Driving Success With New Analytics Initiatives

2016 YEAR IN REVIEW

Hilton

FASTEST GROWING HOSPITALITY COMPANY

CREATED NEARLY
20,000
NEW HOTEL JOBS

HILTON HHONORS

9 MILLION
MEMBERS ADDED TO LOYALTY PROGRAM

MORE THAN ONE IN FIVE HOTEL ROOMS UNDER CONSTRUCTION GLOBALLY DESTINED FOR HILTON BRANDS

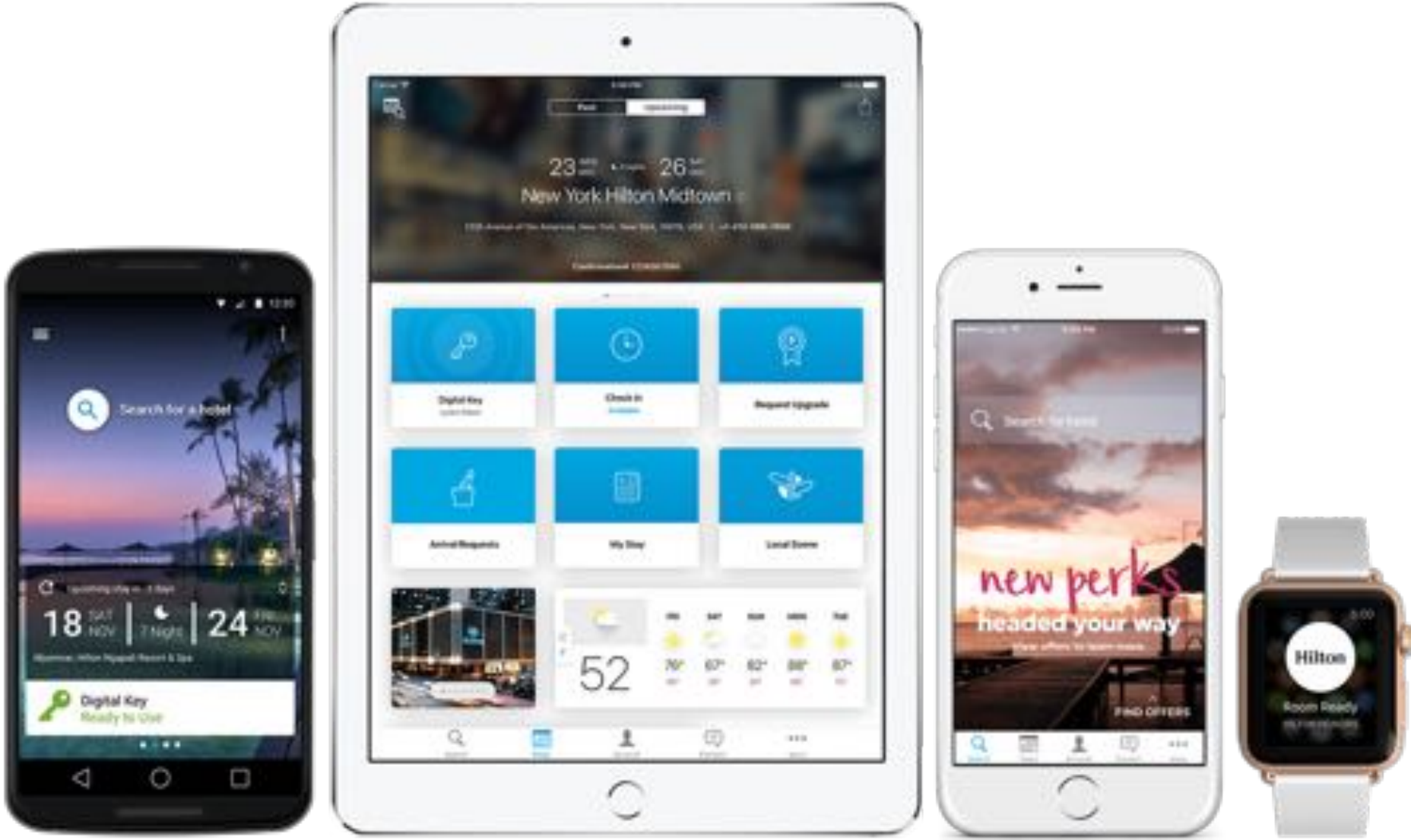
CONNECTED, PREPARED OR EMPLOYED MORE THAN
150,000 YOUNG PEOPLE

THE HIGHEST RATED TRAVEL APP IN THE APPLE APP STORE

Hilton

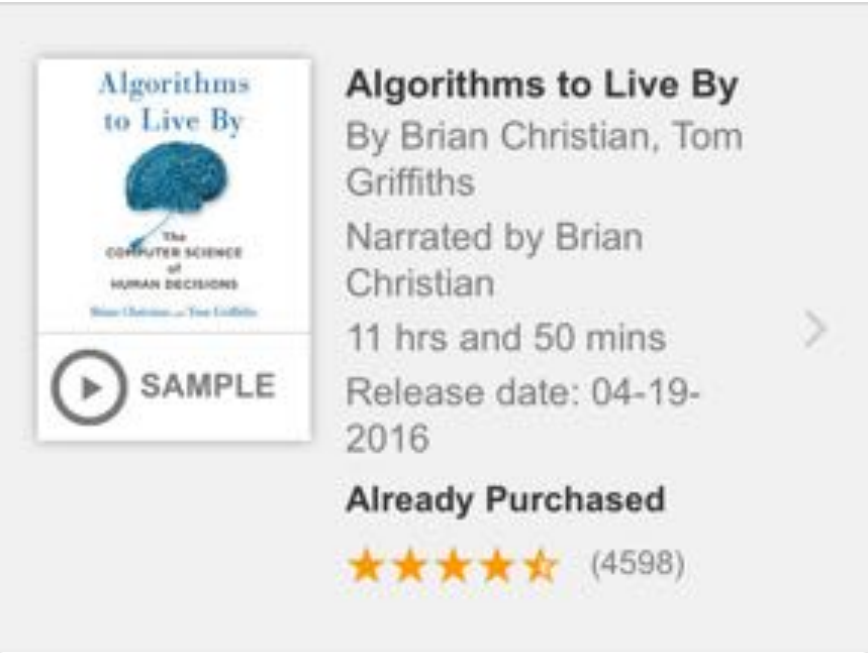
Average Rating: ★★★★½

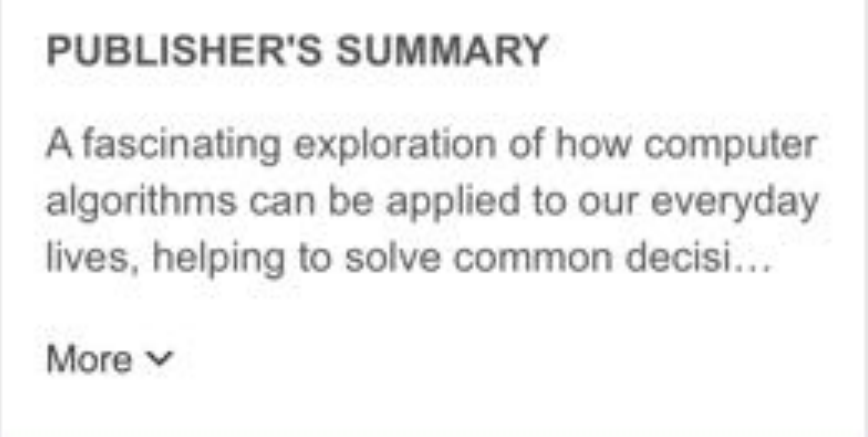
★★★★★	13,267
★★★★	2,364
★★★	457
★★	374
★	1,186



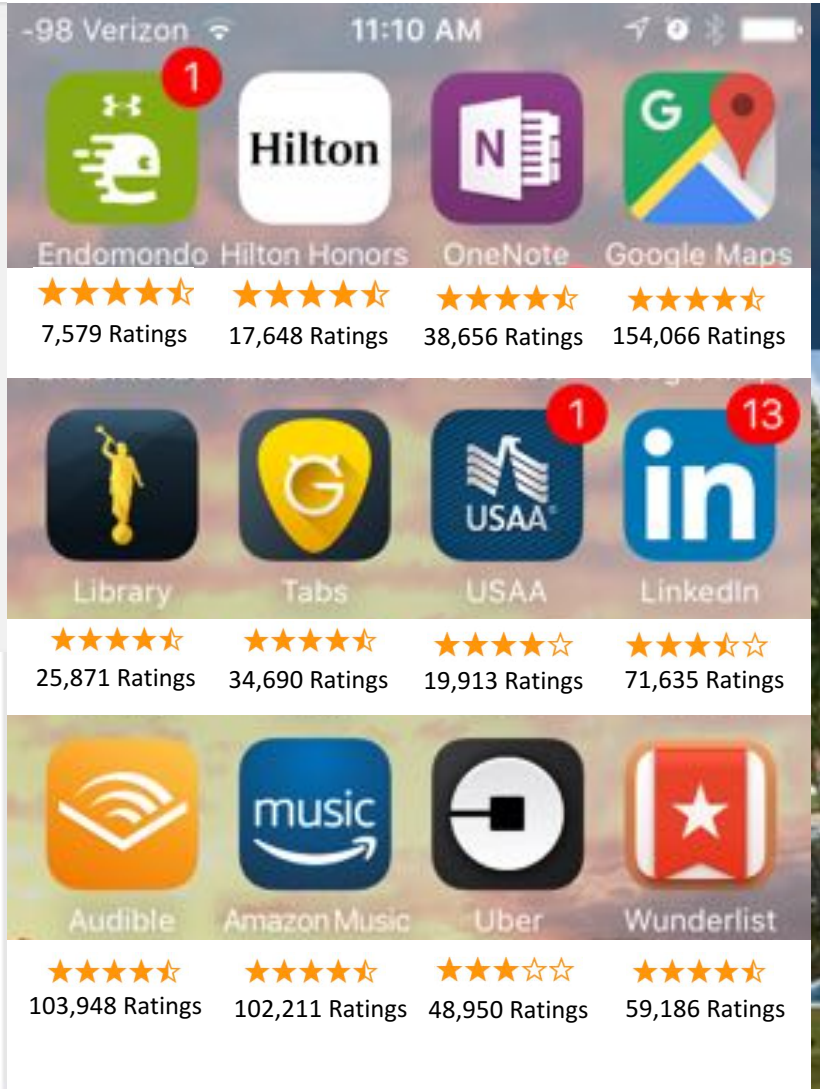
WE'RE LIVING IN A 4+ STAR WORLD

The books we read.





The apps we use.



The places we stay.

WHAT ABOUT EXPERIENCES THAT AREN’T 4 STARS?

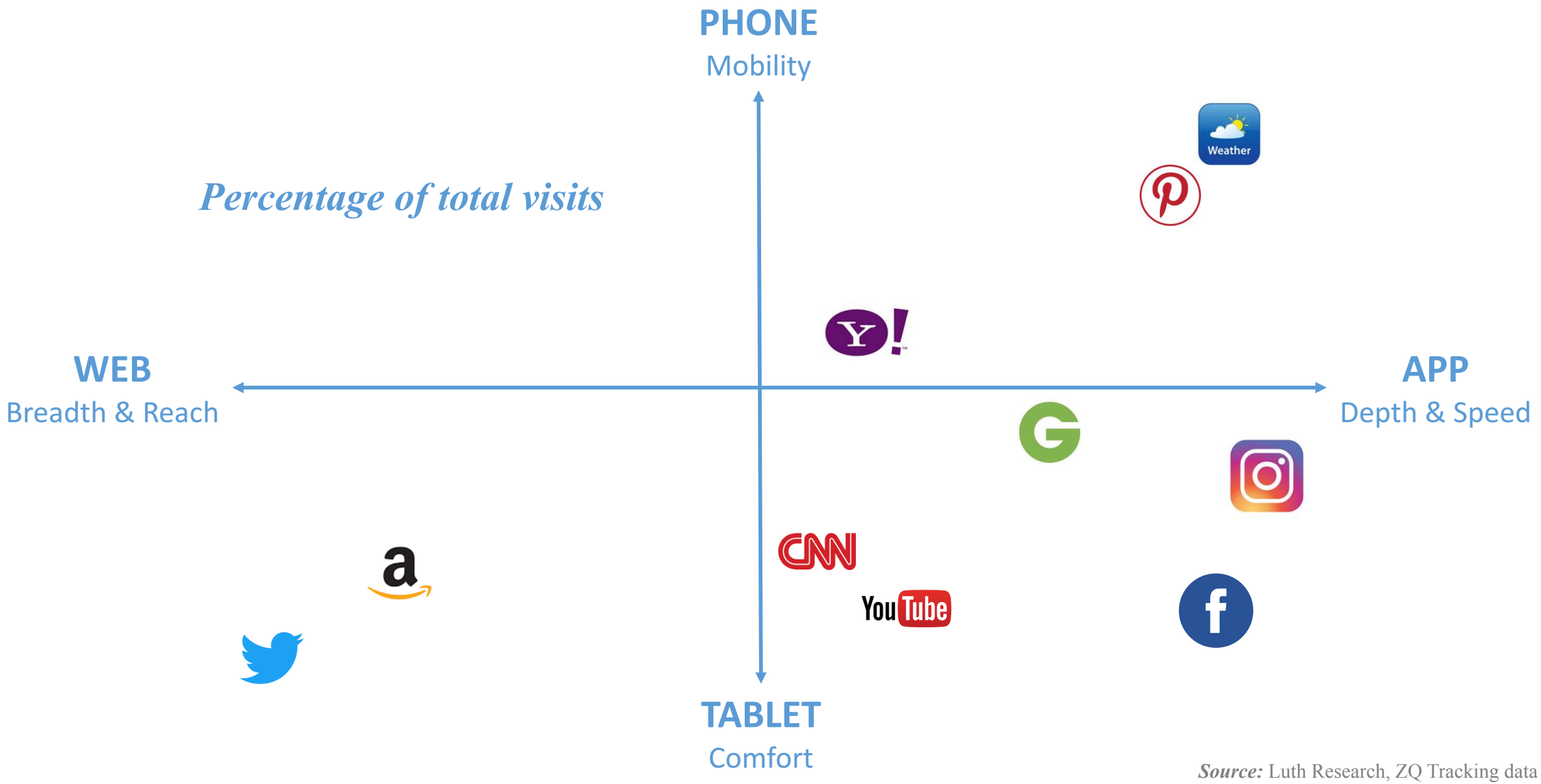
A GOOD FRIEND REMEMBERS OUR
LAST CONVERSATION

ANALYTICS: DON'T USE METRICS IN ISOLATION

Source: Deloitte: Customer Conversion: The Changing Nature of Retail: Planting the seeds for sustainable growth

ANALYTICS: INFORM YOUR PRIORS

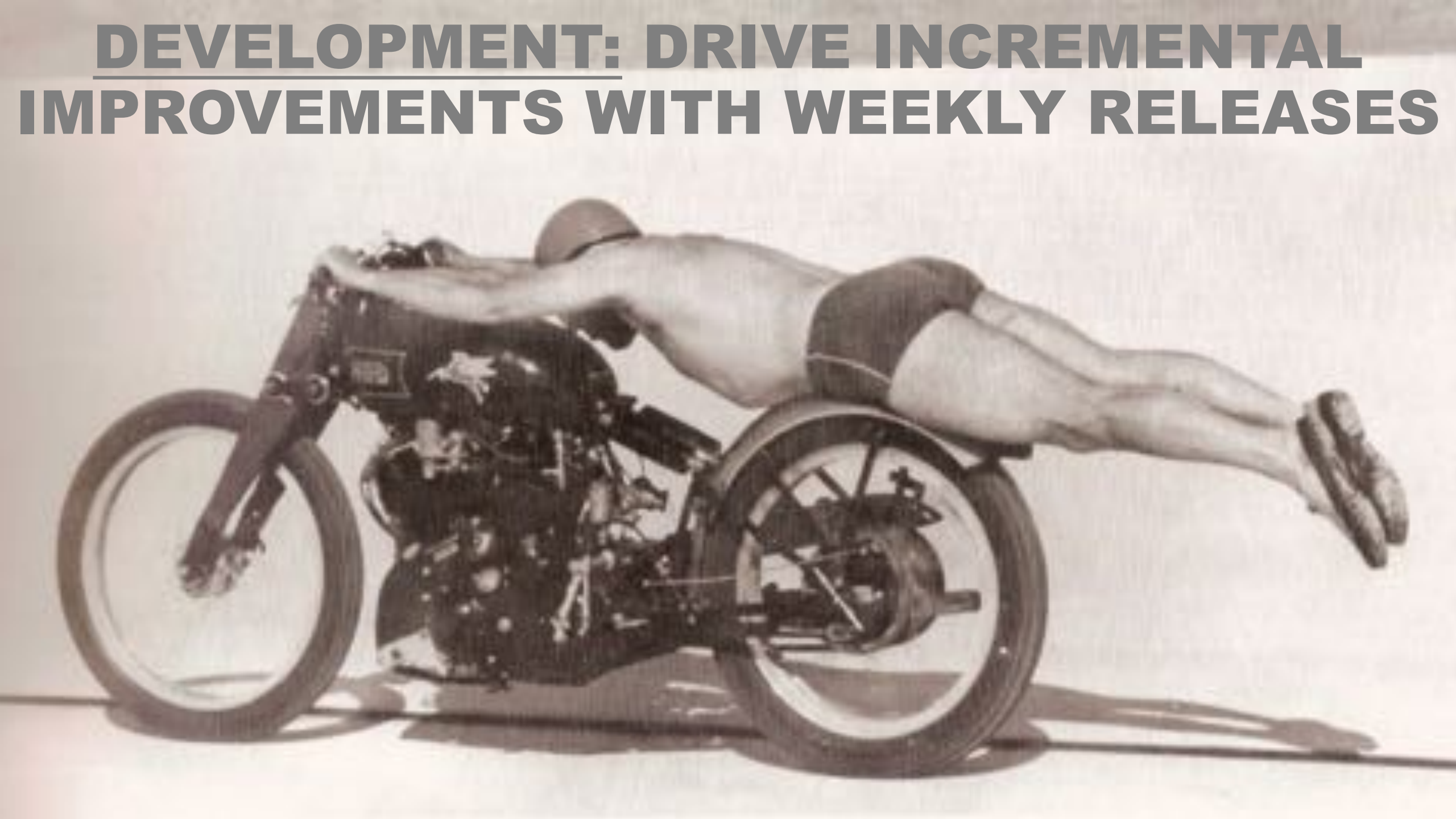
PRODUCT: BUILD FOCUSED EXPERIENCES



Source: Luth Research, ZQ Tracking data '14

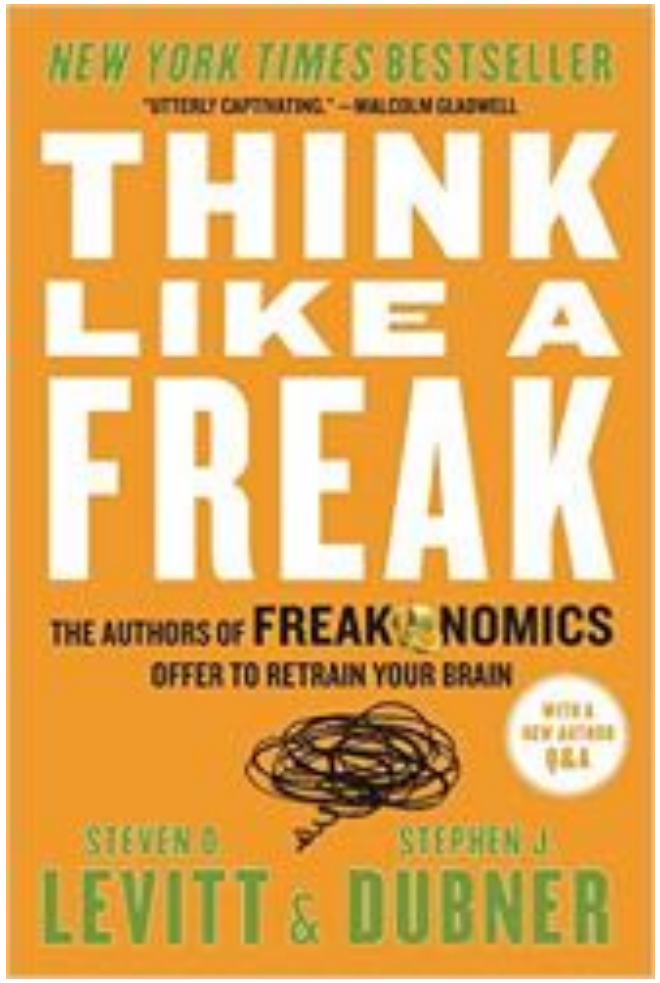
PRODUCT: UTILIZE A ROADMAP TO FACILITATE TOUGH CONVERSATIONS

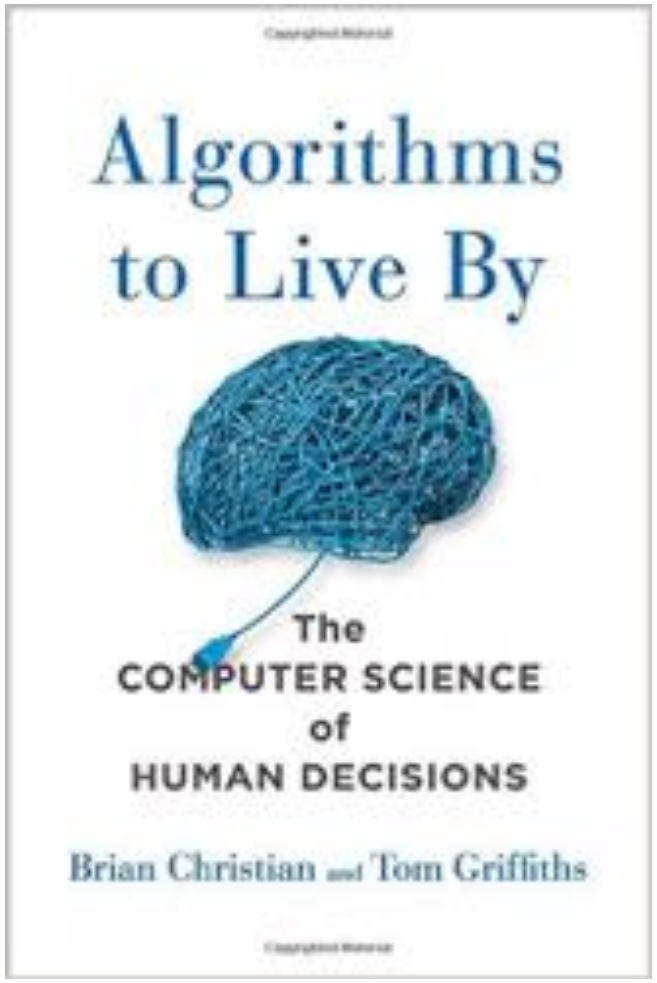
DEVELOPMENT: DRIVE INCREMENTAL IMPROVEMENTS WITH WEEKLY RELEASES



MARKETING:
DEVELOP & MAINTAIN A STRONG BRAND

RECOMMENDED READING





CHALLENGE: LEARN, SHARE, & CHANGE

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