



We engage with stakeholders that can help inform and enhance our business and corporate responsibility strategy. From developing hotel concepts and products in partnership with owners and guests to working with governments on policy reforms to partnering with conservation organizations on a variety of products in our supply chain, we view stakeholder engagement as an enabler of continuous improvement, innovation and collective action.

We engage with a broad range of internal and external stakeholders on an ongoing basis, including nongovernmental organizations, industry and government, as well as our Team Members, guests, owners and shareholders. We do this informally, through participation, membership or leadership in organizations and consortiums and as a structured part of our outreach strategies related to issues and challenges. We also connect with stakeholders through formal partnership work and stakeholder engagement activities that are covered below and throughout this report.

HERE ARE A FEW HIGHLIGHTS FROM OUR 2017 ENGAGEMENT EFFORTS:

Engaged with **policy makers** to support initiatives including youth employment through apprenticeships, the Paris Agreement on climate change, LGBTQ rights, and efforts to eradicate human trafficking

Co-created and supported the launch of the **International Tourism Partnership** goals on carbon, water, youth and human rights

Co-founded the **UK Stop Slavery Hotel Industry Network** in partnership with **Shiva Foundation**, the charity arm of our partner owners **Shiva Hotels**, to develop and share resources to fight modern slavery with hotel industry stakeholders

Launched the second edition of the Global Youth Wellbeing Index at the **UN Youth Assembly** in partnership with the **International Youth Foundation** and **United Nations World Tourism Organization (UNWTO)**

Consulted with the **World Wildlife Fund (WWF)** to develop our sustainable fish sourcing, food waste and carbon strategies

Collaborated with **Vital Voices** to empower over 100 female advocates to strengthen their work in combating human trafficking across 41 countries

Worked with **Clean The World** to recycle and distribute 6 million bars of soap, contributing to a 35% reduction in hygiene-related diseases worldwide

Partnered with **Points of Light** to bring together the volunteering power of our Team Members to serve our communities

Worked with **Global Impact** to support eight disaster relief campaigns in 2017 alone

Presented our updated Travel with Purpose strategy to the company **Board**, including an overview of material issues, key achievements and future focus areas

Integrated Travel with Purpose in our **annual financial report**

Presented on Travel with Purpose at the annual global **owners'** conference

Reached out to all Hilton **Employees** via our annual Global Team Member Survey, including asking for their feedback on Hilton's contribution to the local community

Ran pulse surveys with all **General Managers** and leaders on Travel with Purpose programs and direction in Europe, Middle East, Africa and Asia-Pacific, with 93% of respondents in **senior leadership** agreeing that Travel with Purpose supports our mission to be the most hospitable company in the world

Hosted two in-person regional **Travel with Purpose Champions** meetings, sharing updates and gathering feedback from identified leaders in regions and support functions who develop and drive implementation strategies to bring Travel with Purpose to life with their peers, touching 42 Champions in Europe, Middle East, Africa and Asia-Pacific

Developed and launched support tools for labor **suppliers** to identify and manage risks of modern slavery in labor sourcing

Launched commitment to train 100% of our hotels, including **franchises**, in anti-human trafficking

Eliminated plastic bottles in all meetings, events, gyms and spas in China in response to **guests'** feedback

Rolled out globally the integration of hotel-specific Travel with Purpose performance data on the Wifi login landing page, available to all **guests and visitors** who sign into hotels' wifi

