

For 100 years, Hilton has been a beacon of hospitality in our communities. We believe the success of our business is directly linked to the success of our communities – from the local owners who build our hotels, to the local talent who operate them, to the local businesses we support through the products we source and the guests we serve. Our approach to stakeholder engagement follows this value chain perspective. We engage with a large number of stakeholders to inform them about our priorities, seek their views and expertise, inform our programs and create innovative partnerships to redefine sustainable travel. In 2018, we increased our stakeholder engagement around Hilton's [Travel with Purpose 2030 Goals](#), a new strategy to redefine sustainable travel.

STAKEHOLDER GROUPS & ENGAGEMENT	2018 HIGHLIGHTS
<b>Team Members (at all hotels)</b>	
LightStay	Undertook a significant refresh of LightStay to align with our Travel with Purpose 2030 Goals, enhance functionality, increase accessibility, user engagement and ensure accuracy.
Hilton University	Provided 87,000+ Team Members* with in-person or virtual-led trainings, completing 3.5 million courses.
Hilton Hotline	Responded to reports and inquiries received by the Hilton Hotline by Hilton's investigations team within 24 hours.
Go Hilton (Team Member Travel Program)	Offered preferential travel rates to all Hilton Team Members, Owners and their Friends & Family via the Go Hilton Travel Program.
Corporate Responsibility Recognition programs	Recognized our top performing hotels for social and environmental impact in the Asia Pacific (APAC) and Europe, Middle East & Africa (EMEA) regions, with the Travel with Purpose Award.
Travel with Purpose champions	Engaged our global network of 1,089 Travel with Purpose champions to activate Travel with Purpose at our hotels and corporate offices.
Conferences, summits and leadership meetings	Presented Travel with Purpose updates at 33 conferences, summits and leadership meetings, including Hilton's General Managers & Commercial Regional Leadership conferences in Singapore (Asia Pacific) and Dubai (Europe, Middle East & Africa).
Global Team Member Volunteer Program	Engaged Team Members across 93 countries to volunteer and achieve 236,930 volunteer hours worldwide.
Pre-shift huddles and learning conversations	Led pre-shift huddles and learning conversations at hotels on the Travel with Purpose 2030 Goals, Global Week of Service and Earth Week.
Resources and regular updates	Refreshed and added Travel with Purpose toolkits and resources to support Team Members in their local activations.
	Increased awareness and engagement through articles and newsletters on corporate, brand and regional channels.

<b>Team Members (at managed hotels and corporate offices only)</b>	
All Hilton Team Member meetings	Incorporated Travel with Purpose updates (including launch of our 2030 Goals) in the All Hilton Team Member meetings hosted by Chris Nassetta, President and CEO.
Annual Global Hilton Team Member Survey	89% of Team Members feel that Hilton welcomes diverse ideas, perspectives and backgrounds.
	90% of Team Members feel they can be themselves at work.
	91% of Team Members interviewed for the Great Places To Work surveys in 13 countries said "I feel good about the ways we contribute to the community."

\* Team Members include employees at Hilton corporate offices and its owned and managed properties, and employees of franchisees who work on-property at independently owned and operated franchise properties in the Hilton portfolio.

STAKEHOLDER GROUPS & ENGAGEMENT	2018 HIGHLIGHTS
Thrive@Hilton – Team Member value proposition	Investing in Body, Mind and Spirit through benefits and programs like Thrive Sabbatical, which allows Team Members to bring their dreams and community-focused projects to life for a month.
Regular updates from Executive leaders	Shared the Travel with Purpose 2030 Goals with all Team Members through an email from Chris Nassetta, President and CEO.
Hilton Team Member Resource Groups	39 chapters for eight Team Member Resource Groups, engaging 8,000 Team Members.  Hosted 25 signature events.

Owners	
Regular updates via internal newsletter	Shared announcements on Travel with Purpose 2030 Goals, new LightStay interface, anti-trafficking training resources and new brand standard banning plastic straws, stir sticks and cocktail picks.
Consultations on key issues	Consulted on Travel with Purpose 2030 Goals.  Partnered with ownership group Shiva Hotels to fight modern slavery as part of the UK Stop Slavery Hotel Industry Network.

Guests							
Guest Satisfaction Measurement	<p>Surveyed guests to help us keep a pulse on our guests' experiences around the world and to use the feedback collected to drive customer-centric innovation.</p> <p>Percentage of guests that rate their overall experience a <b>9 or above out of 10*</b>:</p> <table border="1"> <thead> <tr> <th>2016</th> <th>2017</th> <th>2018</th> </tr> </thead> <tbody> <tr> <td><b>63.9%</b></td> <td><b>64.4%</b></td> <td><b>64.7%</b></td> </tr> </tbody> </table>	2016	2017	2018	<b>63.9%</b>	<b>64.4%</b>	<b>64.7%</b>
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Guest assistance	Responded to guests on their queries and suggestions relating to the social and environmental impact of our hotel operations.						
Hilton Honors, our brands and loyalty program	Provided sustainable experiences to Hilton Honors guests.						
Meetings and Events	<p>Offered Meet with Purpose at 985 hotels globally, our sustainable meetings and events offer which incorporates sustainably sourced food, wellness options and waste reduction.</p> <p>Created customized reports available on LightStay for hotels to share their Travel with Purpose efforts and every meeting's environmental impact with guests and meeting planners.</p>						
Food & Beverage	<p>Achieved certification for 62 hotels in five countries to the Marine Stewardship Council (MSC) chain of custody certification and offer fully traceable sustainably-sourced seafood to guests.</p> <p>Offered cage-free eggs on menus at hotels in 11 countries.</p> <p>Launched the Blended Burger at hotels in five countries, which generates 29% less carbon emissions than a regular all-beef burger.</p>						

\* Source: Satisfaction and Loyalty Tracking (SALT) Survey data 2016 - 2018, all open properties.

1) Overall Experience calculated as the percent of respondents rating a 9 or 10 out of 10 on the Overall Experience question in the SALT survey.

2) 2018 Survey Methodology Adjustment – Hilton is continuously evaluating its guest experience program to identify opportunities to improve the quality of guest feedback and increase representation of our global guest population. In January 2018, changes were implemented to the SALT survey methodology to reduce the potential for bias and increase response rate. These methodology changes impacted the survey KPIs; the estimated impact to Overall Experience was roughly -0.9 pts. To compare across the years, 2016 and 2017 results were decreased by 0.9.

STAKEHOLDER GROUPS & ENGAGEMENT	2018 HIGHLIGHTS
Conserve to Preserve	Offered guests the option to reuse their towels during their stay in support of water reduction efforts as part of our 'Conserve to Preserve' brand standard.
Social media monitoring and engagement	<p>Announced major corporate responsibility programs on social media.</p> <p>Responded to comments and inquiries relating to the social and environmental impact of our hotel operations on social media.</p>

## Policy-Makers

Ongoing dialogue on key issues	Collaborated with U.S. state-level legislatures to advance fight against human trafficking in hospitality.
Participation in multi-stakeholder initiatives	<p>Supported the carbon emission reductions stipulated in the Paris Climate Agreement through the launch of our science-based targets.</p> <p>Invited by the U.S. Department of Agriculture Food Waste to become a U.S. Food Loss and Waste 2030 Champion.</p> <p>Signed on to the United Nations Water Action Platform in 2018 to further our commitment to fighting the global water crisis, as a follow-on to our signing of the UN CEO Mandate in 2017.</p> <p>Participated in consultations on labor law reforms with the International Labor Organization (ILO), the government of Qatar and the International Tourism Partnership.</p>
Association membership	<p>Collaborated with the American Hotel &amp; Lodging Association to support U.S. state-level legislatures to advance the fight against human trafficking in hospitality.</p> <p>Collaborated with the U.S. Council for International Business to inform national and international regulators on business approach to respecting human rights across value chains.</p>

## NGOs and International Organizations

Public-private partnerships and engagement on selected topics	Global partnership with World Wildlife Fund to develop our strategies in food waste, sustainable fish and seafood and water stewardship.
Participation in expert forums and ongoing dialogues, white papers, publications and surveys	<p>Commissioned research on <a href="#">The Hilton Effect</a> by Chip Heath, accounting for Hilton's impact on cities, communities and infrastructures over the past century.</p> <p>Presented on Travel with Purpose at the UN Forum on Business and Human Rights, UN General Assembly, World Bank, World Water Week, UN COP 24, U.S. Department of Agriculture Food Waste, Global Youth Economic Opportunity Summit and Consumer Good Forum.</p>
Strategic partnerships and consultation around key material issues	<p>First global hospitality company to commit to World Wildlife Fund Singapore's PACT Promise to-wards No Plastics in Nature by 2030.</p> <p>First major hotel brand to join the Tent Partnership for Refugees, which mobilizes the private sector to improve the lives of those forcibly displaced from their home countries.</p> <p>Continued collaboration to promote plant-based diets to reduce carbon emission as part of the innovation hub Better Buying Lab with industry leaders, academics and NGOs – led by the World Resource Institute.</p>

STAKEHOLDER GROUPS & ENGAGEMENT	2018 HIGHLIGHTS
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Investors	
Annual and quarterly reports	Launched integrated reporting for the first time, embedding our corporate responsibility metrics into our financial reporting.
Investment opportunities	<p>Ranked industry leader on the Dow Jones Sustainability Index North America.</p> <p>Ranked industry leader by Fortune and JUST Capital for America’s most JUST companies, landing Hilton on the Large Cap Equity Exchange Traded Fund (Ticker: JUST) – the first ever exchange-traded fund designed to align with the American public’s priorities for just business behavior.</p>
Quarterly earnings conference calls	Referenced the launch of Travel with Purpose 2030 Goals, listing on Fortune Change The World list, and ranking on Dow Jones Sustainability Index North America on quarterly earnings call.

Suppliers	
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Responsible sourcing policy	Attached our <a href="#">Responsible Sourcing Policy</a> to all new contracts.
Collaboration on key material issues	<p>Collaborated with World Wildlife Fund and Marine Stewardship Council to deliver sustainable seafood training workshops to suppliers and Hilton teams across Asia.</p> <p>Introduced new cookery coaching program with a key supplier of plant proteins to empower 60 UK chefs to create plant-based dishes.</p> <p>Collaborated with CREA Lab and the American Mushroom Society to develop a campaign to promote the Blended Burger across the Americas.</p>
Strategic sourcing	<p>Worked with hotels and suppliers in Europe, Middle East &amp; Africa to increase procurement of total seafood volume from certified fisheries (including Marine Stewardship Council sources) and fisheries progressing towards sustainability.</p> <p>Supported seven Fishery Improvement Projects in Hilton’s existing supply chain, including Peru mahi mahi, Bahamas spiny lobster and Vietnam yellowfin tuna fisheries.</p> <p>Worked with suppliers to make cage-free eggs available to our hotels in 11 countries, and continue to transition our remaining egg supply in another eight countries towards cage-free sources.</p>
Supplier audits and assessments	Conducted eight audits and planned another 30 for labor outsourcing agencies at managed hotels in Europe, Middle East & Africa.
Supplier development program	Developed guidance for labor agencies to identify and manage risks of modern slavery in labor sourcing.

Industry	
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Collaboration on key material issues	<p>Supported the International Tourism Partnership goals on water, carbon, youth and human rights.</p> <p>Called on the World Travel and Tourism Council membership to embrace science-based targets to reduce CO2 emissions to stay below a two degree increase in temperature, in line with the Paris Agreement.</p> <p>Supported the launch of the ECPAT/World Travel and Tourism Council Call for Action for the Protection of Children in Travel and Tourism.</p>
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STAKEHOLDER GROUPS & ENGAGEMENT	2018 HIGHLIGHTS
Co-creation of industry commitments and programs	<p>Supported the draft and launch of the International Tourism Partnership Forced Labor Principles.</p> <p>Supported the draft and launch of the Framework to Engage with Suppliers through the UK Stop Slavery Hotel Industry Network, to help procurement teams engage with suppliers to address risks of forced labor and modern slavery in the supply chain.</p> <p>Collaborated with cross-industry culinary leaders through the innovation hub Better Buying Lab, managed by the World Resource Institute, to shift diets towards more plant-based options to help stay below a two degree increase in temperature, in line with the Paris Agreement.</p>

