



Hampton Facts

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Hampton Hotels Brand Fact Sheet & Backgrounder

THE BRAND

The Hampton brand, including Hampton Inn[®], Hampton Inn & Suites[®], Hampton Inn by Hilton[®], Hampton Inn & Suites by Hilton[®] and Hampton by Hilton[®] is an award-winning leader in the mid-priced hotel segment. All Hampton hotels offer warm surroundings and a friendly service culture that share a common “personality.” High-quality accommodations, in-room conveniences and the latest technology, combined with numerous locations and competitive rates, have made Hampton a leader in its segment and one of the fastest growing hotel chains. Currently, there are more than 1,600 Hampton locations in Canada, Costa Rica, Ecuador, Mexico and the United States, totaling more than 160,000 guest rooms. New Hampton hotels are currently in the works in the United Kingdom, Germany and Asia to further expand Hampton’s global presence.

HAMPTON BY HILTON

Although the Hampton brand is well known in the United States, the Hilton name is one of the most recognized in the hospitality industry worldwide. In order to enable better recognition of the Hampton brand by virtue of its Hilton affiliation, the addition of “by Hilton” branding to Hampton, Hampton Inn, and Hampton Inn & Suites hotels was announced in May 2007, affecting existing and future properties in Canada, Latin America, and overseas.

In October 2007 complete rollout of the new names, Hampton Inn by Hilton and Hampton Inn & Suites by Hilton, was marked by updated signage and collateral materials at all properties.

MAKE IT HAMPTON

Beginning in January 2004, Hampton underwent a massive upgrade to enhance and “brand” the “guest experience” at its hotels. More than 127 feature product changes were introduced at all Hampton hotels services, ranging from a new free On the House[®] hot breakfast and On the Run breakfast bags, 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 “Make It Hampton” program aimed to differentiate the brand’s offerings and emotionally connect with its customers.

The next phase of Make It Hampton was the rollout of “Cloud Nine. The Hampton Bed Experience” in February 2006. The new bedding package did away with the old-fashioned bedspread, featuring instead a crisp, white duvet cover enveloping a plush down-like comforter. The white sheets are 200-thread count with a fitted bottom sheet. The bed features three or four pillows (depending on room type) providing consumers a choice in firmness (some filled with soft down, some with firmer foam) and a lumbar pillow in a soothing color that provides guests back support.

SPECIAL RECOGNITION

In 2008, Hampton Hotels were ranked a joint third overall among 114 firms in 12 different industries for Customer Experience in a 2008, according to a survey conducted by Forrester Research, Inc., an Independent Research Firm. It was also the hotel brand which consumers scored the highest.



(Hampton Hotels Fact Sheet & Backgrounder Cont'd)

In 2005, Hampton became 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 StudySM. In 2006, for the second year in a row, Hampton earned the distinction of best hotel chain in the economy segment by the *Travel Weekly* Readers Choice Award survey. The hotel chain has also placed numerous times as the top “Mid-Price Hotel Chain without Food or Beverage” in the *Business Travel News* annual survey of hotels. Hampton was one of only two hotel chains listed in the

Income Opportunities Platinum 2000 top 150 franchises list. Finally, the American Buses Association (ABA) is a strong supporter of the brand, recognizing Hampton as the “Best Hotel Chain for Groups” for years.

In December 2004, Hampton’s Save-A-Landmark[®] program received the *SMITHSONIAN* Magazine/Travelers Conservation Foundation Sustainable Tourism Award in the preservation category.

In May 2006, the Hampton’s Save-A-Landmark program also received the prestigious Preserve America Presidential Award. Later in November 2006, Hampton was presented 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.

INNOVATIVE LEADER

Introduced in **1984**, Hampton was founded on the concept of providing guests with consistent, value-priced accommodations and a bundled package of amenities included in the price of the hotel room. Hampton was the first mid-priced national hotel brand to offer 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 include a separate bedroom, living room and kitchen area.

SATISFACTION GUARANTEE

Hampton continued to lead the industry in **1989** when it became the first national hotel brand to offer its guests an unconditional 100% Satisfaction Guarantee.

***Friendly service, clean rooms and a free breakfast. If you’re not satisfied, we don’t expect you to pay. That’s our commitment & your guarantee.
That’s 100% Hampton.™***

SERVICES & AMENITIES

All Hampton Hotels provide a standard complement of guest services and amenities that include:

Guest Services:

- 100% Hampton Satisfaction Guarantee



(Hampton Hotels Fact Sheet & Backgrounder Cont'd)

- Free On the House® hot breakfast served daily & On the Run breakfast bags available on weekdays at front desk kiosk.
- Free wireless high-speed internet access in the lobby and in at least one meeting room per hotel
- Free coffee and tea in the lobby 24 hours a day
- American Automobile Association (AAA) "Show Your Card & Save" program, which provides a special rate
- Canadian Automobile Association (CAA) "Show Your Card & Save" program, which provides a special rate
- An AARP/50+travelers benefit for senior members, which provides a 10% discount off the best available rate
- A CARP/50+travelers benefit for senior members, which provides a 10% discount off the best available rate
- No additional charge for children under 18 years old staying with parent
- Swimming pools at most locations
- Access to exercise facilities at most locations
- On-site Suite Shop at all Hampton Inn & Suites locations
- A versatile hospitality suite for small business meetings or social functions
- Complimentary copy of *USA Today* in the lobby Monday through Friday

In-room Amenities and Services:

- Free wired or wireless high-speed internet access in all guest rooms
- Cushioned Lap Desks in each room for working on the bed with papers or computers
- Free local telephone calls & no surcharge for long-distance access when using a calling card
- Signature Hampton radio alarm clock, with easy to set alarm and pre-set stations
- Raised beds with signature Cloud Nine bedding and design
- Free Purity Basics bath products
- Nightlight in bathroom
- Curved shower rod and curtain over baths or large walk-in shower
- Free in-room movie channel
- Coffee maker, iron and ironing board in all guest rooms
- Rooms equipped for guests with disabilities

LOCATIONS & CUSTOMERS

With more than 1,600 locations, finding a Hampton hotel is easy- urban chic locations, near shopping malls, beaches, roadside attractions and more. A large percentage of hotels are located in rural and suburban markets, and as the brand grows, so has its development in urban downtown locations and revitalized historic districts. In addition, many of the brand's hotels are now located in beach destinations and resort communities. Unlike most hotels, Hampton serves an even mix of business and leisure travelers (48% of customers are business and 52% are leisure).



(Hampton Hotels Fact Sheet and Backgrounder Cont'd)

LOYALTY PROGRAM

Hampton officially joined the Hilton HHonors® guest reward program in April 2000. Members of the Hilton HHonors guest reward program can earn HHonors points in addition to airline miles for every qualifying stay at any Hampton hotel. HHonors is the only hotel program that allows any of its members to reap Double Dip® earnings by simultaneously accumulating both airline miles and hotel points with each qualifying stay, allowing members to earn benefits and free accommodations at more than 3,000 Hilton Family of hotel locations worldwide with no blackout dates.

RESERVATIONS

To make reservations or request information about any Hampton hotel, travelers may access the chain's Web site at **www.hampton.com**, or call the brand's national toll-free number, 1-800-HAMPTON (1-800-426-7866) – in Mexico call (01-800-202-4505). A special toll-free reservation number, 1-800-451-HTDD (1-800-451-4833) is provided for hearing-impaired travelers to use with a telecommunications device for the deaf (TDD).

COMPANY BACKGROUND

Hampton Hotels, which includes Hampton Inn, Hampton Inn & Suites, Hampton by Hilton, Hampton Inn by Hilton, and Hampton Inn & Suites by Hilton, is a mid-priced leader in the lodging segment. Hampton Hotels is part of Hilton Hotels Corporation, the leading global hospitality company, with more than 3,200 hotels and 545,000 rooms in 77 countries, 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®, 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.

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Hampton Hotels Brand Milestones

October 2008	Surveyed consumers ranked Hampton hotel as joint third overall among 114 firms in 12 different industries for Customer Experience in 2008, according to a survey conducted by Forrester Research, Inc., an Independent Research Firm. It was also the hotel brand which consumers scored the highest.
March 2008	Hampton celebrates its 1,500 hotel milestone with the opening of the 101–room Colorado Springs Hampton Inn & Suites.
October 2007	All Hampton properties throughout Canada and Mexico are re-branded as Hampton by Hilton, to draw on the international strength of Hampton’s parent-brand, Hilton.
August 2007	The 20 th Hampton hotel opens in Canada, bringing the brand’s total room count in the country to 2,238.
January 2007	Hampton Hotels announces that every guestroom – equaling more than 140,000 rooms and approximately 210,000 beds – in all of its more than 1,450 hotels feature its superior bedding package, Cloud Nine. The Hampton Bed Experience.
December 2006	For the second year in a row, Hampton earns the distinction of best hotel chain in the economy segment by the <i>Travel Weekly</i> Readers Choice Award survey.
December 2006	Hampton expand its award-winning “Save-A-Landmark” program into Latin America for the first time with a project restoring portions of Monterrey’s Parque Zoologico La Pastora, the largest zoo in north Mexico.
November 2006	Hampton is presented with 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 Save-A-Landmark program.
October 2006	Hampton helps refurbish the U.S. Olympic Training Center Outdoor Training and Recreational Pool in Colorado Springs, Colo. as part of the Hilton Family overall sponsorship of the U.S. Olympic and Paralympic Teams with \$225,000 in pool renovations.
September 2006	Hampton announces its partnership with the U.S. Cycling Team to help elite cyclists train with ease as the official hotel sponsor of USA Cycling through 2008, as an extension of the Hilton Family of Hotels’ U.S. Olympic and Paralympic Team sponsorship.
August 2006	Hampton launches an online state-of-the-art guest resource entitled “My Hampton”, representing a new property-specific default home page served up when guests log on to high-speed Internet service at every property. This resource provides local restaurants, maps and directions and news at guests’ fingertips.



(Hampton Hotels Brand Milestones Cont'd)

June 2006	Hampton voted by tour operators in <i>Destinations</i> magazine as the hotel chain that is most accommodating to groups. <i>Destinations</i> magazine is the official publication of the American Bus Association.
May 2006	Hampton receives the <i>Preserve America</i> Presidential Award - the first hotel chain ever recognized by a U.S. President for its preservation efforts. President George W. Bush presented the prestigious award to Hampton executives during a ceremony in the White House.
February 2006	Hampton announces new super-comfortable bedding package Cloud Nine. The New Hampton Bed Experience - featuring a crisp, white duvet cover, enveloping a plush down-like comforter and white 200-thread count sheets. The bed features three or four pillows (depending on room type) providing consumers a choice in firmness, a lumbar pillow that provides guests back support if they choose to read, watch television or enjoy the Hampton lap desk and work while resting in bed.
September 2005	Brand extension Hampton Inn & Suites Hotels celebrates its 10-year anniversary.
August 2005	For the fourth time overall, Hampton receives "Highest Guest Satisfaction Among Mid-Priced Hotel Chains with Limited Food Service" award in the J.D. Power and Associates 2005 Domestic Hotel Guest Satisfaction Study SM .
April 2005	Hampton's "Hidden Landmarks" Web site garnered the 2005 award for Best Use of the Internet by <i>PRWeek</i> magazine.
March 2005	Hampton celebrated its 1,300 hotel milestone with the opening of the 228-room Hampton Inn Washington, D.C., in one of the nation's most dynamic urban markets.
February 2005	Hampton ranks No.1 mid-priced hotel chain (without food & beverage) by the <i>Business Travel News</i> "Top U.S Hotel Chain Survey."
December 2004	Hampton is the first hotel brand ever to be nationally recognized for its preservation efforts by receiving the prestigious <i>SMITHSONIAN</i> Magazine/Travelers Conservation Foundation (TCF) Sustainable Tourism Award in the preservation category.
April 2004	Hampton Launches hamptonlandmarks.com – an online travel guide that uncovers the exact locations of both obscure and infamous moments, landmarks and hidden treasures.
January 2004	In the single largest and fastest transformation ever undertaken by a hotel brand to dramatically enhance the guest experience at each of its hotels, Hampton unveils more than 60 new products and service standards as part of a program called "Make It Hampton."



(Hampton Hotels Brand Milestones Cont'd)

April 2003	Hampton announces the grand opening of the Hampton Inn-Cedar City, Utah. The hotel is first "small town prototype" Hampton Inn—a new type of hotel designed specifically for smaller towns.
February 2003	Hampton ranks No.1 mid-priced hotel chain (without food & beverage) by the <i>Business Travel News</i> "Top U.S Hotel Chain Survey."
January 2003	Hampton launches first-ever "weekends-only" travel Web site entitled "1,000 weekends".
April 2002	Hampton announces the ground breaking of its first "small town" prototype hotel in Cedar City, Utah.
August 2001	For the third consecutive year, Hampton receives "Highest Guest Satisfaction Among Mid-Priced Hotel Chains with Limited Food Service" award in the J.D. Power and Associates 2001 Domestic Hotel Guest Satisfaction Study SM .
February 2001	Hampton ranks highest among "Midpriced without Food & Beverage" chains in "physical appearance" category by <i>Business Travel News</i> .
August 2000	For the second year in a row, Hampton receives "Highest Guest Satisfaction Among Mid-Priced Hotel Chains with Limited Food Service" award in the J.D. Power and Associates 2000 Domestic Hotel Guest Satisfaction Study SM .
April 2000	Hampton achieves major milestone with the opening of its 1000 th hotel in Hayward, Calif.
February 2000	Hampton receives honor as the top "Mid-Priced Hotel Chain without Food or Beverage" by <i>Business Travel News</i> , which has consistently ranked Hampton number one year after year. Hampton is also the only hotel brand (next to Embassy Suites) to be listed in <i>Income Opportunities</i> Platinum 2000 top 150 franchisees list.
November 1999	Hampton officially becomes the midscale (without food & beverage) brand of Hilton Hotels Corporation through completion of the merger with Promus Hotel Corporation on November 30, 1999.
September 1999	Hampton named "Best Practice Corporate Champions in Quality" by Center for Hospitality Research at Cornell's School of Hotel Administration.
June 1999	For the second year in a row, Hampton was named "Best Mid-Priced Hotel Chain" by <i>Entrepreneur</i> magazine.
April 1999	Hampton receives "Highest Guest Satisfaction Among Mid-Priced Hotel Chains with Limited Food Service" award in the J.D. Power and Associates 1999 Domestic Hotel Guest Satisfaction Study SM .



(Hampton Hotels Brand Milestones Cont'd)

February 1999	Hampton ranks No.1 mid-priced hotel chain (without food & beverage) by the <i>Business Travel News</i> "Top U.S Hotel Chain Survey."
June 1998	Hampton is named "Best Mid-Priced Hotel Chain" by <i>Entrepreneur</i> magazine.
April 1998	750th Hampton hotel opens in Taos, NM.
February 1998	Hampton is named # 1 economy chain by <i>Business Travel News</i> survey for the sixth time in nine years.
November 1997	Hampton Hotel opens its first Caribbean property in San Juan, Puerto Rico.
October 1997	Hampton opens hotel in Sioux Falls, SD, creating a presence for the hotel chain in all 48 contiguous United States.
September 1997	Hampton opens its first hotel in Alaska (Anchorage).
July 1997	Hampton opens its first South American property in Iquique, Chile.
July 1997	Hampton Inn & Suites opens its 25th hotel, in Charlottesville, VA.
January 1997	Hampton Inn & Suites opens its first international hotel property, Calgary, Alberta, Canada.
October 1996	Promus Hotel Corporation announces free customized route planning from each of its hotel chains' Web sites on the Internet.
July 1996	Promus Hotel Corporation announces online confirmation and cancellation capabilities through its Web site.
March 1996	Promus Hotel Corporation begins testing a self-service check-in alternative for guests through hotel lobby kiosks at select locations.
October 1995	Promus Hotel Corporation announces online reservation capabilities through its web site.
June 1995	Promus Hotel Corporation forms following the split of The Promus Companies Incorporated into two separate public companies.
March 1995	The first Hampton Inn & Suites hotel opens in Newport News, VA.
September 1994	Hampton opens its first Central American property in San Jose, Costa Rica.
August 1994	Hampton, Homewood Suites and Embassy Suites become the first major hotel companies to distribute chain wide and individual hotel information via the Internet.



(Hampton Hotels Brand Milestones Cont'd)

March 1994	Hampton increases non-smoking room inventory to 75 percent throughout the system.
December 1993	Hampton introduces a new “blended” hotel product, Hampton Inn & Suites.
November 1993	Hampton opens its first Mexican property in Monterrey (Hampton Inn & Suites Monterrey Norte).
September 1993	The Promus Companies form Promus Hotels division to oversee the management of Hampton, Embassy Suites and Homewood Suites hotels under the direction of President and CEO Ray Schultz.
June 1993	Hampton opens its first international property (Niagara Falls-At The Falls, Canada).
December 1990	Hampton modifies prototype hotel design introduced for development in communities with populations of 75,000 or less.
February 1990	Hampton Hotel's parent company becomes The Promus Companies Incorporated.
October 1989	Hampton introduces an unconditional 100% Satisfaction Guarantee, a first within lodging industry.
April 1989	Holiday Inn Corporation announces that the Holiday Inn brand would be acquired by Bass PLC of London, and Hampton Hotels' parent company would be reorganized and renamed.
February 1988	Hampton Nationwide Reservation System links to PARS (TWA/Northwest); DATAS II (Delta); SYSTEM ONE (Continental); APOLLO (Untied) and SABRE (American) airline reservation systems.
December 1987	Special services for hearing-impaired are launched system wide.
August 1984	First Hampton hotel opens (Memphis-I-40 East, TN).
March 1984	Hampton Inns, Inc., a wholly owned subsidiary of Holiday Inns, Inc. incorporates in the State of Delaware.
January 1984	First ground breaking ceremony in Memphis, TN.
November 1983	Presentation to board of International Association of Holiday Inns (IAH) and major developers.
September 1983	Holiday Inns' “Limited Service Hotel Division” established; Ray Schultz is named president.