

# The history of the hilton hotels marketing essay



**ASSIGN  
BUSTER**

Hilton hotel was formed in 1946 and was listed on New York stock exchange. In 1949 Hilton Hotel became the first International brand with the opening of Caribe Hilton , in Puerto Rico and than also celebrating the birth of Hilton International Company. In Europe the first Hilton hotel was opened in Madrid in 1954. And these were Hilton Hotel who introduced the concept of Airport Hotels by opening San Francisco Airport Hilton in 1959. In 1965 Hilton International was separated from Hilton Hotel Corporation. And in 1965 company starting franchising its hotels in USA .

In 1967 Hilton International got by Trans World Airlines (TWA). in 1970 company became the first NYSE-listed company to enter in the gaming business by purchasing Las Vegas Hilton and Flamingo Hilton .

First website was launched by Hilton in 1995 was [www. hilton. com](http://www.hilton.com)

According to latest information It has about 3500 hotels in about 81 countries , the brand names includes the Waldorf Astoria, Conrad, Hilton, Doubletree, Embassy Suites, Hilton Garden Inn, Hampton Inn & Suites, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations.

Since its founding 90 years ago, Hilton's commitment to creating exceptional guest experiences remains unchanged, and our more than 130, 000 team members continue to bring the highest quality of service to the world's visitors. it is headquartered in Mclean , Virginia. And being a private company HHC does not announce its financials in public domain

In 2006 Hilton Hotel sold its two major UK hotels London Metropole and Hilton Birmingham Metropole to Arthur Matyas. In 2007 Hilton Hotel Corporation also signed a multi-year contract agreement for two resorts in Costa Rica. The company opened the Hilton Ras Al Khaimah Resort and spa , it was Hilton's second property and first Worldwide Resort. Hilton Hotel Corporation launched its first of a series of ' Hampton by Hilton hotels in UK. In 2007 Hilton Hotel Corporation ( HHC) was acquired by Blackstone and in same year HHC was delisted from the New York Stock Exchange and than became a privately held company.

In 2008 one of the Hilton brand family signed an agreement with Monit Investment for the development of 250-hotel rooms and Waldorf Astoria Residences which will be completed and will be opened by 2011 . in 2009 Hilton Hotel opened its new headquarters in Virginia and in the following month Business Development Research Consultants ( BDRC) middle east hotel business guest survey ranked HHC as the number one hotel brand in the Middle East.

### **Vision:**

To fill the earth with the light and warmth of hospitality.

To consistently provide superior global value to our hotels, company and team members through knowledgeable and collaborative support, innovative solutions, and commitment to profitability maximization in all distribution channels with responsiveness, speed and accuracy of deliverables.

**Mission:**

We will be the leading global hospitality company – the first choice of guests, team members and owners alike.

**Values:**

H= Hospitality – passionate about delivering exceptional guest experiences.

I= Integrity – do the right thing, all the time.

L= Leadership – leaders in our industry and in our communities.

T= Teamwork – team players in everything we do.

O = Ownership – the owners of our actions and decisions.

N = Now – operate with a sense of urgency and discipline

**Loyalty Program**

The loyalty program for Hilton customers is known as HHonors guest reward scheme and it is the only that program which offers double dipping to earn both HHonors points and air miles at the same time with more than 50 participating air lines and about 3500 Hilton hotels world wide. There are three different options for the guests to earn points which are as follows :

HHonors Points and Variable Miles

Earn 10 HHonors Base points + 1 airline mile per eligible U. S. dollar spent

HHonors Points and Fixed Miles

Earn 10 HHonors Base points per eligible U. S. dollar spent + 500 miles per stay (100 miles per stay at Hampton Inn, Hampton Inn & Suites and Homewood Suites by Hilton.)

HHonors Points and HHonors Points

Earn 10 HHonors Base points + 5 bonus points per eligible U. S. dollar spent

## **Services :**

### **Taking care of guests – and owners.**

### **It's what Hilton Do:**

Hilton is the name which present world's first class hospitality worldwide. Its now been more than 90 years that Hilton family offering business and leisure facilities worldwide. As Hilton is one of the most largest hotel in the world it offers an exciting future for us .

## **Discover a family of leading**

### **brands in all segments :**

Hilton is one of the only such brand in hotel industry which introduces its different brands . the brands of Hilton includes are as follows

**Hilton®,**

**Conrad®**

**Hotels and Resorts, Doubletree®,**

**Embassy Suites Hotels®,**

**Hampton Inn®,**

**Hampton Inn & Suites®,**

**Hilton Garden Inn®,**

**Hilton Grand Vacation Club®,**

**Home2 Suites by Hilton™,**

**Homewood Suites by Hilton®,**

**The Waldorf Astoria Collection® —**

All of these brands are supported by Hilton worldwide customer programs and Hilton got first rank among construction line among the top companies in hotel development and in fact 20% of the US construction line belongs to Hilton brands.

**Powerful brand names.**

**Powerful brand support :**

Hilton feels that guests should be comfortable and relaxed while using any of their brands. The advantages of the Hilton's best and friendly cooperative staff and good surrounding environment , the guest want to stay for a long time .

**Cross selling :**

With a variety range of Hilton brand , Hilton hotel refers their guests to their different brands and the Hilton family benefits form their internal referrals.

**Marketing and Sales support:**

It includes national and international marketing services. Hilton's sponsorship for the US Olympic team will present a variety of marketing schemes to promote the Hilton Hotel .

**Quality Assurance:**

Specialists evaluate each hotel twice in a year to maintain the brand value and status.

**Hotel Performance Support :**

One of unique consultative field team offers support to the hotel branch so that hotel can purchase the most of Hilton support programs

**Communication:**

In Hilton the communication is promoted among the all other family members of Hilton by advisory meetings and conferences.

**Commitment to Technology :**

On-Q is the single solution technology program available such multi brand company which enables the employees of Hilton to connect with the each and every guest's touch in and out systems and share information to all levels of organization to make a up-sell like in 2008 the cross sell was over

\$1 billion revenue. And besides this On-Q has won many awards for its such great performances .

Hilton management services:

Hilton management services is on of the nation's largest and most experienced operator of Hilton worldwide . it knows how to purchase and maintain Hilton's reputation and brand name. Hilton management services ranks as a today's leading management company. HMS owns, leases, or manages nearly 450 hotels and 80, 000 team members across all industry segments within Hilton Worldwide.

2009 highlights:

### **Waldorf A - storia Hotels & Resorts**

expanded to include the Dakota Mountain Lodge and opened the

Waldorf Astoria Orlando, the first property to bear the name since the

New York original.

### **- Conrad Hotels & Resorts**

just announced it will be expanding its presence in Asia with properties

set to open in Guangzhou, China and Seoul, South Korea.

### **- Hilton**

continues to have a strong development pipeline, is expanding its

presence in all major regions and will soon be featured in the major



motion picture “ Up in the Air.”

### **- Doubletree**

continues its steady global development momentum, with more than

25 hotels and resorts opened in the Americas, Europe, Asia and Africa

during 2009 and an additional 25 confirmed Doubletree deals slated for

opening in 2010-2011.

### **- Embassy Suites Hotels**

celebrated its 25th anniversary, won its eighth J. D. Power award

for guest satisfaction, was named one of “ America’s Greatest Brands”

and is forecasted to end the year with a RevPar index of around 131.

### **- Hilton Garden Inn**

has seen incredible growth this year including the opening of its first

property in the Middle East, the Hilton Garden Inn Riyadh Olaya.

### **- Hampton**

celebrated the 20th anniversary of its “ 100% Satisfaction Guarantee”

this year and has enjoyed a growing presence throughout North America

and the United Kingdom.

### **- Homewood Suites by Hilton**

celebrated its 20th anniversary this fall and currently has more than

120 hotels in development throughout the United States.

### **- Home2 Suites by Hilton**

has had an absolutely remarkable year, with nearly 50 franchise

applications approved to date.

### **- Hilton Grand Vacations**

made history this fall in New York City by building the first

ground-up shared ownership property, West 57th Street by Hilton Club

in New York City.

### **Hilton's new properties & Future plans :**

Third Hilton Hotel Opens In Sicily

Hilton Orrington/Evanston Opens On Chicago's North Shore

Hilton Worldwide Signs New Hilton Hotels Property On The Nile

Hilton Announced The Opening of Hilton Manhattan East

New Property For Hilton Hotels In Cairo

Hilton New Delhi/Janakpuri Now Open

Hilton Hotels Adds To Growing Russian Portfolio

Hilton Enters Fukuoka, Japan

Hilton Named Number One Hotel Brand in Russia

Hilton Lake Taupo Opens As the First Upscale International Hotel In Taupo

Hilton Beijing Wangfujing Named “ 2009 World’s Leading Lifestyle Hotel”

Hilton Orlando Bonnet Creek and Waldorf Astoria® Orlando Opens

Hilton Named Number One Hotel Brand in KSA

Hilton Named Number One Hotel Brand in UAE

Hilton Named Number One Hotel Brand in Australia

Hilton Named Best Hotel for Meetings and Business Service

The Newly Built Hilton Phoenix/Chandler Opens March 2009

Hilton Relocating Global Headquarters From Beverly Hills, CA, To Fairfax County, VA.

Hilton Hotels Corporation To Develop 25 New Hotels In Turkey

DLF-Hilton Announce Seven New Hotel Developments In India

U. S. Olympic Team Sponsorship Information

## **Hilton Sponsors Time Out Dubai To Launch Pioneering Apple Application:**

The Hilton Hotel worldwide with association with time out Dubai application for iphone and ipod touch users to reveal the nightlife and restaurants and hotels in Dubai. The application is a free interactive resource that acts as a go-to-guide on Dubai for visitors and residents alike. Users can access real-time information and reviews irrespective of where they are in the world.

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Phone and iPod Touch users will be able to download the Hilton Time Out Dubai Application for free from their device's application store, when it launches the week commencing May 31st 2010.

## **Hilton's Key Strategic Priorities**

### **Align our culture and organization**

- Become the leading global hospitality company with one shared culture and a

common vision, mission and set of values

- Attract, develop and retain the best and most diverse talent in the hospitality industry

- Act as responsible members of our communities by creating strategies to embrace

corporate social responsibility

### **Maximize performance across the entire enterprise**

- Operate more effectively and efficiently across the organization by bringing up an

environment of continuous improvement in each of our business segments

- Maximize the performance of all properties in our system through a continued focus on

revenue and operating margins

- Allocate capital in a disciplined manner and increase the return on investment

## **Strengthen and expand Hilton brands and commercial services platform**

- Continue to drive premium market share in Hilton brands through world-class brand

management and innovation

- Continue the revitalization of the Hilton brand and further develop our presence in

the luxury and lifestyle segments

- Create the most extremely impressive sales, pricing and marketing capabilities and infrastructure in the hospitality industry.

## **Expand our global footprint**

- Continue to maintain the strongest development pipeline in the US
- Accelerate the growth of our management and franchise business outside the US

## **Hilton HHonors Offers Fast Ways To Free Stays :**

Hilton HHonors, the loyalty program for Hilton Worldwide portfolio of hotel brands and home to 25 million members, announced its latest promotion, Fast Ways to Free Stays. From April 6 through June 30, 2010, members can receive a free night after completing four stays or earn double points for all stays at participating Waldorf Astoria Hotels & Resorts, Conrad Hotels &

Resorts, Hilton Hotels, Doubletree, Embassy Suites Hotels, Hilton Garden Inn, Hampton Hotels and Homewood Suites by Hilton.

## **Recent Openings and Signed Deals :**

### **Recent Openings**

#### **Doubletree**

Dar es Salaam – O - yster Bay, Tanzania

- Zanzibar – Nungwi, Tanzania
- Bristol South, United Kingdom
- Libertyville-Mundelein, IL
- Pittsburgh/Monroeville, PA
- Denver, CO

#### **Embassy Suites Hotels**

- Valencia, Venezuela
- Houston-Energy Corridor, TX
- Palmdale, CA
- Savannah Airport, GA\*
- Birmingham, AL \*
- Raleigh, NC\*

## **Hampton**

- Birmingham, United Kingdom
- Braintree, United Kingdom
- Shrewsbury, United Kingdom
- Elliot Lake, Canada
- Atlanta, GA
- Deming, NM
- Elmira, NY
- Hickory, NC
- Key Largo, FL
- Monticello, AR
- Sweetwater, TX
- Athens, AL
- Bakersfield, CA
- Baton Rouge, LA
- Bay City, TX
- Big Spring, TX
- Brenham, TX

- Denver, CO
- Flint, MI
- Folsom, CA
- Mt. Vernon, VA
- Parsippany, NJ
- Savannah, GA
- Thousand Oaks, CA
- Watertown, SD
- Wilkes-Barre, PA
- Jekyll Island, GA
- Morgan City, LA
- Woodward, OK
- New Albany, MS
- Pampa, TX
- Wilder, KY
- Sarasota, FL
- New Braunfels, TX



- Pueblo, CO

## **Hilton**

- Janakpuri Delhi, India
- Liverpool, United Kingdom
- Lake Taupo, New Zealand
- Mexico City, Mexico
- Richmond, VA

## **Hilton Garden Inn**

- New Delhi/Saket, India
- Kutahya, Turkey
- Arlington, VA
- Atlanta, GA
- Denver, CO
- Fargo, ND
- Jackson, MS
- North Little Rock, AR
- Cincinnati/Mason, OH

## **Homewood Suites by Hilton**

- Clovis, CA
- Ft. Lauderdale, FL
- Port St. Lucie, FL
- Minneapolis/St. Louis Park, MN
- Minneapolis/St. Paul-New Brighton, MN
- Newtown, PA
- Waco, TX
- Birmingham, AL
- Dallas/Allen, TX
- Bozeman, MT

## **Recent Signed Deals**

### **Doubletree**

- Oslo, Norway
- Merida Yucatan, Mexico
- Al Khobar, Saudi Arabia
- Kos, Greece
- Gatlinburg, TN

## **Hampton**

- Talegaon, India
- Berlin – City West, Germany
- Liverpool City Centre, United Kingdom
- Ciudad del Carmen Campeche, Mexico
- Bayside, MD
- Greensboro, NC
- Rochester, NY
- Manchester, TN
- Los Angeles, CA
- West Monroe, LA
- Amesbury, MA
- New York, NY
- Dayton, OH
- Limerick, PA
- Tomah, WI
- Grand Junction, CO
- Washington, DC

- Orlando, FL
- Pensacola, FL
- Tampa, FL
- Arlington, VA

## **Hilton**

- Cairo – Heliopolis, Egypt
- Guangzhou Baiyun, China
- Xian, China
- Seoul, Republic of Korea (Renewal)
- Huangshan, China
- Jinan, China
- Petaling Jaya, Malaysia (Renewal)
- Shanghai Hongqiao, China
- Fukuoka, Japan
- Windhoek, Namibia
- Riyadh, Saudi Arabia
- Gelendzhik, Russia
- Orrington, IL

- Columbus, OH

## **Hilton Garden Inn**

- Gurgaon, India
- Santiago, Chile
- Edmonton, Canada
- Wroclaw, Poland
- Watertown, NY
- Roanoke, VA

## **Home2 Suites by Hilton**

- Mobile, AL
- Hot Springs, AR
- Amarillo, TX
- Denver, CO
- Baltimore, MD
- Austin, TX
- Houston, TX
- Woodbridge, VA

## **Homewood Suites by Hilton**

- Philadelphia, PA
- Denver, CO
- Washington, DC
- Richland, WA

## **Waldorf Astoria Hotels & Resorts**

- Beijing, China

\*Coming Soon!

## **Hilton Worldwide**

### **and Brand Awards :**

Hilton Worldwide was named winner of the People's Choice Stevie Award for  
“ Sales

& Customer Service – Favorite Customer Service in Leisure and Tourism.”

The Stevie Awards is an international competition recognizing excellence in  
disciplines crucial

to business success, and for the first time the general public was asked to  
vote for its

favorite providers of customer service.

- Hilton Worldwide was voted “ Best International Hotel Chain” at the 2010  
Grand

Travel Awards in Sweden. Founded and organized by Travel News, this is the 18th

year of the awards that recognize the leading players in the travel and tourism industry.

- Hilton Worldwide was voted “ Favorite Hotel Chain” at the Borsa Internazionale del

Turismo (BIT) Tourism Awards 2010 in Italy.

- At the German Business Traveller Awards,

Hilton Worldwide was named “ Best Hotel Chain Worldwide,” “ Best Hotel Chain in North America,” “ Best Hotel Chain in Europe” and “ Best Hotel Chain in Germany.

Hilton Hotels celebrated its 22nd year as a Recording Academy partner and the official

hotel sponsor of the annual GRAMMY® Awards with special prize-packages for

Hilton HHonors members and Hilton team members around the world.

- Hilton Hotels took home a winning trophy from this year’s National Association of

Uniform Manufacturers and Distributors (NAUMD) Image of the Year (IOY) Award

ceremony for its new eco-friendly uniforms designed by Superior Uniform Group.

- The Hilton brand was named “ Best Hotel Chain in Eastern Europe” and took home the

“ Best Hotel Web Site” honor from Business Traveller magazine’s annual Reader’s Choice Best in Business Travel Awards.

- The Hilton brand received the highest score for “ Customer Satisfaction Among Hotel

Companies” from the American Consumer Satisfaction Index.

- Hilton Hotels’ partnership with the Paramount Pictures film Up in the Air was named 2009’s “ Most Critically Acclaimed Branded-Entertainment Deal” by Advertising Age.

Homewood Suites’ documentary on the Tennessee Duck River was honoured with an Emmy™ Award by the Nashville/ Midsouth Chapter of the National Academy

of Television Arts & Sciences.

- The Hospitality Sales & Marketing Association (HSMAI) honored Homewood Suites by Hilton with eight awards during its recent Adrian Awards. The brand took



home three Gold Awards, two Silver Awards and three Bronze Awards for its advertising, public relations and web marketing efforts.

- Embassy Suites also won five Adrian Awards at the HSMAI competition, including a Gold Award for the brand's UPromise summer promotion and Silver Awards for " Best Trade Placement-Feature" and " Best Internal Newsletter" for @embassy.

### **Property Awards:**

The London Hilton on Park Lane won " England's Leading Business Hotel" at the

2009 World Travel Awards.

- Hilton Madrid Airport was recognized as the " Best Business Hotel in Spain" by the

Business Destinations Travel Awards, voted by independent business travelers coming

to Spain.

- Hilton Malta Kitchen Brigade participated in the Malta Kulinarja Competition and won a total of 55 medals – two gold honors, 17 gold, 21 silver, nine bronze and six merit awards.

- Hilton Copenhagen Airport was awarded " Best Hotel in Denmark" for the seventh consecutive year in the annual Danish Travel Awards.

- Hilton Malta participated in the 2009 Foundation for Human Resources

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Development awards, which recognizes companies that have an excellent people

management strategy or have implemented a special HR initiative during the preceding

year. Hilton Malta was the only local company to receive the “ Excellence in People

Management” recognition.

- Four of Hilton Abu Dhabi’s restaurants won awards at the prestigious “ What’s

On Awards 2009” – BiCE Restaurant won the “ Chefs’ Choice Award,” Hemmingway’s

Restaurant & Bar won the “ Favorite Pub Grub Award,” Royal Orchid Restaurant

won the “ Favorite Far Eastern Restaurant” and Mawal Restaurant won the “ Favorite

Arabian/ Lebanese/ Iranian Restaurant Award.” The hotel’s restaurants were also

awarded at the Time Out Restaurant Awards – BiCE restaurant won the “ Highly

Recommended Italian Restaurant Award” and Vasco’s restaurant won the “ Highly

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Commended International Restaurant.”

Hilton Chongqing has been recognized by the Conde Nast Traveler’s Readers’ Award

2009 as one of the “ Top 100 Hotels in Asia.”

- During the World Travel Awards Grand Final 2009, organized by the World Travel Award Organization, Hilton Beijing Wangfujing won four awards, including the “ World’s Leading Lifestyle Hotel” for the second year in a row plus three regional awards – “ Asia’s Leading City Resort,” “ Asia’s Leading Lifestyle

Hotel” and “ China’s Leading City Resort.” The Hilton Colombo also scooped up “ Sri Lanka’s Leading Business Hotel” at the same awards ceremony.

- Doubletree by Hilton Resort Wuxi Lingshan won the “ Best East China Luxury

Resort” at the Hurun Best of the Best Awards. These awards, for preferred brands

of China’s wealthiest consumers, were announced by Hurun Report, China’s leading

luxury business magazine.

- Hilton Garden Inn New Delhi/Saket has been honored with the “ Award of Excellence

for Community Policing, South District 2009” which recognizes the hotel as one of the

most secure hotel in Delhi.

- The Hilton Kuala Lumpur was named “ Asia’s Leading City Hotel” and “ Asia’s Leading Design Hotel” by World Travel Awards and was also recognized as the “ Best City Hotel – Kuala Lumpur” by TTG Travel Awards 2009.

- In the Food & Beverage Hospitality Asia Platinum Awards (HAPA) 2009-2011 series,

Conrad Centennial Singapore won “ Best Executive Chef of the Year” – Wolfgang

Ranner, “ Best Asian Restaurant” – Golden Peony and “ Best All-day Dining Restaurant” – Oscar’s. The hotel was also named “ Singapore’s Leading Business Hotel” by the World Travel Award Organization.

Hilton Corniche was named as one of the “ Expedia Insiders Select 2009,” which is

presented to the very best hotels as judged by the experiences of Expedia customers.

- Conrad Indianapolis, Doubletree Hotel Detroit/Dearborn and Homewood Suites

Tampa Brandon all were recognized within the “ Top 25 U. S. Hotel” by Trip Advisor’s 2010 Traveller’s Choice awards, which honor the best hotels in the U. S.

- Hilton Americas-Houston received the unique distinction of becoming the first hotel

in the state of Texas to achieve Green Seal certification in recognition of its efforts to reduce the hotel’s environmental impact.

- Hilton Chicago received a special recognition in the “ 2009 Mayor Daley’s Landscape Awards,” which highlights the horticultural achievements of residents,

businesses, schools and non-profit organizations in the City of Chicago.

- Hilton Portland & Executive Tower has been certified under the Green Key Eco-

Rating Program. The hotel was awarded four Keys on a scale of five Keys, and is the first

hospitality property in Oregon to receive this designation. This rating is based on the hotel having mature sustainability programs in place that involve management, employees, guests and the public, and which have shown substantial and measurable results.

- The Go Wichita Convention & Visitors Bureau honored the Hilton Wichita Airport

with its “ Innkeeper of the Year Award” during the 2009 Travel Industry Outlook Annual

Meeting. A B A All of Hilton Malta’s restaurants – the Blue Elephant Restaurant, Oceana Restaurant, Bottega del Vino and Gazebo Restaurant – were recipients of top awards at the “ Definitive(ly) Good Guide to Restaurants.” B Team members at the Doubletree Hotel Detroit / Dearborn celebrate being named one of the “ Top 25 Hotels in the U. S.” by TripAdvisor’s 2010 Traveler’s Choice awards.

## **Hilton Worldwide’s**

### **Focused-Service Brands :**

In the past year, Hilton Garden Inn and Hampton have driven impressive growth internationally, while Homewood and Home2 have remarkable pipelines in the U. S. Recently, Hilton Garden Inn opened its first properties in the Asia Pacific and Middle East regions. While Homewood remains a U. S.-based brand, it has 110 properties in development. Additionally, while the first Home2 Suites by Hilton property isn’t scheduled to open until later this year, the brand has already approved 60 franchise agreements with commitments to move into construction shortly. Home2 Suites by

Hilton has also recently received approval to develop in both Canada and Mexico.

In addition to their development success, our focused-service brands have also received high recognition in other areas, including:

Hampton recently earned the distinction of “ Best Mid-Priced Hotel” b - y the annual Travel Weekly Readers’ Choice Awards survey for the fifth consecutive year.

- Hampton was honored by Entrepreneur magazine as the fourth-best franchise business in the U. S. in its Franchise 500® list, the only hotel brand to rank in the top 20.

- Hilton Garden Inn achieved the highest ranking in the J. D. Power and Associates 2009 North America Hotel Guest Satisfaction Index Study and was named the best in the “ Mid-Scale Hotel Chains with Full Service” category for the seventh time in eight years.

- Both Hilton Garden Inn and Hampton were recognized in the 2010 Business Travel News Top U. S. Hotel Chains survey, with Hampton named the #1 Mid-Priced tier brand and Hilton Garden Inn earning the #2 ranking in the Upscale Select Service category.

- Home2 Suites recently celebrated the first groundbreaking for one of its properties in

Fayetteville, North Carolina, which is expected to open in the fourth quarter in 2010.

All four of these brands have an amazing amount of potential and will continue to help shape Hilton Worldwide future success.

## **Hilton Worldwide and Brand Initiatives :**

Hilton Worldwide recently announced its support of the U. S. Olympic Committee's

(USOC) new Athlete Career Program, which will provide athletes with career training

and job placement assistance. The athletes will receive a salary and full health benefits for their work, allowing them the ability to pursue their Olympic dreams.

- Team members at the Memphis Shared Services Center donated 240 hours to help

build a Habitat for Humanity home. These team members worked alongside six young

men from Juvenile Intervention and Faith based Follow-up (JIFF) to help them learn

new marketable carpentry skills.

- The Hilton in the Community Foundation's (HICF) Ball at the London Hilton on Park

Lane proved an extraordinary success, with more than £370, 000 raised for charity,

a new record for the event, which is now in its ninth year.

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This year's " Small Change, Big Difference" campaign, led by the HICF, raised an

incredible £60, 000 for charities supporting disabled children. The program invites guests

to add an optional £1 onto their room bill for charities including Children with Leukaemia, Children's Hospices UK and Save the Children.

- In 2009, Hilton Grand Vacations donated a total of 166 night stays to support a

wide range of charitable organizations, including the Special Olympics, Coalition

for the Homeless, Leukaemia Society and the American Red Cross.

- The team members from the Hilton Reservations and Customer Care office in Tampa recently held a Zoo Volunteer Day at Lowry Park Zoo, during which supporters helped with renovation projects while others cleaned and repaired animal exhibits.

- In response to the devastating earthquakes in Haiti, Hilton Worldwide made a donation

to a Fairfax County based organization, Virginia Task Force 1, which was among the

first to deploy volunteers to the region.

Additionally, Hilton HHonors arranged for its members to be able to donate points

to support relief efforts in Haiti. For every 10, 000 points donated, HHonors sent US \$25

to the International Federation of Red Cross and Red Crescent Societies. In total, Hilton

HHonors and its members contributed US \$611, 225 to the Red Cross efforts in Haiti.

- Following the earthquake, the Doubletree Hotels brand donated US \$50, 000 on behalf

of its Teaching Kids to CARE community outreach program to Friends of the World

Food Program (Friends of WFP) to help support the United Nations World Food

Program's (WFP) School Meals initiative in Haiti.