

# 2025 Status Update: Cage-Free Egg Sourcing

Hilton is committed to the ethical treatment of animals across our supply chain and is taking action to transition to cage-free eggs globally. While we continue to collect full year 2025 data from hotels around the world, we are maintaining positive momentum and demonstrating significant progress in our cage-free egg sourcing globally. We remain committed to regularly and transparently reporting our cage-free egg progress as part of our annual Travel with Purpose reporting, scheduled to be published mid-year 2026, including an updated numeric table with sub-regional reporting consistent with our [Source with Purpose 2024 Cage-free Egg Sourcing Progress table](#). The report will also include actions that will be taken in each region to further our progress as quickly as feasible in 2026 and beyond.

## Significant Progress in 2025

- ✓ **Completed initiating the 100% cage-free egg transition across all Hampton by Hilton, Home2 Suites by Hilton, Homewood Suites by Hilton and Tru by Hilton hotels in the United States**, which represents about half of Hilton’s global franchised portfolio. We’ve leveraged the scale of these operations and continued our transition of cage-free eggs at a cost-competitive rate, complementing significant progress across our managed portfolio.
- ✓ **Expanded supply across Asia Pacific (APAC):** We established new sourcing agreements and significantly increased purchasing of cage-free eggs with newly *certified humane* farmers across the region where supply has historically been limited and cost premiums have been high. This work includes additional cage-free sourcing agreements in **China, India, Indonesia, Japan, Malaysia, Philippines, Singapore, Thailand, and Vietnam**.

In our 2025 Travel with Purpose report, we expect to report significant improvements in our sourcing in APAC, supported by achieving nearly **100% cage-free egg sourcing** within our hotels in Australia, Malaysia, New Zealand, Philippines, Singapore, Thailand, and Vietnam, and we are targeting 100% in Japan in 2026.

We are proud of our efforts in these significant markets, despite macro challenges including the availability of supply in specific local and remote markets, limited supply of cage-free liquid eggs, cost premiums and impacts of the avian flu.

In markets where supply chain and other challenges have been encountered, including China, Indonesia, and India, we maintain a steadfast commitment to developing market availability, boosting awareness and education, and partnering with NGOs to initiate supplier pilots for cage-free egg transition. This investment will enable long-term and continuous impact.

- ✓ **Achieved 100% cage-free egg supply in managed hotels in Brazil:** We continue to drive progress across other regions where cage-free egg supply is developing, including in **Brazil**. As of January 2026, we achieved 100% cage-free egg sourcing in our managed hotels in Brazil as a result of enhanced education and supplier engagements.
- ✓ **Launched sourcing research with World Sustainable Hospitality Alliance:** With an aim to explore viable solutions for increased cage-free egg sourcing and promote transparent, responsible supply chains across the industry, **we’re working closely with our colleagues via the World Sustainable Hospitality Alliance to expand cage-free egg sourcing and education across the hospitality industry**. This work includes an assessment of cage-free egg supply in key countries globally and a review of levers to expand supply.

## What We're Driving Towards

Even with our substantial progress against our 100% cage-free egg sourcing goal to date, supply chain challenges still exist. Global supply chain complexities, regional differences in cage-free egg availability, varying regulatory environments, and unregulated certifications are all barriers to scaling global sourcing. Avian influenza also had unfortunate and significant impact on supply in Australia and U.S. markets in 2025, which we continue to monitor and address through additional strategic sourcing agreements. To address these challenges and drive continued progress toward our goals, we continue to work in the following areas:

- ✓ Investing in education on cage-free egg procurement for culinary and operations teams.
- ✓ Enhancing internal resource hubs and comprehensive guides for hotels to promote responsible sourcing, covering certification standards and best procurement practices.
- ✓ Identifying and engaging cage-free farms, producers, and distributors regionally to support certified cage-free egg procurement, particularly in the Asia-Pacific region. For example, working closely with an NGO that can identify newly certified farms, quickly establishing new agreements and supporting farmers in the region.
- ✓ Collaborating with NGOs to define the requirements for self-certification as a "cage-free farm" in regions where formal certification is limited.
- ✓ Soliciting feedback from stakeholders to ensure that their input informs both our reporting processes and strategic decision-making.
- ✓ Updating procurement platforms to identify and prioritize cage-free egg sourcing options that support hotel sourcing requirements.
- ✓ Conducting supplier audits and validations, ensuring third-party auditors review supplier claims and verify compliance with cage-free egg standards, especially in markets where supply has been limited.
- ✓ Continuing farm visits to meet producers and observe from whom and where hotels purchase their eggs.

