Travel with Purpose

2025 Report Highlights



Travel with Purpose is good for our people, hotels, communities and guests—and it is good for our business.

It is how we are realizing our founding purpose to fill the earth with the light and warmth of hospitality, driving positive impact, delivering lasting value, and inspiring our guests to **travel with purpose**.

ROKU KYOTO, LXR Hotels & Resorts, Japan

Hilton
FOR THE STAY™

Delivering meaningful guest experiences

Our People

Building opportunities for all

As a business of people serving people, Hilton invests in programs that create pathways to meaningful career growth and unlock opportunities for a brighter future.

Our Hotels

Creating more sustainable stays

At Hilton, sustainable business is good business: enhancing energy efficiency, reducing water use and waste, protecting biodiversity and sourcing responsibly all enable a better stay for our guests.

Our Communities

Strengthening where we live, work and stay

Hilton invests in the communities where we operate, partnering with local businesses and community groups, promoting destination stewardship, and supporting community resilience.

Responsible Business

Operating with accountability, integrity and transparency

At Hilton, we operate with accountability, integrity and transparency—from strong governance and reporting to efforts to protect human rights to ethical practices that build trust with guests, partners and communities.

↗ Learn more
The 2025 Travel with Purpose Report provides a more detailed update about Hilton's strategy and performance throughout the year.

2025 Key highlights

In 2025, we advanced our Travel with Purpose strategy with measurable impact across our people, our hotels and our communities.

Our people

686K+

Learning and career growth opportunities created

$119M

In financing secured by aspiring hotel owners through the **Unlocking Doors** program



Hilton Team Member and DC Central Kitchen Alumnus, Joseph Tolbert, III, volunteers during Travel with Purpose Week

Learn more
Progress to our 2030 Goals

Our hotels

50.9%

Reduction in carbon emissions intensity for managed hotels since 2008 baseline

36.0%

Reduction in carbon emissions intensity for franchised hotels since 2008 baseline

37.1%

Reduction in water intensity for managed hotels since 2008 baseline

64.7%

Reduction in landfill waste intensity for managed hotels since 2008 baseline

135

Estimated tons of plastics reduced through the use of Digital Key

74%

Of hotels globally provide guests **access to hydration stations or have an on-site bottling plant**

Certification to ISO Standards across our global portfolio

14001	50001	9001
Environmental Management Systems	Energy Management Systems	Quality Management Systems

Our communities

~$18M

Total philanthropic donations*

1.8M+

Volunteer hours logged

2.5M+

Community members meaningfully impacted through local support, disaster relief efforts and economic opportunities

Responsible business

Led development of updated human trafficking prevention training

In partnership with industry peers and Protect All Children from Trafficking (PACT)



DoubleTree by Hilton Dubai Business Bay, United Arab Emirates

* Donation number includes grants distributed from the Hilton Global Foundation, support from the Team Member Assistance Fund, hotel philanthropic donations (self-reported in LightStay), and value of 20,000 room nights donated in partnership with American Express for the Los Angeles wildfires.

2025 Recognition for Travel with Purpose

We are proud to be recognized as a leader in sustainability and community impact, while continuing to evolve our Travel with Purpose strategy to meet the changing needs of our business and the world around us.

#1

World's Best Workplace

by Fortune and Great Place to Work

#1

Rankings in 18 countries

Australia
Austria
Bahrain
China
Dominican Republic
France
India
Italy
Kuwait
Netherlands
New Zealand
Peru
Sri Lanka
United Kingdom
United States
Uruguay
Vietnam



93%
of Team Members globally say Hilton is a great place to work

Hilton Team Members celebrate #1 World's Best Workplace award

#2

Companies that Care

by PEOPLE

$1.59B

Sustainability Perceptions Value according to Brand Finance, the **highest ranking hotel brand** and among the top brands globally

Silver Medal

by EcoVadis for sustainability management

100 Best Corporate Citizens

by 3BL

World's Leading Sustainable Partnership—Green Ramadan Hilton/Winnow

by World Sustainable Travel & Hospitality Awards

Power of Beauty Award for Corporate Volunteerism

by Keep America Beautiful

Corporate Citizen Award for Best Disaster Response and Community Resilience Program

by U.S. Chamber of Commerce Foundation

Our people

As a business of people serving people, Hilton invests in programs that create pathways to meaningful career growth and unlock opportunities for a brighter future.

Happy teams. Happy guests.

For more than 100 years, Hilton has been a business of people serving people. Our commitment to our Team Members is at the heart of everything we do. When we take care of our people, they create extraordinary experiences for our guests. Simply put, being the world's best place to work has made it possible for us to become the world's best place to stay.

Supporting growth for future hospitality talent

To inspire and expand talent in the hospitality industry, Hilton launched Hilton Cares, a scholarship program designed to create opportunities for growth and advancement for current and aspiring students. Through Hilton Cares, Hilton and the Hilton Global Foundation awarded scholarships to 27 Hilton Team Members and 63 members of the community.



> **Hilton's culture has been the cornerstone of my 50-year journey with the company. The people-first culture fosters a supportive environment where every Team Member thrives, enabling us to deliver exceptional guest experiences. This culture shaped my career and passion for hospitality."**
>
> — **Andreas Jersabeck**, General Manager of Waldorf Astoria Cairo Heliopolis

> **I was inspired to apply for the Hilton Cares Scholarship because Hilton truly commits to its people. The scholarship felt like a meaningful way to keep growing my education while staying connected to a company that values lifelong learning and personal growth."**
>
> — **Shanice Atkins**, Commis Chef, Barbados Hilton Resort

Hilton Lake Como, Italy

Our hotels

At Hilton, sustainable business is good business: enhancing energy efficiency, reducing water use and waste, protecting biodiversity and sourcing responsibly all enable a better stay for our guests.

Reducing single-use plastics

Hilton is reducing single-use plastics in our hotels through thoughtful operational changes and sustainable sourcing. By eliminating unnecessary plastics, replacing them with lower impact alternatives, and enabling reuse, we are creating more sustainable stays for our guests and reducing waste. These initiatives help protect the destinations guests love, improving guest convenience and enhancing the hotel experience.

Here are some of the ways that many hotels are working to reduce plastics, shrinking our environmental footprint and enhancing our guests' experience. Hilton works to scale these initiatives through brand standards, innovative partnerships, and optimized pricing for hotels through Hilton Supply Management.

Reducing plastic use	**Full-size bath amenities** are required by brand standard across Hilton's global portfolio, avoiding 3.7M+ pounds of plastic usage annually as compared to miniature bottles
Replacing with reusables	**Reusable dishware, drinkware and flatware** must be used in restaurants at all full-service, luxury and lifestyle hotels
Eliminating single-use items	**Digital Key** is offered at more than 80% of Hilton's properties, eliminating 100+ tons of plastic annually
Identifying sustainable alternatives	**Guest room amenities** such as toothbrushes, shaving razors and combs, are increasingly made from more sustainable materials, such as cornstarch, bamboo, wheatstraw or wood
Enabling guests to reduce	**Water refill stations or on-site bottling** are available at more than 70% of hotels globally, providing guests the opportunity to hydrate with reusable bottles or cups

Hilton
FOR THE STAY

Certification to ISO Standards

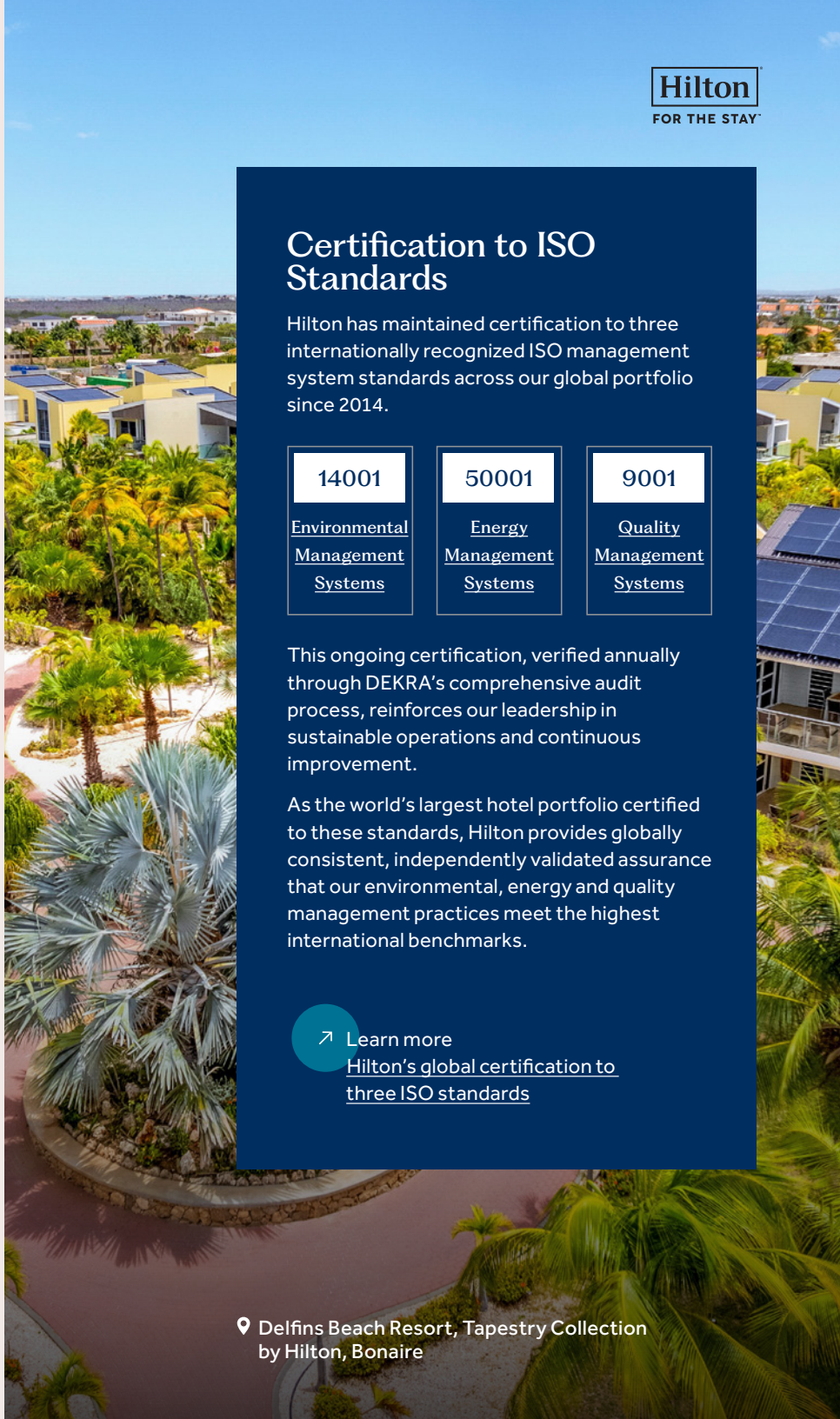
Hilton has maintained certification to three internationally recognized ISO management system standards across our global portfolio since 2014.

14001	50001	9001
Environmental Management Systems	Energy Management Systems	Quality Management Systems

This ongoing certification, verified annually through DEKRA's comprehensive audit process, reinforces our leadership in sustainable operations and continuous improvement.

As the world's largest hotel portfolio certified to these standards, Hilton provides globally consistent, independently validated assurance that our environmental, energy and quality management practices meet the highest international benchmarks.

↗ Learn more
Hilton's global certification to three ISO standards



Delfins Beach Resort, Tapestry Collection by Hilton, Bonaire

Our communities

Hilton invests in the communities where we operate, partnering with local businesses and community groups, promoting destination stewardship, and supporting community resilience.

Global purpose. Local impact.

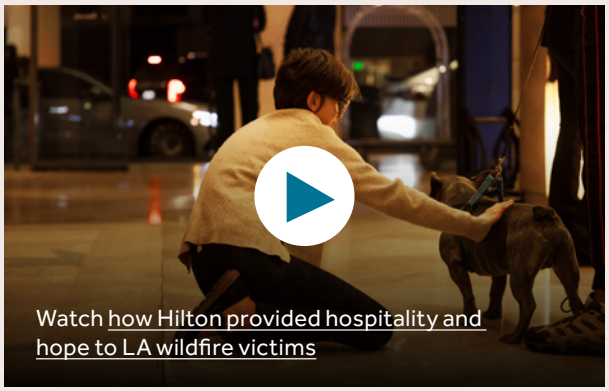
Disaster relief

Los Angeles wildfire relief

Hilton partnered with American Express and 211 LA to donate 20,000 complimentary hotel nights to families displaced by the 2025 Los Angeles wildfires, providing safety and stability within days for more than 7,000 people. Thousands of Team Members mobilized across 80 hotels, creating comfort zones, pet-friendly spaces, and donation hubs, while the Hilton Global Foundation (HGF) supported first responders.

20K
Complimentary hotel nights provided

7K+
People supported


Watch how Hilton provided hospitality and hope to LA wildfire victims

Hilton
FOR THE STAY

Community impact

Travel with Purpose Week

Travel with Purpose Week (TWPW), Hilton's annual week to celebrate and amplify the positive impact created by Hilton Team Members in communities around the world, empowers Team Members to make a positive impact beyond the walls of their hotels and spread the light and warmth of hospitality into their communities.

2025 Impact

132K+
Community members meaningfully impacted

1.9K+
Volunteer events hosted

206K lbs
Waste diverted from landfill

↗ Watch How Hilton amplified positive impact during Travel with Purpose Week 2025

Hilton Team Members volunteer with the Felix Project

Responsible business

At Hilton, we operate with accountability, integrity and transparency—from strong governance and reporting to efforts to protect human rights to ethical practices that build trust with guests, partners and communities.

Human trafficking prevention training

Building on Hilton's years-long commitment to ensure our Team Members recognize and address signs of human trafficking, in 2025 Hilton led a partnership with Hyatt and Intercontinental Hotels Group (IHG) to create an updated, modernized and survivor-informed training curriculum designed to empower Team Members to recognize, respond to and report instances of trafficking. Developed in partnership among the three hospitality companies, Protect All Children from Trafficking (PACT), and Unboxed Training & Technology, the training leverages live-action video storytelling and has been made available to the industry, free of charge.

↗ Learn more
Hilton's collaboration to develop updated human trafficking training

Sustainable meetings in action

Every meeting at a Hilton hotel is a chance to make a meaningful impact. Hilton's industry-leading Meet with Purpose (MWP) program empowers customers to host responsible meetings and events that align with their sustainability goals—without compromising on experience. Through innovative tools and thoughtful practices, we help customers minimize environmental impact and support local communities, while experiencing exceptional hospitality.

Meet with Purpose isn't just good for the planet—it's good for business. Customers increasingly seek partners who share their values, and Hilton delivers with solutions that combine responsibility and hospitality. Together, we're creating meetings that matter. In 2025, 76K+ meetings quantified their environmental footprint through the Meeting Impact Calculator tool, helping customers estimate and reduce an event's footprint with actionable choices.



Hilton McLean Tysons Corner

76K+

Meetings quantified their environmental footprint through the Meeting Impact Calculator tool in 2025



> **Travel with Purpose isn't a program we run alongside our business. It's central to our strategy and how we bring our founding vision to life—filling the earth with the light and warmth of hospitality while creating opportunities for our Team Members, guests, owners, communities and shareholders."**
>
> **— Christopher J. Nassetta,**
> President and Chief Executive Officer

Conrad Washington, DC