

1

TRULY EXCITING  
GRAND OPENING

**JUST  
16 MONTHS**

AFTER THE  
BRAND'S LAUNCH

**425  
DEALS**

IN VARIOUS  
STAGES OF  
DEVELOPMENT

DEALS IN  
**41 OUT OF 48  
STATES**

**THE FASTEST  
GROWING PIPELINE  
IN INDUSTRY  
HISTORY**

SIMPLIFIED  
+  
SPIRITED  
+  
GROUNDED  
IN VALUE

**3 BRAND PILLARS**

1 OF 14  
**HILTON  
BRANDS**

BOYS  
& GIRLS  
CLUBS

2

MEANINGFUL  
NON-PROFIT  
PARTNERSHIPS

ONE  
WORLD  
PLAY  
PROJECT

ALL UNIQUELY  
**TRU!**

**~ 10-15**  
OPENINGS IN 2017

**~ 70**  
MORE NEXT YEAR

tru

Hilton

**5,000<sup>TH</sup>**  
HILTON HOTEL