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**HAMPTON® HOTELS CAPS OFF 2008 WITH 152 OPENINGS,  
CONFIRMS DEVELOPMENT TARGET FOR 2009 AND INTERNATIONAL FOCUS**

**BEVERLY HILLS, Calif., March 18, 2009-** Hampton® Hotels announced today that it opened 152 new properties in 2008 – the second largest number of hotel openings within a single year during Hampton’s successful twenty-five year history. Continuing its strong focus on development, Hampton also confirmed their development target for the year ahead, expecting to add over 150 hotels to their portfolio.

“The success of 2008 places us in an excellent position for continued growth, even during these more challenging times,” said Phil Cordell, Global Head, Hilton Focused Service and Hampton Brand Management. “Our ability to open nearly three hotels a week demonstrates that our brand consistently delivers for both guests and developers. Hampton prides itself on its close working relationships with franchisees, involving them in important decisions and discussing ways in which we can help them drive business.”

Cordell noted that Hampton will continue to build on its industry leadership in 2009. “We have seen a steady stream of development activity and interest in Hampton overseas, as developers gravitate towards strong brands.

“Branded hotels are emerging as a significant growth opportunity internationally and already developers and guests are benefiting from the reciprocal advantages of this. International travelers are beginning to discover the same comfort and amenities that US guests have enjoyed at Hampton as well as taking advantage of the world renowned Hilton HHonors rewards program. As familiarity with the Hampton brand grows, we will expand at a steady rate outside the U.S with all Hampton by Hilton has to offer.”

“Looking ahead, we are finding that many of our owners, developers and industry consultants are forecasting business to pick up toward 2010. While securing finance can be challenging today, we have a long-term view of development and will look to take advantage of more attractively priced, land, materials and labor. These factors, coupled with the fact that consumers are more focused than ever on receiving the most value for their money, the Hampton Hotels brand has a tremendous opportunity to continue our development apace.”

Hampton Hotels is committed to ensuring that its owners and guests continue to receive great quality, value, consistency and friendly customer service all backed by its famous 100% Satisfaction Guarantee.

**About Hampton Hotels**

Hampton, which includes Hampton Inn®, Hampton by Hilton and Hampton Inn & Suites® hotels, is a mid-priced leader in the lodging segment. Hampton is part of Hilton Hotels Corporation, the leading global hospitality company, with more than 3,200 hotels and 545,000 rooms in 77 countries and territories, with more than 135,000 team members worldwide. The company owns, manages or franchises some of the best known and highly regarded hotel brands including Hilton®, Conrad® Hotels & Resorts, Doubletree®, Embassy Suites Hotels®, Hampton Inn®, Hampton Inn & Suites®, Hilton Garden Inn®, Hilton Grand Vacations™, Homewood Suites by Hilton® and The Waldorf=Astoria Collection™.

For more information about Hampton Hotels, please visit [hampton.com/pressandmedia](http://hampton.com/pressandmedia).

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