

2023 HILTON SATISFACTION AND LOYALTY TRACKING (SALT)

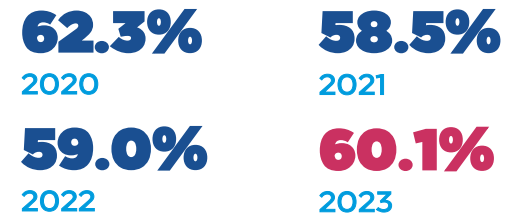
We continually monitor guest satisfaction through our Satisfaction and Loyalty Tracking (SALT) survey, which is used at every level of the enterprise, from property Team Members to our CEO, to keep a pulse on guest experiences, maintain accountability for delivering excellent services and drive innovation.

The drop in 2021 scores can largely be attributed to the challenges of resuming service and staffing levels at hotels, as travel returned in waves and occupancy increased during the second year of the COVID-19 pandemic. Just as we expected, guest ratings rose as our service levels returned, and we continued to focus on programs and initiatives that enabled Hilton to provide the most reliable and friendly customer experience.

At the property level, guest feedback is top priority. Individual survey responses trigger a “close the loop” process based on guests’ Overall Experience rating. If guests are dissatisfied with their stay (as determined by specific ratings), the property must respond to the guest to resolve the issue within 24 hours of the survey being received, or the matter is automatically escalated to our corporate Guest Assistance team who will resolve the issue.



GUEST RATINGS 9 OR ABOVE OUT OF 10*



*Source: Hilton Satisfaction and Loyalty Tracking (SALT) survey data 2020-2023, all open properties. Overall Experience calculated as the percent of respondents rating a 9 or 10 out of 10 on the Overall Experience question on the SALT survey

