative focused on helping global business procurement managers integrate sustainability into their purchasing decisions.

Funded in full by Hilton Worldwide, the Center will provide a unique set of research and information that will help global companies make sense of the increasingly available product sustainability data.

Global Soap Project

The Global Soap Project collects unused bars of soap from hotels around the world and reprocesses them into new bars that are given to populations at risk of sanitation- and hygiene-related disease. In addition to donating soap, Hilton Worldwide's partnership with the Global Soap Project includes an investment of \$1.3 million over three years and provision of operational expertise to help expand the Global Soap Project's processing and distribution capabilities. To date, over 500 of our hotels have donated 34,000 pounds of soap, which have been recycled into 136,000 new bars.

Good360

Hilton Worldwide's partnership with Good360 connects our hotels with opportunities to donate gently used and surplus goods to organizations in need. By using LightStay, Hilton Worldwide's proprietary sustainability performance system, each of our hotels is able to enter goods available for donation into a tracking system that links to Good360's online product donation marketplace. After a product is listed, more than 22,000 charities have the opportunity to claim items as needed.



EPA RENEWABLE ENERGY PARTNERSHIP

Hilton Worldwide works with the U.S. Environmental Protection Agency to purchase renewable energy to reduce the environmental impacts of conventional electricity use. Listed as one of the top 12 national renewable energy purchasers, we are purchasing enough renewable energy to meet 94 percent of our electricity use at our owned hotels. Hilton Worldwide also qualified for EPA's Green Power Leadership Club in 2011 by buying ten times the minimum purchase requirement established for our organization.

In 2012 Hilton Worldwide was honored to receive the Green Power Leadership Award from the U.S. Environmental Protection Agency (EPA). The annual awards recognize the country's leading renewable power purchasers for their commitment and contribution to helping advance the development of the nation's voluntary green power market. Hilton Worldwide was one of only four organizations nationwide to be chosen as a Green Power Partner of the Year. The award recognizes EPA Green Power Partners who distinguish themselves through their purchase, leadership, overall strategy and impact on the green power market.

Renewable Energy at Hilton Worldwide



Annual Renewable Energy Usage: **315,000,000 kWh**

GP% of Total Electricity Use*: **94%**

Organization Type: **Hotels & Lodging**

Provider: **Renewable Choice Energy^o**

Renewable Energy Resources: **Small-hydro, wind**

**Reflects the amount of renewable energy as a percentage of total electricity use. Partners choosing to purchase renewable energy in an amount exceeding 100 percent of their U.S. organization-wide electricity use are listed as such.*

^oIndicates Provider is selling Partner a third-party certified renewable energy product.

THE JOURNEY AHEAD

We believe Hilton Worldwide's size and global scale provide a tremendous opportunity for our company to make a difference in the world, and it is up to us to realize this potential. While we are making great strides, corporate responsibility is a journey that requires continual improvement, and we must develop the structures and processes necessary to set goals and assess our performance.

As part of this process, we will continue to implement systems to collect and compile the great work we are doing across our global operations and establish key performance indicators that will help us measure, track and report on our performance in our Travel with Purpose focus areas—creating opportunities, strengthening communities, celebrating cultures and living sustainably.

Our Corporate Responsibility Council, which will be established in 2013, will help us identify and set these goals and will be a key driver and champion of our corporate responsibility.



HOW YOU CAN GET INVOLVED

Team Members everywhere and at every level are encouraged to join Hilton Worldwide on our corporate responsibility journey. Your passion and support for Travel with Purpose is vital to our success, and we look forward to working with you as we strive to improve our business and our world. Please volunteer to join or start a Community Committee at your location, or reach out to your manager for opportunities to get involved.

YOUR FEEDBACK MATTERS

Please send your thoughts and feedback on Travel with Purpose and our first corporate responsibility report to: corporateresponsibilityinquiries@hilton.com. We have a promising journey ahead of us and look forward to partnering with Team Members to advance our efforts.

