



Kendra Walker/Charmaine Easie-Samuels  
Hilton Family Brand Communications  
(310) 205-4545/901-374-6462  
[kendra.walker@hilton.com](mailto:kendra.walker@hilton.com)/charmaine.easie-samuels@hilton.com

**HAMPTON RANKS #1 IN MID-PRICED TIER; HILTON GARDEN INN RANKS #2 IN  
UPSCALE SELECT SERVICE TIER IN  
BUSINESS TRAVEL NEWS 2009 U.S. HOTEL CHAIN SURVEY**

**Beverly Hills, CA – March 24, 2009** – The Hilton Family of Hotels announced today that its Hampton brand has garnered the #1 ranking in the Mid-Priced tier and Hilton Garden Inn earned the #2 ranking in the Upscale Select Service category in the 2009 *Business Travel News* Top U.S. Hotel Chains survey, which was published in the March 23 issue of the magazine.

“Corporate travel represents a critical part of our business, which is why we cater heavily to these travelers through business services and conveniences they covet within our hotels,” said Phil Cordell, global head, focused service brands for Hilton Hotels Corporation and senior vice president – Hampton brand management. “These accolades are especially important honors for Hampton and Hilton Garden Inn, particularly related to the courtesy of our staff, our price/value relationships and quality of our facilities – areas in which we place significant emphasis on continually enhancing.”

*Business Travel News*’ U.S. Hotel Chain Survey annually measures corporate travel buyer opinions of the lodging brands they use. Business Travel News e-mailed corporate readers responsible for hotel buying decisions, asking them to rate hotels, arranged by tier, with which they did business in the past year. Equation Research tabulated 380 responses. Based on price point data provided by Smith Travel Research, *BTN* this year divided hotels that it in recent years has ranked in the upscale and midprice tiers into three tiers: upper upscale, upscale/select service and midprice. Buyers rated hotels in each segment on up to 13 attributes. Ratings are presented on a numerical score from one to five. *BTN* reported results only for tiers and individual chains that achieved a significant percentage of usage.

**Hampton**

Hampton, the international brand of Hampton Inn, Hampton Inn and Suites and Hampton by Hilton, earned the #1 placement overall in the mid-priced category, including #1 ranking in 8 of the 12 categories, including: Individual travel arrangements, meeting facilities, corporate rate program, commission payment

system, helpful and courteous staff, physical appearance of hotels, quality of in-room biz amenities, overall price/value relationship.

All Hampton hotels offer warm surroundings and a friendly service culture that share a common “personality” supported by the 100% Satisfaction Guarantee. High-quality accommodations, in-room conveniences and the latest technology, combined with numerous locations and consistent offerings, have made Hampton a leader in its segment and one of the fastest growing hotel brands.

#### Hilton Garden Inn

Hilton Garden Inn, with more than 430 hotels, placed #2 overall in the Upscale Select Service category, earning the #1 ranking in the following five categories: corporate rate programs, helpful and courteous staff, quality biz center, in-room biz amenities, overall price/value relationship.

Hilton Garden Inn is the award-winning, mid-priced brand that continually strives to ensure today’s busy travelers have everything they need to be most productive on the road including a full service restaurant, 24-hour Pavilion Pantry mini market, fitness facilities, complimentary Wi-Fi, PrintSpots™ mobile printing to the hotel’s complimentary 24-hour business center and one of the most comfortable beds you will ever experience with the adjustable pressure-relieving Garden Sleep System™.

#### About the Hilton Family of Hotels

Hilton Hotels Corporation is 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, Denizen™ Hotels, Doubletree®, Embassy Suites Hotels®, Hampton Inn®, Hampton Inn & Suites®, Hilton Garden Inn®, Hilton Grand Vacations™, Homewood Suites by Hilton®, Home2 Suites by Hilton™ and The Waldorf=Astoria Collection™.

Hilton Hotels Corporation is an Official Sponsor of the U.S. Olympic Team, which will extend through the 2010 Olympic and Paralympic Winter Games in Vancouver, the 2012 Olympic and Paralympic Games in London, the 2010/2012 U.S. Paralympic Team and the 2011 U.S. Pan American Team.

The Hilton Family of Hotels adheres to founder Conrad Hilton’s philosophy that, “It has been, and continues to be, our responsibility to fill the earth with the light and warmth of hospitality.” The company put a name to its unique brand of service that has made it the best known and most highly regarded hotel company: **be hospitable®**. The philosophy is shared by all brands in the Hilton Family of Hotels, and is the inspiration for its overarching message of kindness and generosity.

For more information about the company, please visit [hiltonfamily.com](http://hiltonfamily.com).

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