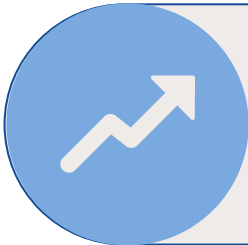
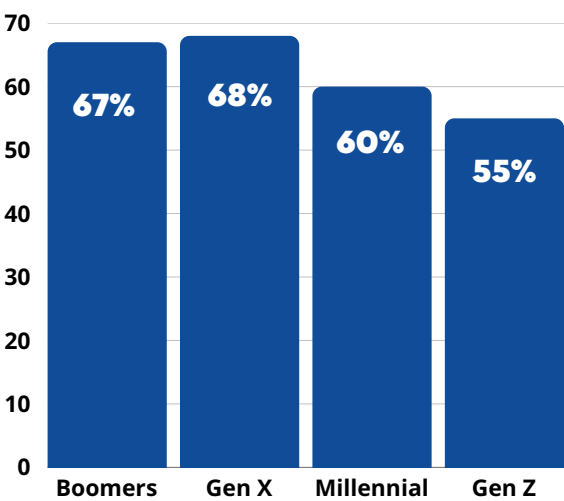


Hilton

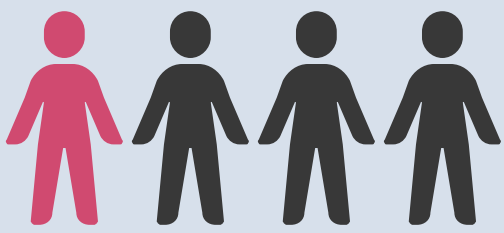
2024 TRENDS REPORT



Travelers will invest in their sleep

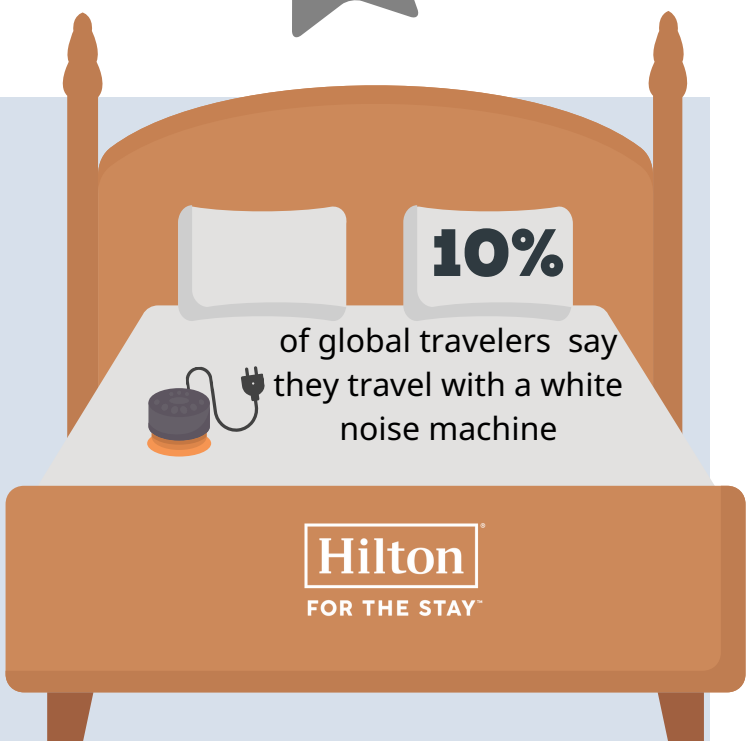


Percent of travelers who say their main reason to travel in 2024 is to rest and recharge



1 OUT OF 4

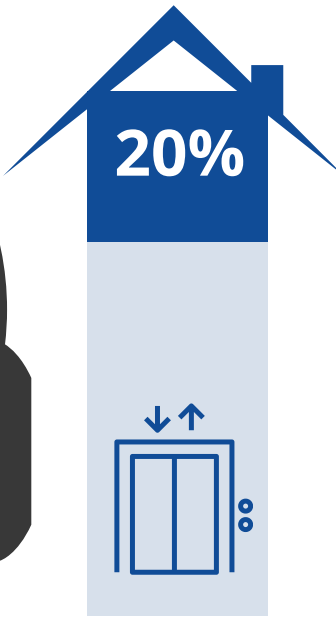
Baby Boomers who look for trusted hotel brands with quality mattresses to achieve a good night's sleep



TOP 3

Ways travelers say they get a good night's sleep

1. Listening to music
2. Staying at a hotel with a consistently good mattress
3. Using earplugs or headphones



GOING UP!

A fifth of global travelers choose or request a room away from the elevator or on a high floor. Through Digital Check-in within the Hilton Honors app, sleep seekers can choose their room position and floor, quickly and easily.



18%

of travelers pack their preferred pillow to achieve a good night's sleep

Many Hilton hotels offer Pillow Menus to personalize the guest's sleep experience:

- Rome Cavalieri, A Waldorf Astoria Hotel in Italy
- Waldorf Astoria Dubai Palm Jumeirah and Conrad Dubai in the UAE
- Waldorf Astoria Xiamen in China
- Conrad Osaka in Japan
- Conrad Centennial Singapore
- Hilton London Bankside in the UK

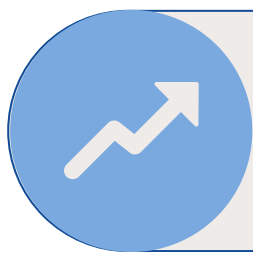
TOP DESTINATIONS FOR UNWINDING

1. London
2. Miami
3. New York

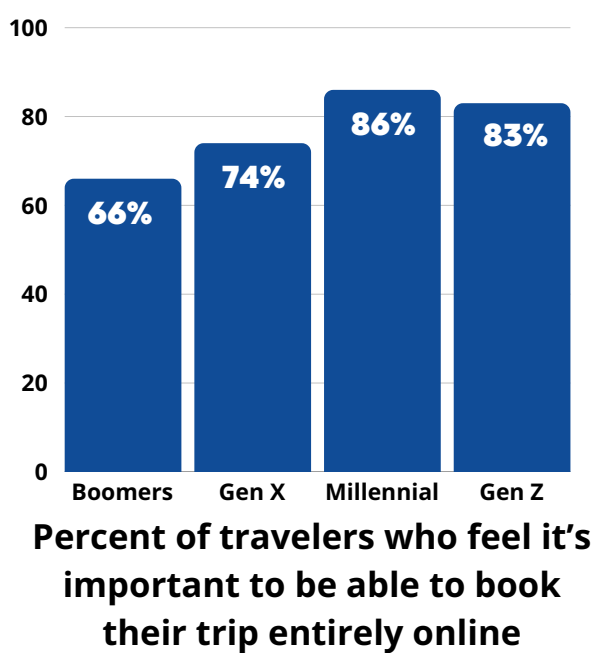


based on most Hilton Honors Points for Stays redeemed, January - June 2023

2024 TRENDS REPORT



Travelers will value connectivity and personalization



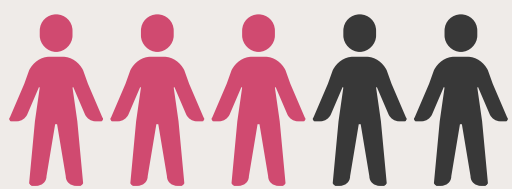
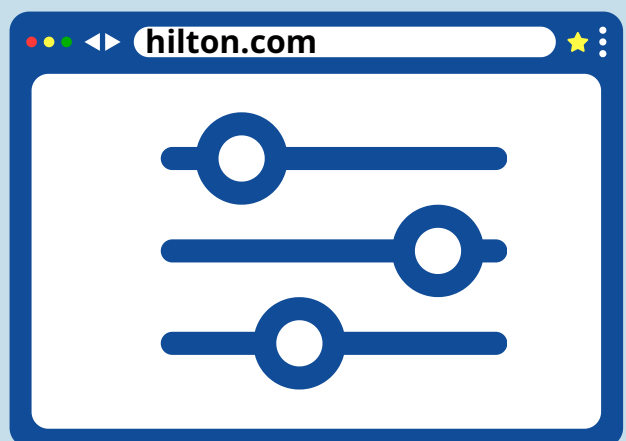
80% OF GLOBAL TRAVELERS

value being able to utilize personal devices seamlessly with on-property technology, from Wi-Fi to streaming apps

TOP 5

search filters on Hilton.com that led to confirmed stays in 2023

1. Airport Shuttle
2. EV Charging
3. Digital Key
4. Free Parking
5. Pet-friendly



3 OUT OF 5

travelers book consistently with one brand or one credit card to maximize their benefits

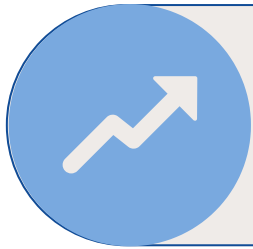
Engagement with Hilton co-branded credit cards confirms this trend, with a 14% increase year-over-year in card membership



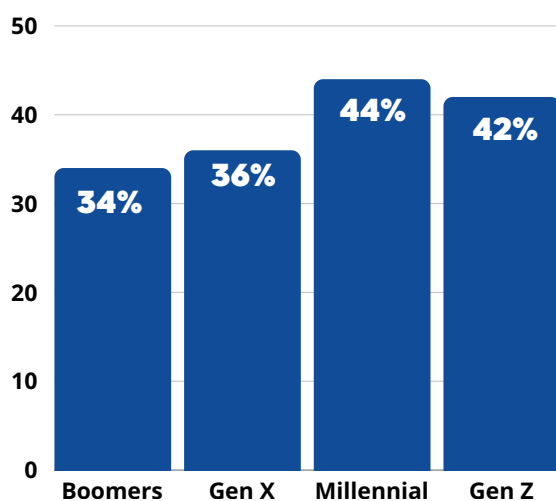
12.3 MILLION

Digital Keys downloaded on the Hilton Honors app and more than 800,000 Digital Keys shared with travel companions between January and August 2023

2024 TRENDS REPORT



Culture and experiences will drive leisure travel decisions



Percent of travelers whose top reason to travel is to learn about different cultures



64%

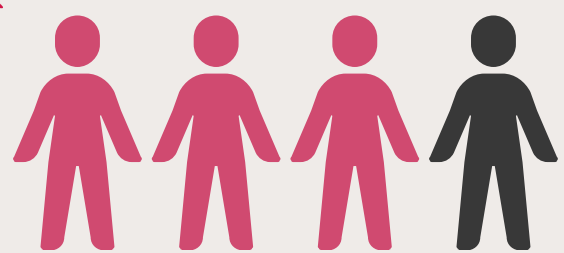
OF GLOBAL TRAVELERS

say they aim to reduce other areas of their personal spending to prioritize leisure travel in 2024



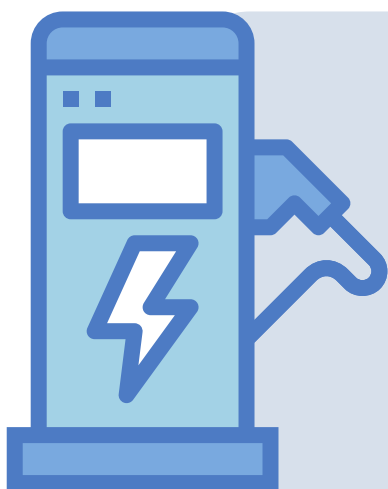
24%

of global travelers are planning getaways for one-of-a-kind experiences, like concerts or sporting events



3 OUT OF 4

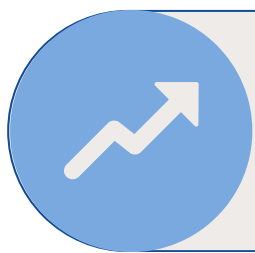
Gen Zers and Millennials are interested in experiencing local, unique hotel bars during their 2024 travels



20,000

Hilton is installing up to 20,000 Universal Wall Chargers (EV) charging stations across approximately 2,000 hotels in North America by 2025 – making Hilton's EV charging portfolio the largest planned network of any hospitality company

2024 TRENDS REPORT



Business travel trends will redefine expectations

46%

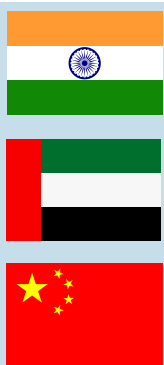
of global full-time and self-employed workers plan to travel for business or bleisure in 2024



74%

OF GLOBAL TRAVELERS

agree that it's important to minimize their environmental footprint



65%

64%

60%



Employees in India, UAE and China are most likely to be traveling for business or leisure in 2024

24%

of business travelers plan to take a friend or family member with them on a business trip next year



MORE THAN A THIRD

of Gen Z and Millennial business travelers plan to extend a business trip in 2024 to enjoy leisure time before or after their obligations

RISING SECONDARY U.S. CITIES FOR GROUPS, MEETINGS & EVENTS

