# Travel with Purpose

#### 2024 Report Highlights

The <u>2024 Travel with Purpose Report</u> provides a more detailed update about Hilton's strategy and performance throughout the year.

Susona Bodrum, LXR Hotels & Resorts, Türkiye

Travel with Purpose is good for our people, hotels and communities—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 and delivering lasting value.

# Image: Second stateImage: Second stateOur PeopleOur HotelsOur CommunitiesBuilding<br/>opportunity for allCreating<br/>sustainable staysStrengthening<br/>where we<br/>live, work and stay\_\_\_\_\_\_Responsible Business\_\_\_\_\_\_

Operating with accountability, integrity and transparency

"Hilton was founded on the belief that hospitality could be a force for good in the world—that through travel, we could all achieve a purpose that is bigger than any one of us. This is what is at the very core of Travel with Purpose—our strategy to drive a positive impact and deliver lasting value for our people, our hotels and in our communities."







#### 2024 highlights





Launched Unlocking Doors, a new initiative to expand hotel ownership for emerging entrepreneurs.



Advanced turnkey owner programs focused on water efficiency, design & construction, electrification and renewable energy procurement.



Tripled the number of managed hotels in the Americas signing

#### 100%

renewable electricity supply contracts and expanded adoption in the EMEA region to nearly 30% of managed hotels and corporate offices



Expanded our Green Ramadan food waste reduction program across EMEA and APAC, eliminating

Tons of food waste across participating hotels

Continued to provide our guests with an accessible electric vehicle (EV) charging network, with EV chargers now available at

1.9K+ Hotels globally

1.7

Tripled the adoption of Al informed food waste reduction technology to nearly 200 hotels, saving

3.9M Meals annually



Provided support to 4K+ Team Members affected by natural disasters, personal hardships and crises with

\$1.4M In aid through our Team Member Assistance Fund



# \$121K

awarded in Hilton Global Foundation Action Grants to support hotel-led volunteer activities with local nonprofits



Achieved record participation during Travel with Purpose Week, with Hilton Team Members contributing

72K+ Volunteer hours across 1.2K+ events



Partnered with local community organizations to distribute

1.6M+



Volunteered with Keep America Beautiful in the U.S., collecting 6.2K+ pounds of litter and planting 1.4K trees, plants, flowers and shrubs in local communities.

**Responsible Business** 



Hilton Baku showcased sustainability efforts during COP29 including the hotel's food waste reduction initiatives and locally sourced menu items



Hilton's VP of Sustainability participated in a panel titled "Shaping the Future of Tourism" to discuss sustainable, nature-positive urban development at the Economic Forum Urban Transformation Summit in San Francisco.



#### 2024 leading recognition

We proudly serve as an industry leader in sustainability and community impact, while working to advance and evolve our strategy to adapt to the world around us.

**EcoVadis** Silver Medal

**CPA-Zicklin Index** 

of Corporate Political Disclosure and Accountability Trendsetter

8TH CONSECUTIVE YEAR

Dow Jones Sustainability Indices World and North America

**3BL's** 100 Best Corporate Citizens **PEOPLE Companies that Care** #2 Ranking

**ISO Certification** 14001 Environmental Management

50001 Energy Management

9001 Quality Management

**S&P Global** Sustainability Yearbook Member

**Brand Finance** Highest Sustainability Perceptions Value Fortune and Great Place To Work #1 Best Company to Work For in the U.S.

#2 World's Best Workplace

8TH CONSECUTIVE YEAR Top Hospitality Workplace in the World

6TH CONSECUTIVE YEAR Best Workplace for Women (U.S.)

**IR Magazine** Best ESG Reporting Large Cap



#### Sustainability leadership

Hilton champions sustainable travel by leading global efforts in destination stewardship and community impact and actively participating in industry groups that support these initiatives. In 2024, Hilton leaders served on the Global Business Travel Association (GBTA) Sustainability Leadership Council, American Hotel & Lodging Association (AHLA) Sustainability Committee Responsible Stay Initiative, World Sustainable Hospitality Alliance (WSHA) Senior Advisory Council and Executive Forum and U.S. Travel Association Sustainable Travel Coalition. We collaborate with these groups to enhance the impact of the hospitality industry, focusing on human rights, hotel efficiency, responsible sourcing, industry education and reporting standardization.

# Building a better world for travel starts with engagement

Meaningful change stems from shared passion, purpose, actionable goals and clear expectations. Engaging with key stakeholders broadens our perspective and helps us achieve ambitious targets. These relationships reveal improvement opportunities and the best ways to implement strategic TWP initiatives across our 8K+ hotels.

Owners and developers collaborate on Travel with Purpose programs, piloting new sustainability initiatives during design, construction, renovation and operations. They are key partners in advancing a sustainable future for the hospitality industry, providing feedback, piloting initiatives, and inspiring environmental and community impact.

Hilton Stakeholder Engagement

<sup>↗</sup> Learn more

#### Hilton FOR THE STAY

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#### 2024 by the numbers

**Our People** Building opportunity for all

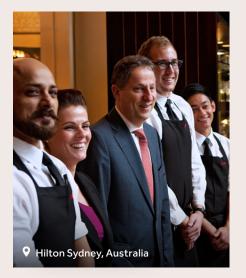
#### 970K+

Learning and career growth opportunities created

# \$70M

In financing secured to support aspiring hospitality owners through the Unlocking Doors program

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#### **Our Hotels Creating sustainable stays**

#### 48.1%

**Reduction in carbon emissions** intensity for managed hotels (per square meter from 2008 baseline)

#### 36.3%

**Reduction in water intensity** for managed hotels (from 2008 baseline)

#### 3.6K

People provided with clean drinking water through 3 new community water projects bringing our total to 15 around the world

#### 82%

Of hotels offer Digital Key, eliminating 103+ tons of plastic

## 32.7%

Reduction in carbon emissions intensity for franchised hotel (per square meter from 2008 baseline)

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#### 60.6%

**Reduction in landfill waste** intensity for managed hotels from 2008 baseline, exceeding our 50% reduction goal

69%

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

#### Our Communities Strengthening the place where we live, work and stay

### 1.5M+

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

#### 1.4M+

**Distributed to 4K+** Team Members impacted by disasters, crisis and personal hardship

7.3M+

**Total giving through Hilton Global Foundation** including 121 Action Grants to nonprofit organizations around the globe for hotel-led social and environmental impact projects

#### 2.8M+

452K+

Volunteer hours reported

Bars of soap donated to communities in need

**Responsible Business** Operating with accountability, integrity and transparency

#### 64K+

Quantified the environmental footprint of 64K+ meetings through the Meeting Impact Calculator tool

#### \$500K

Committed from 2022 to 2025 to support efforts to combat human trafficking in the hospitality sector in partnership with the American Hotel & Lodging Association Foundation-No Room for Trafficking program