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### **HAMPTON SHOWCASES THE LOCAL FLAVOR OF ITS HOTELS**

*Initiative Underscores the Brand's Friend in Town positioning*

**MEMPHIS, Tenn., January 15, 2009-** Hampton Hotels®, a leader in the hospitality industry, today announced the launch of *Hampton Focus*, an online initiative that infuses Hampton's presence on the web with friendly upbeat content and beautiful photography produced by Hampton team members and featuring team members to connect guests with the brand's local personality.

Part of Hampton's larger *Local Flavor* program, *Hampton Focus* was designed as a result of a study that Hampton undertook which reinforced that online consumers are more likely to choose hotels featuring photography and copy content that captures the "local flavor" of the surrounding community.

"A vast majority of Hampton bookings are made on Hampton.com and this effort will make our properties even more attractive to online consumers," said Judy Christa-Cathey, vice-president, Hampton brand marketing. "Our confidence in our hotels' ability to showcase their facilities' strengths is central to this effort's success. *Hampton Focus* not only reassures developers of Hampton's commitment to quality properties, but also strengthens the brand's presence in the marketplace and in the hearts of our guests and developers."

The Hampton initiative involves equipping all hotels across the Hampton network with a property photography guide, as well as professional-grade photography equipment. The guide instructs Hampton team members on photo composition, location staging and strategies for

capturing a property's "local flavor." The equipment will be distributed to all Hampton properties (in the U.S., Canada, Mexico, Costa Rica and Ecuador), and will include a high quality digital camera with a lens, photography software and a tripod. All photography will be uploaded to Hampton.com.

In just 24 years, Hampton has built more than 1,600 hotels in five countries; nearly 75 percent of these newly built hotels come from existing owners, reinforcing Hampton's loyal following, strong culture and adaptability for today's travelers. Since January 2004, Hampton Hotels has debuted new products and services ranging from complimentary On the House® hot breakfast and On the Run breakfast bags, the Cloud Nine- The Hampton Bed Experience, Purity Basics® bath products and a curved shower rod, complimentary high-speed internet access and the industry's easiest-to-set alarm clock/radio as part of the brand's continuing transformation to meet guest's needs.

"Hampton provides developers with a framework for building and operating a Hampton property that is consistent with the brand experience travelers expect," continued Cathey. "*Local Flavor* and *Hampton Focus* represent the tools Hampton develops to ensure consistent branding."

Hampton's friend-in-town positioning is reinforced not only by the **purposeful** amenities that Hampton provides each of its 38 million friends each year, but more importantly, its unique and friendly service. Since the brand's launch of its 100% Satisfaction Guarantee in 1989, it has been the friendly service — **the promise behind the Guarantee** -- that has set the brand apart in its category and earned Hampton Hotels numerous industry awards and accolades.

### **About Hampton Hotels**

Hampton Hotels is a part of Hilton Hotels Corporation, a leading global hospitality company, with more than 3,000 hotels and 500,000 rooms in 74 countries and territories, including 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™.

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 on Hampton Hotels, please visit [www.hampton.com/pressandmedia](http://www.hampton.com/pressandmedia).

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