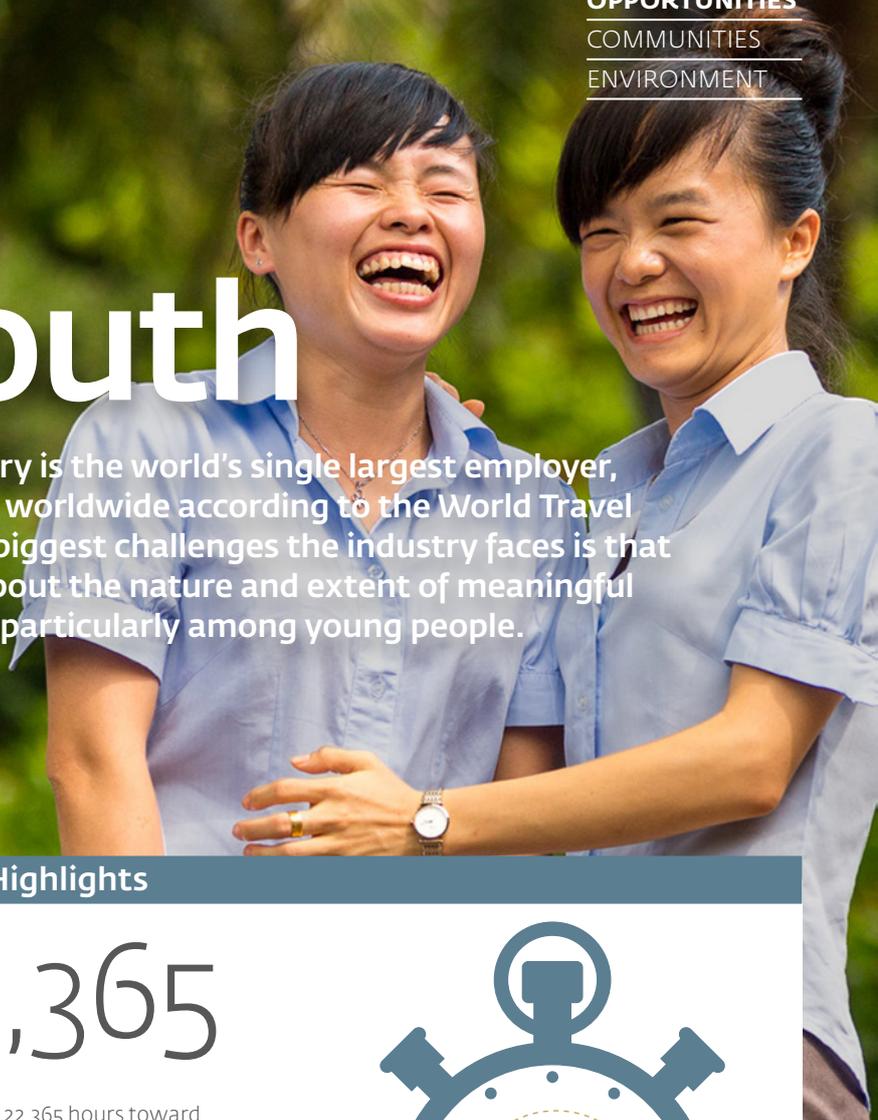


Youth

The travel and tourism industry is the world's single largest employer, supporting one in every 11 jobs worldwide according to the World Travel and Tourism Council. One of the biggest challenges the industry faces is that job seekers lack information about the nature and extent of meaningful careers in the industry, particularly among young people.



Goal

Committed to impacting at least one million young people by 2019.

Impact Highlights

22,365

Hours

Volunteered 22,365 hours toward reaching young people during our Careers@HiltonLive: Youth in Hospitality month.



Introduction

In 2013, the International Labor Organization estimated that more than 74 million young people were unemployed. Studies show a growing disconnect between the skills companies need and those young people are equipped with when entering the workforce. According to McKinsey, only 43 percent of employers surveyed worldwide agreed that they could find enough skilled entry-level workers. Further, only 46 percent of young people said they were aware of the sectors where jobs are available. In tackling this challenge, the hospitality industry simultaneously invests in future growth and success. In addition, a new generation of employees can provide fresh, new ideas and important insights to better serve the growing cohort of young travelers.

90,000

Young People

Impacted 90,000 young people during our 2015 Careers@HiltonLive: Youth in Hospitality Month.



750+

Events

Over 750+ volunteer projects and events took place during the 2015 Careers@HiltonLive: Youth in Hospitality month.



3,000

Young People

Participation from 3,000 young people in the Passport to Success program across 14 countries.

Our Approach

Our youth strategy focuses on connecting, preparing and employing young people around the world. We **connect** by enabling young people to experience travel, improve the long-term sustainability of our industry and support young entrepreneurs with opportunities to participate in our expansive value chain. We **prepare** by helping young people in developing their life and professional skills with mentorships, apprenticeships and partnering with universities in preparing the next generation of leaders. Young people are **employed** across all divisions of the business including more than 4,500 owned, managed and independently-operated franchised hotels worldwide.

Action

Connect

Careers@HiltonLive: Youth in Hospitality Month is our annual awareness campaign that encourages hotels to host job fairs, career guidance talks and job shadowing to raise awareness of careers in hospitality and connect young people to opportunities. In 2015 our hotels hosted over 750 events reaching more than 90,000 young people around the world.

In China, as part of our work with the **International Youth Foundation**, Hilton launched its first youth entrepreneurship training program, **Startup365**, equipping more than 150 youth and Hilton Team Members* with the business skills required to succeed in today's competitive workplace.

Prepare

Life skills are an important set of skills for the hospitality industry. **Passport to Success (PTS) for Hospitality**, a life and soft skills training created by the International Youth Foundation and adapted for the hospitality industry, has reached 66 Hilton trainers at 33 properties in 14 countries. Nearly 3,000 young Hilton Team Members are expected to receive PTS by the end of 2015. Due to growing demand we also developed an online version of PTS for Hospitality, which is available to all of our hotels through Hilton Worldwide University (HWU).

Through HWU we provide recommended and required courses on Professional Development. These comprehensive, hands-on accelerated training programs help train the next generation of hospitality leaders in a variety of topics.

Hilton has a dedicated team that creates relationships with more than 65 hospitality schools and universities around the world to prepare the next generation of talent. Aside from hosting career fairs and attending university campuses, our recruiting team finds and hires interns and young talent to fill open positions across our portfolio of hotels. Our global program offers summer and year long internships and apprenticeships. These programs allow individuals to gain exposure to the variety of opportunities that exist within hospitality and acquire career ready skills for future positions.

'Youth Panels' provide a fresh perspective

Our General Managers in Northern & Central Europe gathered in Innsbruck, looking to build on a successful first quarter for the region. To give their planning a fresh perspective, the Area Vice-President invited a 'youth panel' of talented millennials to take charge of a section of the agenda, including Hilton Team Members, students and local entrepreneurs. They emphasized the importance of tailoring brands to the younger generation and empowering them to think and act 'bottom up'.

Building on our vast experience in designing and implementing thousands of apprenticeships around the world, we are leading a UK-wide review of the government apprenticeship standards. In Turkey, we created the first ever hospitality apprenticeship curriculum as part of an EU-funded Lifelong Learning Program fostering transfer of innovation from EU countries to neighboring countries.

Working with the **Youth Career Initiative** (a program of the **International Tourism Partnership**) we continue to bring apprenticeship programs to our hotels providing underserved youth with their first exposure to the hospitality industry and sometimes even the formal work sector. Programs in Brazil, Mexico, Romania and Vietnam have provided nearly 60 young people with internships at our hotels, and we expanded the program to hotels in Lebanon in Summer 2015.

Hilton's top-talent program in Europe, and the Middle East and Africa identifies young leadership candidates and supports them in career readiness, and developing life skills. Last year, the top-talent candidates developed business projects that met a business need while embedding responsible business considerations into daily hotel operations.

Partnerships | Associations



Our signature partner in the youth development space is the **International Youth Foundation** (IYF). Through a holistic strategy we have worked together to develop cutting-edge tools, resources and thought leadership approach to promote the value of the hospitality sector in helping to solve youth unemployment.



One outcome of our partnership with IYF is the **Global Youth Wellbeing Index**. Along with the **Center for Strategic & International Studies**, IYF and Hilton developed this resource to serve as the first comprehensive measurement of youth wellbeing designed to help policymakers, donors, businesses and young people make strategic investments in youth programming and elevate youth issues to the top of the global agenda. In 2015, the partnership developed the first follow-up study on the Index with an examination of citizen participation, economic opportunity, education, health, information and communications technology, and safety and security for youth in Vietnam.



In 2015, we renewed our partnership with **Room to Read** to continue supporting the education of women and youth in India and Sri Lanka. We are spearheading a Job Shadowing Program for 300 girls to offer them the skills and guidance needed to complete their secondary school education.



Hilton is a member of the **100,000 Opportunities** initiative, the United States' largest employer-led coalition committed to creating pathways to meaningful employment for America's young people. Hilton is committed to hiring at least 15,000 young people in the United States at our owned and managed hotels and corporate locations over the next three years, providing them with a wealth of skills and training to be successful in the world of hospitality and beyond.



Hilton serves on the boards of two multi-stakeholder organizations driving youth employment. The **Global Apprenticeships Network** (GAN) is a business-driven alliance with the overarching goal of encouraging and linking business initiatives on skills and employment opportunities for youth, most notably apprenticeships. Hilton has supported the launch of GAN National Networks in Turkey and Spain. **Solutions for Youth Employment** (S4YE) is a multi-stakeholder coalition among public sector, private sector and civil society actors that aims to provide leadership and resources for catalytic action to increase the number of young people engaged in productive work. S4YE aims to support 150 million young people across the world by 2030.

* 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.