

Water

Water is a finite resource that is critical to basic human survival. Studies show that demand is projected to exceed supply by 40 percent by 2030, and in the next 15 years, nearly two thirds of the world's population will live in areas of significant water stress¹, a challenge that has become increasingly obvious in the last few years.

Goal

To reduce water consumption by 1 percent in the Americas, Europe, Middle East and Africa and 1.5 percent in Asia Pacific in 2015.

Introduction

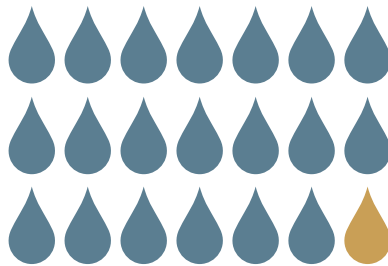
The tension between supply and demand has a direct impact on the communities where our hotels operate and our ability to meet our operational and guests needs. This is particularly true with water, as scarcity becomes a threat for countries and communities worldwide.

As a large consumer of water, it is important for the hospitality industry to implement reduction measures and drive efficiencies around water use to sustain our operations and the destinations we serve over the long term.

Impact Highlights

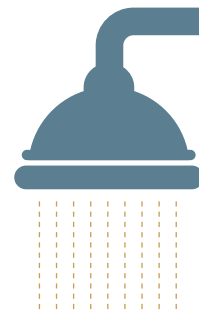
14.1%

Reduced water by 14.1 percent from 2009-2014 (normalized water reduction against base year 2008).



1.4%

Absolute water reduction of 1.4 percent 2014 vs 2013.



182.1

Gallons

182.1 gallons of water used per occupied room (2014, absolute consumption).



4,144

Swimming Pools

Saved enough water to fill 4,144 olympic swimming pools (normalized reductions against 2008 base year).

3,518,000

Gallons

Based on 2014 purchases, saved an additional 3,518,000 gallons of water by using reduced weight sheets and towels.



1,770,611

Gallons

By using 'room ready' bedding products, 1,770,611 gallons of water were saved by eliminating a first wash.

¹ <http://www.unwater.org/publications/publications-detail/en/C/204294>

Our Approach

Our water strategy focuses on reducing our water use by measuring water consumption and translating the data into relevant metrics that Hilton Team Members,* franchise employees,** owners and management groups can use to make decisions and set goals that improve performance and create long-term value. Our centralized measurement system allows us to collect water consumption data to uncover best practices we can leverage to develop companywide tools, processes and trainings to support our hotels. We require hotels to set goals based on their local operating context and environment. Our company drives water reduction efforts through a combination of on-site water efficiency projects, Hilton Team Member and franchise employee insights and behavioral changes. In addition, we leverage our participation in association working groups and partnerships to understand opportunities to improve and drive shared value.

Action

Reporting through LightStay

We leverage **LightStay**, our measurement platform, to understand how our hotels are managing water and improving over time. Since launching LightStay, we've gathered more than five years of global data across our portfolio of hotels that we use to understand how to drive greater efficiencies, savings and value, and create tools and trainings for hotels.

We track and record our properties' water consumption data in LightStay, which compiles previous usage to project anticipated water use and cost impacts in future months. LightStay automatically triggers alerts to hotels if they have reached a water usage threshold and uses hotel data to provide suggested projects that reduce consumption. We require all hotels to have reduction targets in place and ongoing water improvement projects recorded, which drives continuous improvement and learning across our global portfolio.

Living Sustainably Campaigns

Our quarterly **Living Sustainably** campaigns empower Hilton Team Members and franchise employees to make changes that improve energy use, water efficiency and waste reduction. Our third-quarter campaign focuses on 'saving every last drop' of water, by providing hotels with simple tips for low- or no-cost water reduction activities that inspire many of our best practices around the world. The campaign encourages Hilton Team Members and franchise employees to identify where they use the most water in the hotel and to make simple operational changes to reduce the usage and identify new ways of conserving water. The campaign also rallies Hilton Team Members and franchise employees around **World Water Week** to identify and implement their own water saving ideas and inspire collective action.

Improving Water Stewardship with the World Wildlife Fund (WWF)

In 2015 Hilton began collaborating with World Wildlife Fund to develop an industry-leading multiyear water stewardship strategy. "WWF is working with Hilton to improve business practices on seafood sustainability, water management, renewable energy, and food waste to reduce the environmental footprint of the company's global operations," said Suzanne Apple, senior vice president, private sector engagement, WWF. "We hope that our work together will positively influence Hilton's value chain, and we believe it could inspire others in the hospitality industry to advance their own efforts."



Partnerships | Associations Awards | Certifications

In May 2015, we launched a collaboration with **World Wildlife Fund (WWF)** to build upon our existing efforts to develop an industry-leading, multi-year water stewardship strategy. As Hilton's signature environmental partner, WWF will work with us to evolve our global business practices in furtherance of WWF's mission to protect and conserve the Earth's life-supporting resources.



As members of the **International Tourism Partnership (ITP)** we collaborate with other leading international hotel companies to make up the **ITP water working group**, examining risks around water and ways we can standardize the measurement and communications of consumption in our industry.

ECOLAB

To support our water usage goals, in collaboration with **Ecolab**, we use the **Center for Sustainable Procurement** an initiative of Business for Social Responsibility to evaluate current water usage and diversion practices and develop metrics to track, measure and report data.



In collaboration with **P&G** and **Tide Professional** we have developed several partnerships that offer laundering technologies and products that reduce water use by up to 45 percent at a reduced rate for our owned and managed hotels.



We achieved **ISO 14001** certification for environmental management by requiring our global portfolio of hotels to measure usage and set reduction targets with improvement projects in place for energy, water and waste. Companies gain certification from ISO by implementing policies, procedures and systems that follow and meet international ISO standards, which are assessed by a third-party certification body.

This certification complements our additional global system-wide certifications of ISO 9001 (quality management) and 50001 (energy management). Hilton is one of the only multinational companies to certify its entire system globally, achieving one of the largest-ever volume certifications of commercial buildings.

Our environmental efforts have been recognized as a **Forbes** Top 50 Green Brand and as a **Newsweek** Top Green Company in the World in 2015.

* Hilton Team Members include employees of Hilton Worldwide at corporate offices, owned, managed, leased and timeshare properties.

** Franchise employees include employees at independently owned and operated franchised properties. While franchisees and their employees are not employed by us, they are a large part of our brands and our culture of hospitality. In addition to our corporate responsibility initiatives, we offer franchisees training and recognition programs and provide them with other resources that are relevant to them and their businesses.