

Travel with Purpose

2024 Report Highlights



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.



Our People

Building opportunity for all



Our Hotels

Creating sustainable stays



Our Communities

Strengthening where we 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."

—Christopher J. Nassetta, President and Chief Executive Officer



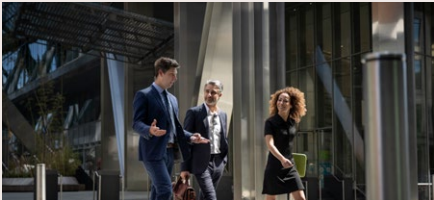
➤ The 2024 Travel with Purpose Report provides a more detailed update about Hilton's strategy and performance throughout the year.

📍 Susona Bodrum, LXR Hotels & Resorts, Türkiye

2024 highlights



Our People



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



Our Hotels

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

1.7

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

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

3.9M

Meals annually



Our Communities

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+

Meals



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



📍 Conrad Tulum Riviera Maya, Mexico

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.

[➔ Learn more](#)

[Hilton Stakeholder Engagement](#)

2024 by the numbers

Our People Building opportunity for all		Our Hotels Creating sustainable stays		Our Communities Strengthening the place where we live, work and stay	
<div>970K+</div> <div>Learning and career growth opportunities created</div>		<div>48.1%</div> <div>Reduction in carbon emissions intensity for managed hotels (per square meter from 2008 baseline)</div>		<div>1.5M+</div> <div>Community members meaningfully impacted through local support, disaster relief efforts and economic opportunities</div>	
<div>\$70M</div> <div>In financing secured to support aspiring hospitality owners through the Unlocking Doors program</div>		<div>32.7%</div> <div>Reduction in carbon emissions intensity for franchised hotel (per square meter from 2008 baseline)</div>		<div>452K+</div> <div>Volunteer hours reported</div>	
 <div>Hilton Sydney, Australia</div>		<div>36.3%</div> <div>Reduction in water intensity for managed hotels (from 2008 baseline)</div>		<div>\$1.4M+</div> <div>Distributed to 4K+ Team Members impacted by disasters, crisis and personal hardship</div>	
		<div>60.6%</div> <div>Reduction in landfill waste intensity for managed hotels from 2008 baseline, exceeding our 50% reduction goal</div>		<div>2.8M+</div> <div>Bars of soap donated to communities in need</div>	
		<div>3.6K</div> <div>People provided with clean drinking water through 3 new community water projects bringing our total to 15 around the world</div>		<div>\$7.3M+</div> <div>Total giving through Hilton Global Foundation including 121 Action Grants to nonprofit organizations around the globe for hotel-led social and environmental impact projects</div>	
		<div>69%</div> <div>Of Hilton hotels provide guests access to hydration stations or have an on-site bottling plant</div>			
		<div>82%</div> <div>Of hotels offer Digital Key, eliminating 103+ tons of plastic</div>			

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