Introducing LightStay

Hilton Worldwide and its portfolio of hotel brands recently became the first major multi-brand company in the hospitality industry to make sustainability measurement a brand standard. This sustainability measurement system, LightStay, helps improve hotel performance and drive economic returns while decreasing the company's overall impact on the environment.

What is LightStay?
LightStay is a proprietary system developed to calculate and analyze environmental impact. LightStay, measures energy and water use and waste and carbon output at Hilton Worldwide properties around the globe. The system analyzes performance across 200 operational practices, such as housekeeping, paper product usage, food waste, chemical storage, air quality and transportation. In addition to its function as a measurement system, LightStay provides a "meeting impact calculator" feature that calculates the environmental impact of any meeting or conference held at a property. The calculator is a valuable sales tool that helps drive business among meeting planners and corporate travel managers.

Why Use LightStay?
Operating in a responsible and sustainable manner is a Hilton Worldwide priority and a central part of how the company does business. LightStay mitigates the company's impact on the environment and in the communities in which it operates, and creates economic value for hotel owners at no additional cost to them.

Making Sustainability a Brand Standard
By December 31, 2011, all 3,600 properties within Hilton Worldwide's global portfolio of brands will use LightStay, making the company the first major multi-brand company in the hospitality industry to require property-level measurement of sustainability. Consequently, measurement of sustainability performance has become a brand standard, on the same level as service, and evaluated accordingly as part of regular, property-level reviews.

Independent Verification
To confirm the effective implementation and validity of LightStay, Hilton Worldwide commissioned KEMA-Registered Quality, Inc.—a Management Systems design company—to perform a series of third-party audits of LightStay. The extensive audit revealed that LightStay is a best-in-class system for measuring and analyzing sustainability performance data at hotel properties.

PROVEN RESULTS

LightStay underwent two years of rigorous internal testing before being unveiled to the public in April 2010 along with the first full-year of findings from 2009.

The 1,300 Hilton Worldwide properties that used LightStay in 2009 reduced:

- ❖ energy use by 5 percent
- ❖ carbon output by 6 percent
- ❖ waste output by 10 percent
- ❖ water use by 2.4 percent

The company saved more than $29 million in utility costs in 2009 due to these reductions.

The aggregated impact of these reductions:

- ❖ conserved enough energy to power 5,700 homes for a year
- ❖ saved enough water to fill more than 650 Olympic-size pools
- ❖ and reduced carbon output equivalent to taking 34,865 cars off the road.

HILTON WORLDWIDE

WALDORF ASTORIA HOTELS & RESORTS   CONRAD HOTELS & RESORTS   Hilton   DOUBLETREE   EMBASSY SUITES   Hilton Garden Inn   Hampton   HOMEWOOD SUITES Hilton   HOME2 SUITES BY HILTON   Hilton Grand Vacations