



THE MARKET

The mid-price hotel segment is very competitive, especially during times of economic change, with many players in the market vying to earn stays from value-conscious guests. Hampton is a hotel brand that grows consistently during varying economic cycles, proving an excellent choice for guests and developers. Strong brands — like Hampton and the rest of the Hilton Worldwide portfolio of brands — tend to thrive even in the most difficult of economic conditions through strong leadership and an emphasis on the importance of each and every team member.

Hampton continually strives to meet and exceed the ever-changing expectations of guests and franchisees through ongoing product and service enhancements. This strategic approach to anticipating guests' needs contributes to strong guest and franchisee loyalty and sustainability during market uncertainty.

Financing for developers is sometimes difficult to obtain in today's economy, but the construction costs of a Hampton still fall within the capability and interest of many local banks and other lenders. Combined with Hampton's positioning to continue providing a superior guest experience, these costs help ensure that the brand will continue to grow rapidly yet responsibly.

ACHIEVEMENTS

Hampton's commitment to providing outstanding service to guests and developers alike contributes to a long-standing history of recognition. The brand is a four-time winner of the Highest Guest Satisfaction among Mid-Price Hotel Chains with Limited Food



Service award in the J.D. Power and Associates Domestic Hotel Guest Satisfaction Study.

In 2009, Hampton Hotels was honored to be ranked fourth in *Entrepreneur* magazine's annual Franchise 500, known as the world's first, best, and most comprehensive franchise ranking.

Hampton ranked first among Mid-Priced Tier hotels in the 2009 *Business Travel News* Top



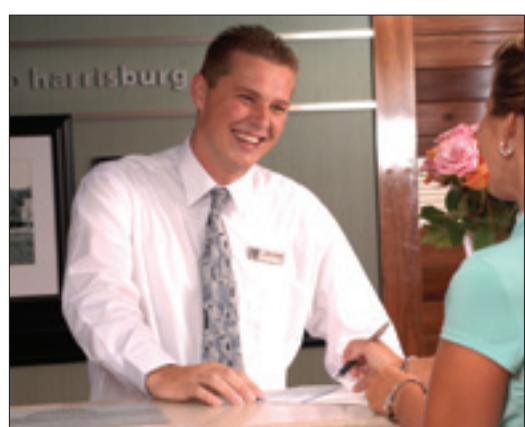
U.S. Hotel Chains survey. In addition, the brand has placed numerous times as the top Mid-Price Hotel Chain without Food or Beverage in the *Business Travel News* annual survey of hotels.

Hampton also earned the distinction — for the fifth consecutive year — of best hotel chain in the economy segment by the *Travel Weekly* Readers Choice Award survey.

Hampton's advertising and online creative has won numerous accolades, most recently receiving a gold Adrian Award from the Hospitality Sales & Marketing Association International (HSMAI) under the Loyalty Program category, for its "An easier way to score" campaign. Yahoo presented Hampton with the Big Yahoo Chair in 2007 for outstanding work in the creative community.

Special recognition has come through the years to Hampton Hotels' Save-A-Landmark program, a campaign that brings together local hotel team members to refurbish fun and historical landmarks in their area. Most recently, in 2009 the volunteer program received the George Palmer Putman Award from the International Organization of Women Pilots — the Ninety Nines — in appreciation for helping to restore the Amelia Earhart Birthplace Museum.

In 2006, the Save-A-Landmark program also received the prestigious Preserve America Presidential Award. Later that year, Hampton garnered the National Preservation Honor Award, the first hotel chain ever recognized by the National Trust



for Historic Preservation for its sustained efforts as part of its Explore the Highway with Hampton, Save-A-Landmark program. In December 2004, the program received the *Smithsonian Magazine*/Travelers Conservation Foundation Sustainable Tourism Award in the preservation category.

HISTORY

Hampton created the mid-tier hotel category and now has more than 1,800 properties in Canada, Latin America, Europe, and the United States. The brand has served up hospitality for more than 25 years, and one single and simple word has defined its mission: value. Introduced in 1984, Hampton was founded on the concept of providing guests with consistent, value-priced accommodations.

Hampton has been a trendsetter in the hospitality industry since its inception. In fact, Hampton was the first hotel brand to introduce the bundled-amenities segment to the United States, offering guests a complimentary continental

breakfast and free local telephone calls as part of every guest stay.

In 1995, the Hampton brand introduced Hampton Inn & Suites hotels. This lodging concept combined traditional guest rooms with spacious two-room suites that included a separate bedroom, living room, and kitchen area. Since then, Hampton has continued to grow the brand and become well-renowned through the industry.

Hampton was also the first hotel to introduce:

- The 100% Hampton Satisfaction Guarantee, which promises "Friendly service, clean rooms, comfortable surroundings, every time. If you're not satisfied, we don't expect you to pay."
- Irons/ironing boards in every room.
- Large-screen TVs in all hotel rooms.
- The Clean and Fresh Program — linens and duvet washed fresh for every guest.

The brand also embarked on the largest U.S. hotel renovation to date, upgrading more than 127 products and including complimentary high-speed Internet access in all rooms, expanded hot breakfast, and breakfast bags, which offer guests breakfast to go when they don't have time to stay and eat.

From cozy, clean, fresh beds to free amenities, Hampton is taking guest satisfaction to a whole new level every day, with every guest and at each one of its hotels.

THE PRODUCT

With more than 1,800 hotels around the globe, travelers can easily find a Hampton. And once they've found Hampton, they prefer to stay there. Why?

Travelers today have many hotel choices. Guests report that they choose Hampton because of its value for the dollar; because they know what they'll get at Hampton with every stay, at every location; and because they feel appreciated.

Hampton retains its competitive edge by never resting on its laurels, and by maintaining an attractive, contemporary product for its franchisees. Continued new enhancements demonstrate the brand's commitment to providing guests with the finest possible hotel experience. Each hotel is designed with the finish level of a mid- to upper-tier hotel without all the add-ons that most travelers rarely use, such as a full-service restaurant. With this approach, Hampton is able to build a much better guest room and better facility while offering free amenities at a bottom-line price that surprises and delights. Hampton continues to enhance its hotels with stylish lobbies, in-room entertainment, and expanded fitness areas.



From the signature free hot breakfast, including fresh waffles; free high-speed Internet access; and free fitness facilities to crisp, clean, fresh, and comfy beds and rooms, everything at Hampton is presented to enhance travelers' entire stay, beginning the moment they walk in the door of any Hampton property.

Hampton's friendly team members are delighted to take good care of you inside the hotel. And when you want to know what to do or where to go outside of the hotel, Hampton staffers are your friends in town, offering advice on local hotspots, restaurants, and attractions.



RECENT DEVELOPMENTS

Hampton is about achieving global advantage — leveraging an innovative, geo-flexible, and geo-savvy positioning to further the brand's success. Demand for Hampton is growing; the international Hampton by Hilton product is generating excitement in the hotel industry. Hampton's pipeline continues to be strong, and in the next few years the company foresees 200-plus hotels opening



globally. The international Hampton product is flexible and dynamic with European flair, bringing together all the successful elements one would expect from a Hampton with the backing of the Hilton Worldwide engine.

Hampton's development continues across the globe as new and established investors join to create a hotel experience with a history of proven success, a global brand with long-term longevity.

PROMOTION

Hampton's TV and online advertising campaigns reach new and loyal Hampton guests by combining humor and a call to action. Through social media the brand continues to connect with consumers, offering a fast-track vehicle for listening to guests' voices.

In April 2000, Hampton Hotels launched Save-A-Landmark, a campaign dedicated to refurbishing historical, fun, and cultural landmarks that reside along North America's highways. Landmark refurbishments include painting, cleaning, replacing siding and doors, and landscaping, as well as other preservation and beautification efforts that Hampton Hotel volunteers can support. With 50 landmarks saved and several more on the horizon, the program continues to generate support and interest from tourists all over the world.

BRAND VALUES

Travelers count on the value they find at a Hampton, where the staff is so passionate about serving guests that Hampton sets trends for service throughout the entire hospitality industry. Hampton doesn't just say, "We love having you here"®; Hampton lives its values each day:

Value — A bundled offering for a great price delights guests.

Consistency — The ability to execute a consistent experience builds guest loyalty.

Guarantee — A 100 percent satisfaction guarantee means no risk for guests.

Service — Casual and comfortable, the Hampton team genuinely connects with guests and becomes their friend in town.

The 100% Hampton Guarantee is etched directly on the front desk for all to see as a reminder of the complete satisfaction guests will experience as a result of choosing to stay with Hampton.

THINGS YOU DIDN'T KNOW ABOUT HAMPTON

- **How big is Hampton? If you were to stay in a different Hampton hotel every night, it would take you four years, eight months, and 13 days to visit every Hampton hotel that was open as of March 2009.**
- **If you placed the 1,800 Hampton Hotels around the equator, you'd find a Hampton every 15 miles.**
- **With Hampton's 100% Satisfaction Guarantee being invoked only 0.3 percent of the time, each year Hampton provides friendly service to over 40 million customers.**
- **Over the course of one year, an estimated 1.4 billion people would have seen Hampton commercials. That's more than the number of people who watch *Dancing with the Stars!***