

## Hilton Recognizes the Top Performing Hotels of 2007

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Hilton Hotels announced the winners of its annual awards recognizing top performing North American hotels based on outstanding performance in the brand's 'Balanced Scorecard' rating system in areas such as customer loyalty, service, quality assurance and customer satisfaction ratings - as well as exemplary efforts in hotel renovation and diversity projects.

'With a stellar 2007 behind us it's once again time to recognize the exceptional work of some of our top hotels, those that work tirelessly to create a transformative experience for our guests,' said Jeff Diskin, senior vice president of brand management - Hilton Hotels and Resorts. 'We believe that the key to creating positive guests experiences is to provide inspired service in a consistent and hassle-free manner. The winning hotels have done just that and are representative of the high standards to which we hold our brand.'

The Connie Awards, named in honor of company founder Conrad Hilton, are awarded based on three key components, including: quality assurance audits measuring cleanliness, condition and brand standards, customer scores rating staff service, and customer service scores rating the quality of the hotel's physical accommodations.

The hotels to receive Awards are:

### CONNIE AWARDS: BEST OVERALL PERFORMANCE

Hilton Villahermosa & Conference Center: Airport Hotel

Hilton St. Petersburg Carillon: Commercial Hotel

Hilton Los Cabos Beach & Golf Resort: Resort Hotel

### CONTINUOUS IMPROVEMENT AWARD

(Most year-over-year improvement in Balanced Scorecard results for Guest Loyalty, Overall Service, Physical Condition and Property Cleanliness)

Hilton New Orleans Airport: Airport Hotel

Hilton San Diego Mission Valley: Commercial Hotel

Hilton Myrtle Beach Resort: Resort Hotel

### DIAMOND GUEST ASSISTANCE AWARD

(Best service recovery at property level measured by fewest number of guest complaints during prior year)

Hilton Belem, Brazil: Under 500 Rooms

Hilton Suites Toronto/Markham Conference Centre & Spa: 500 Rooms or Larger

### DIAMOND GUEST LOYALTY AWARD

(Highest Guest Loyalty score based on year-end Balanced Scorecard)

Hilton Villahermosa & Conference Center: Under 500 Rooms

Hilton Boston Logan Airport: 500 Rooms or Larger

### DIAMOND HHONORS GUEST RECOGNITION AWARD

(Best represents HHonors goals, recognizing HHonors guests, resolving issues and availability of HHonors redemption inventory)

Hilton Tucson El Conquistador Golf & Tennis Resort: Under 500 Rooms

Hilton Cincinnati Netherland Plaza: 500 Rooms or Larger

### DIAMOND PROPERTY RENOVATION AWARD

(Renovation that best represents the 'essence' of the Hilton brand)

Hilton San Diego Mission Bay Resort: Under 500 Rooms

Hilton Waikiki Prince Kuhio: 500 Rooms or Larger

PERFORMANCE EXCELLENCE AWARD - FORMERLY 'ALL GREEN ZONE AWARD' (Hotels that achieved all green zones on their Key Performance Indicator Goals)

Hilton Knoxville Airport

Hilton Miami Airport

Hilton Washington Dulles Airport

Hilton Greenville, SC

Hilton Suites Phoenix

Hilton Vancouver Airport

Hilton Naples

Hilton Alexandria Old Town

Hilton Cancun Beach & Golf Resort

#### SERVICE AWARDS

-- Hilton St. Petersburg Carillon

-- Best Overall Service - for highest year-end Overall Service SALT score

-- Problem-Free Hotel - for lowest percent of guests with problems on the year-end SALT score

-- Most Hospitable Front Desk - for highest Most Helpful Front Desk Staff year-end SALT score

-- Best Overall Room Service - for highest Overall Room Service Index year-end SALT score

-- Hilton Villahermosa & Conference Center

-- Best Overall Accommodations - for highest year-end Overall Accommodations SALT score

-- Best Physical Condition - for highest Physical Condition score from hotel's most recent QA evaluation

-- Best Overall Food & Beverage Experience - for highest Overall Food & Beverage Experience year-end SALT score

-- Best Overall Restaurant - for highest Overall Restaurant year-end SALT score

-- Hilton University of Florida Conference Center Gainesville

-- Best Loyalty In Local Market - for highest Loyalty index score on the year-end SALT Rival Tracker

-- Best Overall Service in Local Market - for highest Overall Service score on year-end SALT Rival Tracker

-- Hilton Suites Phoenix

-- Best Food & Beverage with Meetings - for highest Food & Beverage with Meeting year-end SALT score

-- Hilton San Bernardino and Hilton Vancouver Washington

-- Cleanest Hotel - for highest Cleanliness score from hotel's most recent QA evaluation

#### SALES AWARDS

##### REVPAR INDEX GROWTH AWARD

(Highest year-over-year percentage gain in RevPAR Index growth as of year-end)

Hilton Villahermosa & Conference Center: Airport Hotel

Hilton Inn At Penn: Commercial Hotel

Hilton Whistler Resort & Spa: Resort Hotel

##### ROVER REFERRALS AWARD

(Highest number of Rover referrals sent during the calendar year)

Hilton Newark Airport: Under 500 Rooms

Hilton Americas-Houston: 500 Rooms or Larger

#### ROVER REVENUE AWARD

(Highest amount of Rover revenue booked during the calendar year)

Hilton Pleasanton at The Club: Under 500 Rooms

Hilton Chicago: 500 Rooms or Larger

#### PERSONALIZED ON-LINE GROUPS AWARD

(Highest number of POGs created during the calendar year)

Hilton Springfield, VA: Under 500 Rooms

Hilton Milwaukee City Center: 500 Rooms or Larger

#### eEVENTS AWARD

(Greatest revenue produced from the highest number of new eEvents accounts signed up during the calendar year)

Hilton Chicago O'Hare Airport: Airport Hotel

Hilton New York: Commercial Hotel

Hilton Waikoloa Village(R): Resort Hotel

#### HHONORS OCCUPANCY AWARD

(Highest Hilton HHonors percentage of Occupancy during the calendar year)

Hilton Crystal City at Ronald Reagan National Airport: Airport Hotel

Hilton Sao Paulo Morumbi: Commercial Hotel

Hilton Melbourne Beach: Resort Hotel

#### HILTON.COM AWARD

(Best hilton.com site content (photography, descriptions, POGs, upgrades, off-site leisure, enhancements, etc.)

Hilton Atlanta Airport: Airport Hotel

Hilton Americas-Houston: Commercial Hotel

Hilton Myrtle Beach Resort: Resort Hotel

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