

TRAVEL WITH PURPOSE 

HILTON + SUSTAINABLE SEAFOOD

Hilton is committed to cutting our environmental footprint in half and doubling our investment in social impact by 2030.

DID YOU KNOW?



90%

of our oceans are fished to their limit or overfished*



50%

of fish species people consume have disappeared since 1970**



Businesses and consumers can make a difference by knowing where our seafood comes from and sourcing it responsibly

HILTON'S SUSTAINABLE SEAFOOD GOALS

By 2022, we commit to responsibly source seafood by:



PROTECTING THE ENDANGERED

Ban the procurement of endangered species*** from all our properties



BUYING FROM THE BEST

Procure at least 25% of total global seafood volume^ from Marine Stewardship Council (MSC) or Aquaculture Stewardship Council (ASC) certified sources



INVESTING IN THE REST

Procure remaining seafood volume^ from sources working towards certification, sustainable improvements, or are on WWF green lists

HOW WILL WE ACHIEVE THIS?



TRAIN OUR TEAMS, INVOLVE OUR GUESTS

Train our teams in responsible seafood sourcing. Involve our guests in our seafood commitment.



DEEPEN PARTNERSHIPS WITH NGOS, SUPPLIERS

Collaborate with NGOs and like-minded suppliers committed to responsible seafood sourcing.



REPORT AGAINST OUR GOALS

Measure and update on our seafood progress overtime.

GET INVOLVED NOW!

LEARN MORE, SHARE OUR SEAFOOD COMMITMENT WITH OTHERS AND PRACTICE RESPONSIBLE SEAFOOD SOURCING AT HOME.

www.seafoodsustainability.org | www.cr.hilton.com

*Report: <http://www.fao.org/3/i9540en/i9540en.pdf> | Food and Agriculture Organization of the United Nations

** Report: www.worldwildlife.org/publications/living-blue-planet-report-2015 | WWF

*** As identified by WWF utilizing International Union for Conservation of Nature (IUCN) and Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) rankings

^Of total seafood volume for owned, managed and leased hotels