SUSTAINABILITY
A Benchmark for Success at Hilton Worldwide
Hilton Worldwide CEO, Chris Nassetta

Providing For Today’s Needs While Positively Influencing Tomorrow

Sustainability is simply good business. Since Hilton Worldwide brands touch hundreds of communities and millions of people every day, it’s important to us to lead our industry with products and programs that deliver great guest experiences and protect the world we live in.
Why Sustainability?

We’re growing and so is the world. Because of that, sustainability is critical to the short- and long-term success of our business. Here’s why:

**POPULATION GROWTH.** Nearly seven billion people growing to eight billion by 2030. That’s a lot of people to feed.

**INDUSTRIALIZATION.** A rising middle class with greater expectations and demands.

**GLOBALIZATION.** We’re interconnected like never before. Consider all the products in our hotels – from wood to carpet to soap to mattresses to food. We think about where they’re made and where they’re going.

**RESOURCE DEPLETION.** More growth, more people, more needs.

**LEGISLATION.** Ever-changing laws governing how we build and operate.

**COSTS.** Energy, water and waste are among our largest operating expenses.

**SUPPLY CHAIN.** Not just comfy beds and other products we put in our hotels, but products and services we supply to hotel guests around the world.

**INNOVATION.** New ideas by looking through the prism of sustainability.

**DEVELOPMENT.** Opportunities to enrich lives in the communities where we grow our brands.

**TALENT.** Desirable work surroundings for our greatest asset – people – so they can deliver memorable guest experiences.

**ADD IT UP.** Sustainability has to be part of our core business model.
It’s Stated In Our Mission
To actively manage our business through the lens of sustainability to benefit this and future generations. Sustainability in action helps us:
- Protect our world globally
- Create advanced building design
- Improve operational efficiency
- Serve our communities
- Engage our employees
- Enhance the guest experience

It’s Established In Our Goals
Across our portfolio of owned hotels and corporate offices, we’re committed to the following five-year reductions (2009 - 2014) from direct operations:
1. To reduce our energy consumption by 20%.
2. To reduce our CO₂ emissions by 20%.
3. To reduce our waste output by 20%.
4. To reduce our water consumption by 10%.

Setting The Standard
Sustainability is a brand standard. It’s now a critical performance measure of the business just like quality, service or revenue. Establishing sustainability as a brand standard makes us the first major multi-brand hospitality company in the industry to make this commitment.

It Starts With Commitment
We’re a global company with 3,600 hotels in 81 countries. We intend to make a big difference through sustainable actions, while still delivering exceptional levels of hospitality.
Our Framework for Action:
Our Global Scale Requires A Strategic Approach To Sustainability

It’s Seen In Our Actions

MEASUREMENT
LightStay, our proprietary system, analyzes and reports sustainability performance at each property.

REPORTING
We third-party verify our system, processes and results. Just like a financial statement, we can validate current performance while establishing benchmarks for continuous future improvement.

LEARNING
We understand the impact of property level and corporate initiatives and share best practices across the global system.

CONTINUOUS IMPROVEMENT
Sustainability isn’t a program. Instead, sustainable actions are integrated into how we deliver hotel performance around the globe and create a better experience for our guests.
We know that you can’t manage what you can’t control; and you can’t control what you can’t measure. LightStay is our proprietary system of measurement. It calculates sustainability performance across our global portfolio of hotels. LightStay delivers value to hotel owners without any additional cost. The system’s data is used to reduce impact, improve the guest experience and drive economic returns.
The Value of LightStay

DEVELOPMENT SUPPORT
- Assistance in designing, building and renovating hotels with optimal performance.
- Help for owners in efficient design and construction using LightStay performance data.
- Mitigation of potentially excessive utility rates from municipalities and access to potential rebates/incentives.
- Potential pro-forma budgeting and benchmarking data.
- LEED Toolkits for building hotels that are LEED Certified. Toolkits are available through Hilton Worldwide for all brands. Brand construction and design standards are compared to LEED-required standards.

BUILDING PERFORMANCE SUPPORT
- Measurement of energy, waste and carbon, which are major expenses at every hotel.
- Analysis of performance across 200 operational practices from housekeeping to food waste to paper product usage to chemical storage to air quality to transportation.
- Potential realization of incentives and rebates through data which helps access local and federal programs supporting building performance.

SALES SUPPORT
Meeting Calculator. The impact of any meeting or conference held at a Hilton Worldwide property can be measured. Corporate customers can also use the impact data from the Meeting Calculator to use in their own sustainability reporting.
Hotel Teams Prove How Action Works

See how integrating sustainability into our business is delivering results. Just a few examples:

- A Green Day in Prague where 60 Hilton employees cleaned the Vitava river banks. Use of the river water by the Hilton Prague cools the chilled water system and pre-heats the pool.
- Reduction of its landfill waste from 77% to 17% by the Hilton Sydney. Their increased recycling and use of recyclable material grew from 34% to 83% in the last year.
- Installation of solar collectors to heat water for showers and the swimming pool at the Hilton Tel Aviv.
- Collaboration between Homewood Suites and the Nature Conservancy to protect the Duck River in Tennessee, which is the sole water source for 250,000 people. The result is now considered a living museum of freshwater life.
- Creation of the “Exploring Trees Inside and Out” traveling museum by Doubletree and The Arbor Day Foundation. The exhibit teaches children about trees and has reached more than half a million visitors to date.

1. Hilton San Francisco Union Square Team members clean up the Islais Creek Channel.
2. Hilton Cyprus employees pose with the bicycles they received from the “We Care” environmental program.
3. Team members of the Caribe Hilton accept their “Green Hotel of the Year” award.


**Does It Work?**

2009 Results for properties using LightStay (Estimated savings adjusted for weather and occupancy):

- **10%** Waste Output Reduction
- **6%** Carbon Output Reduction
- **5%** Energy Use Reduction
- **2.4%** Water Use Reduction

The results of the aggregated impact of these reductions conserved:

- **34,865** Number of cars that equals our carbon reduction
- **5,700** Number of homes that could be powered
- **650** Number of Olympic-sized pools that could be filled
- **$29m** Estimate of money saved by hotel owners in 2009 as a result of the above reductions in water and energy

**Is It Authentic?**

**YES.** Results have been independently audited. We commissioned KEMA-Registered Quality, Inc, a Management Systems design company, to perform third-party audits. Just like a financial statement, we verify externally our overall system, process and results. This extensive audit determined LightStay a best-in-class system for measuring sustainability performance.