



With more than 2,345 Hampton by Hilton™ hotels around the globe, it's easy for travelers to find us. And once they've found Hampton, they prefer to stay with us. Why? Our guests tell us they choose Hampton because of the tremendous value we offer; because they know what they'll get at Hampton with every stay, at every location; and because Hampton makes them feel appreciated. Making our guests happy makes us happy. Guaranteed™.



# HAMPTON BY HILTON

## highlights

- **100% Hampton Guarantee®.**  
Our guarantee promises: Making you happy makes us happy. So, if we can make your stay better, talk to any member of our team, and we'll make sure you're 100% happy. GUARANTEED™.
- **Free, hot breakfast.**  
Start your day off right with a free, hot breakfast, including fresh-baked waffles, or sample healthy options such as a variety of cereals, yogurt, fruit, oatmeal, and more.
- **Fitness Center.**  
Work in some time for a workout in our fully equipped fitness room. At Hampton by Hilton, we make it easy for you to keep your exercise regimen on track while you're on the road.
- **Free Wi-Fi.**  
Stay connected with free Wi-Fi access in all of our guest rooms, lobbies and meeting rooms.
- **Other perks.**  
Enjoy a roomier shower area with our curved shower curtain rods. Surf the Web or print documents in the business center.

### About Hilton Honors™

Hilton Honors is the award-winning guest-loyalty program for Hilton's 14 world-class brands comprising nearly 5,300 properties with more than 863,000 rooms in 106 countries and territories. Hilton Honors members who book directly through preferred Hilton channels have access to instant benefits, including a flexible payment slider that allows members to choose nearly any combination of Points and money to book a stay, an exclusive member discount that can't be found anywhere else and free standard Wi-Fi. Members also enjoy popular digital tools available exclusively through the industry-leading [Hilton Honors mobile app](#), where Hilton Honors members can check-in, choose their room and access their room using a Digital Key. With more than 74 million members, Hilton Honors offers hundreds of ways to earn and redeem Points. Members can redeem their Points for free nights, premium merchandise, items on Amazon Shop with Points; make charitable contributions or gain access to unique events through the Hilton Honors auction platform ([hiltonhonors.com/auctions](#)), such as exclusive artist experiences and hotel concert events with Live Nation®, or race experiences with the McLaren-Honda Formula 1 team. The program is free to join, and travelers may enroll online by visiting [www.HiltonHonors.com](#) or connect with Hilton Honors at [news.hiltonhonors.com](#).

## facts

- Hampton by Hilton has more than 2,345 properties.
- Hampton by Hilton hotels offer nearly 238,000 rooms worldwide.





# HAMPTON BY HILTON

## awards

**2018** Hampton by Hilton received two Hermes Awards for its "Real Travel" campaign:

- Platinum: Social Media – Content Campaign
- Platinum: Public Relations – Social Marketing Campaign

**2018** Hampton by Hilton received four HSMIA Adrian Awards for its "Real Travel" campaign:

- Silver: Advertising, Advertising Single Entry - Television Consumer
- Bronze: Digital Marketing, Digital Campaign - Integrated Marketing Campaign for Consumer
- Silver: Digital Marketing, Digital Single Items - Social Media/Social Networking
- Silver: Digital Marketing, Digital Campaign - New Opening/Launch

**2018** Hampton by Hilton is ranked #1 in the Hotels & Motels category of Entrepreneur magazine's annual Franchise 500 list for the ninth year in a row. (The brand ranks #29 on full Franchise 500 list.)

**2017** Hampton by Hilton receives PRSA's Silver Anvil Award of Excellence in the Multicultural Public Relations, Business category for "First Comes 'Like', then Comes 'Love': Hampton by Hilton Taps into Hispanic Buying Power" campaign

**2017** Harris Poll EquiTrend Study acknowledge Hampton as the healthiest hotel brand in the midscale category

**2017** Hampton by Hilton recognized with the highest ranking in the Upper Midscale category by the American Customer Satisfaction Index

**2017** Hampton received highest ranking as the mid-market hotel brand of the year by Harris Poll EquiTrend

**2017** Hampton ranked Platinum in MONEY magazine's Best Hotels in the World list for mid-range hotel chain category

**2016** *Business Travel News* U.S. Hotel Chain Survey | Best Mid-Price Hotel Chain

**2016** Hampton by Hilton ranked #1 in the Customer Experience Survey in a 2016 Forrester Research, Inc. Survey

**2016** Hampton by Hilton is named a co-winner in the Marketing Communications category of the 2016 PR Platinum Awards for the "Seekender" public relations program

**2016** Hampton by Hilton awarded VOX Award by Memphis chapter of PRSA (Public Relations Society of America) for the "Seekender" public relations program

**2016** Hampton by Hilton's "Seekender" program won PRSA Sunshine District Radiance Awards in marketing consumer products and social media categories

**2016** Hampton by Hilton was awarded PRSA's 2016 Silver Anvil Award of Excellence for the "Seekender" public relations program

**2016** Hampton by Hilton received three MarCom Awards:

- Platinum | Public Relations Program | Hampton by Hilton Uses Star Power to Stir Seekenders to Seize Summer Weekends
- Gold | Integrated Marketing | First Comes 'Like', then Comes Love...Hampton by Hilton Taps into Hispanic Buying Power
- Honorable Mention | Traditional and Social Media Campaign | First Comes 'Like', then Comes Love...Hampton by Hilton Taps into Hispanic Buying Power

**2016** Entrepreneur magazine ranks Hampton by Hilton No.2 on its annual Franchise 500 list, making it the only hotel chain in the Top 10

**Hilton**



**Hilton**  
HONORS

# HAMPTON BY HILTON

## awards

**2016** Hampton by Hilton was awarded PRSA's 2016 Silver Anvil Award of Excellence for the "Seekender" public relations program

**2016** Entrepreneur magazine ranks Hampton by Hilton No.2 on its annual Franchise 500 list, making it the only hotel chain in the Top 10

**2016** Hampton by Hilton is named 2016 Harris Poll Equitrend® Mid-Market Hotel Brand of the Year.

**2016** Hampton by Hilton receives a SABRE Award, recognizing campaigns that demonstrate the highest levels of strategic planning, creativity and business results

- Gold | Product Media Relations (Consumer Media) | Hampton by Hilton Uncovers and Inspires a New Type of Traveler: The "Seekender"

**2016** Hampton by Hilton receives six HSMIA Adrian Awards:

- Gold | Marketing Program, Consumer | Hampton by Hilton Uncovers and Inspires a New Type of Traveler: The "Seekender"
- Gold | Feature Placement Print – Trade Publication | Hampton Entrepreneur Gold | Repositioning | Hampton We Go Together
- Silver | Social Media Campaign | Hampton by Hilton Uncovers and Inspires a New Type of Traveler: The "Seekender"
- Silver | Social Media Campaign | Hampton Framing Memories
- Bronze | TV-Consumer | Hampton We Go Together

**2015** "Seekender" program and the Hampton We Go Together marketing campaign recognized with four Platinum Marcom Awards and two Gold awards

**2015** Harris Poll Equitrend® Mid-Market Hotel Brand of the Year

**2015** Entrepreneur Magazine's annual Franchise 500® #1 franchise (Fourth year)

**2015** Women's Choice Award for Best Midscale Hotel for Overall Service, Romantic Getaways and Family Travel

**2014** HSMIA Adrian Awards | One Gold and Three Bronze awards for Public Relations

**2014** Harris Poll EquiTrend Study #1 Mid-Market Hotel

**2014** BDRC Hotel Guest Survey's Most Improved Brand in the U.S.A

**2014** Magellan Awards | 5 gold and silver awards in marketing and public relations

**2014** HOTELS Social Hotel Awards #1 in Best Integrated Digital Campaign

**2013** *Entrepreneur* Magazine's annual Franchise 500® #1 Franchise (Third year)

**2013** *Travel Weekly Readers'* Choice Awards - Best Mid-Priced Hotel

**2012** *Entrepreneur* Magazine's annual Franchise 500® #1 Franchise (Second year)

**2012** J.D. Power 2012 Customer Service Champion Award

**2012** *Lodging Hospitality* Magazine named Hampton by Hilton the largest hotel brand in the U.S. on its annual "Top Brands" list

**2012** *Which?* Magazine named Hampton by Hilton among the top three UK hotel chains

**2012** *Travel Weekly* - Silver Magellan Award Winner Hospitality: Lobby/Common Space Design category

**2012** *Business Travel News* ranked Hampton by Hilton No. 1 in its annual U.S. Hotel Chain Survey in the mid-price hotel category

**2012** *Entrepreneur* Magazine named Hampton by Hilton Hotels the Top Global Franchise

**2011** *Entrepreneur* Magazine's annual Franchise 500® #1 Franchise

