

## Innovation Fact Sheet

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Guest-centric innovation is in Hilton's DNA. Starting with Hilton's first hotel in 1919, Hilton set the foundation that transformed the hospitality industry forever. A century after the company's founding, Conrad Hilton's entrepreneurial spirit inspires Hilton to push boundaries and deliver innovations for our guests. From its earliest days, Hilton's ongoing spirit of innovation has been responsible for many iconic hospitality firsts that have defined modern business travel, including room service, in-room televisions, airport hotels, central reservation systems and even the Piña Colada.

That innovation continues today with in-room technology designed to enhance the personalized guest experience, as well as pioneering new brands focused on specific guest needs and including distinctive design.

Innovation, technology and design at Hilton are driven by guest insights. Hilton is constantly exploring concepts both in the guestroom and public space of its hotels, thinking beyond the actual product to a new system that embodies Hilton's core vision, mission, and values and begins to reimagine what hospitality might be in the future.

### Innovation Through New Brands

- **Motto by Hilton (launched in 2018):** Backed by extensive research, Hilton is providing a lifestyle solution with its new Motto brand that no other hospitality brand currently addresses. Motto by Hilton delivers a fresh approach to modern travel for the connected and confident traveler who wants value, location, and experience above all else. Coming to the most sought-after cities, Motto by Hilton offers a unique trifecta of centrally located accommodations, reasonable prices, and flexible configurations—empowering guests with the freedom to create their own experiences.
- **LXR Hotels & Resorts (launched in 2018):** Building on the legacy of the Waldorf Astoria and Conrad brands, Hilton continues to diversify its luxury portfolio with the addition of LXR—a luxury collection brand with each location offering a singular travel experience native to its place, history, and tradition. Found in the world's most alluring destinations, LXR Hotels & Resorts are iconic properties that maintain their own identity but are united by the benefits of the Hilton enterprise and the award-winning Hilton Honors program.
- **Signia Hilton (launched in 2019):** Signia Hilton is a dynamic new brand that will offer both meeting professionals and sophisticated business travelers an inspired, premier hotel option. The new portfolio of hotels is setting out to transform the industry for meeting professionals and sophisticated business travelers by infusing state-of-the-art technology and design into every aspect of the guest experience.

### Innovation Through Design

- Travelers and small groups are looking for more communal spaces to work, play and dine through all periods of the day. Because of this increasing demand for social connection in our hotels, Hilton is rethinking how it designs public spaces and ensuring that they are adapting to these evolving demands for community, energy, and dynamic change.

- For example, Motto by Hilton has a strong emphasis around smaller designed rooms and larger communal public spaces. We have created a fresh approach to modern travel for the connected and confident traveler who want value, location and experience above all else.
- Hilton is also blurring of lines between our restaurants, lobbies, bars, and meeting areas into a more universal space.
- Hilton is also incorporating sustainability into design—something that has transformed from a nice-to-have to a consumer demand.
  - For example, Hilton is incorporating solar panel roofs into some of its properties, as well as sourcing materials locally. The availability of resources such as fresh water and the types of energy influence both the design aesthetic and construction means and methods.
  - Another example is Connected Room. When guests aren't physically in their room (about 70% of the time), hotels can power down devices such as the TV, HVAC and lights, dramatically reducing energy use.

## Innovation Through Guest Room Technology

### *Connected Room*

- Hilton is powering hospitality with technology that allows guests in [Connected Rooms](#) to personalize their stays from one central device – their mobile phone via the Hilton Honors app or a specially designed remote control. Connected Room is rooted in the unique needs of Hilton's guests, who have voiced an increasing desire to personalize their stays.
- Connected Room technology allows guests to control television entertainment, room temperature, and room lighting.
- Hilton currently has more than 1,800 Connected Rooms across 10 hotels and plans to roll out the technology to tens of thousands more rooms across hundreds of hotels, primarily in the U.S. but also in the first non-U.S. locations.
- Hilton has also teamed up with SHOWTIME and Netflix to allow guests to continue streaming their favorite TV content from home while on the road. In the future, travelers can expect to experience more content and features from Hilton.
- In the longer-term, Connected Room will support a range of connected devices, engagements and experiences. Guests will be able to use voice commands to control their room or access their content, and to upload their own artwork and photos to automatically display in their room. Guests will also be able to set various preferences in their Hilton Honors account profile to further customize their in-room experience to their individual preferences.

### *Digital Key*

- The Hilton Honors app serves as the "remote control" to our Hilton Honors members' travel experience by putting them in control of personalizing their experience.
- With Digital Key, guests can access their hotel room, fitness center, pool and other hotel areas requiring a key, using their smartphone. After a long day of travel, guests can swiftly bypass the Front Desk and head straight to their room, using Digital Key to unlock their door.
- Today we have 4,100+ properties live with Digital Key in more than 25 countries around the world. Our guests have opened more than 40 million doors and counting, since Digital Key launched in 2015.
  - Total Number of Digital Keys Downloaded (since launch) – 12.4M

## Hilton



- o Number of Digital Keys Downloaded in 2018 – 7.6M
- o Number of Properties with Digital Key – over 4,100
- o Number of Countries – over 25
- o Number of Doors Opened with Digital Key (since launch) – 40.7M