

HILTON + SUSTAINABLE SEAFOOD

TRAVEL WITH PURPOSE

At Hilton preserving the environment helps us meet the needs of our business today while positively influencing tomorrow.

DID YOU KNOW?



90%
of our oceans are overfished*



50%
of fish species people consume have disappeared since 1970**



Businesses and consumers can make a difference by knowing where our seafood comes from and sourcing it responsibly

HILTON'S SUSTAINABLE SEAFOOD GOALS

By 2022, we commit to responsibly source seafood by:



Protecting the Endangered

Ban the procurement of endangered species[^] from all our properties.



Buying from the Best

Supply at least 25% of total seafood for owned, managed and leased hotels from MSC or ASC certified sources.



Investing in the Rest

Supply the rest from sources working towards certification, sustainable improvements, or on WWF green list.^{***}

WHAT HAS HILTON DONE SO FAR?



2014

- Prohibited the serving of endangered species^{^^} at properties globally.
- Banned shark fin from all restaurants and F&B facilities globally.



2015

- Hilton Singapore became the first hotel in Asia to serve sustainable seafood.
- Hilton became the first global hospitality company to serve MSC certified cod at 41 properties across Europe.

HOW WILL WE ACHIEVE THIS?



Train our Teams + Involve our Guests

Train our teams in responsible seafood sourcing. Involve our guests in our seafood commitment.



Deepen Partnerships with NGOs and Suppliers

Continue to collaborate with WWF on the responsible sourcing of seafood. Continue to work with companies like Sysco who supplies BAP certified shrimp to our hotels in the Americas.



Report Against Goals

Measure and update on our seafood progress over time.

GET INVOLVED NOW!

Learn more, share our seafood commitment with others and practice responsible seafood sourcing at home.

www.worldwildlife.org/industries/sustainable-seafood | www.cr.hiltonworldwide.com/

Hilton



CONRAD
HOTELS & RESORTS

canopy
BY HILTON

CURIO
A COLLECTION BY HILTON



Hilton
Garden
Inn



HOMWOOD
SUITES
BY HILTON

HOME2
SUITES BY HILTON

Hilton
Grand Vacations



*Report: www.fao.org/3/a-i3720e/index.html | Food and Agriculture Organization of the United Nations

** Report: www.worldwildlife.org/publications/living-blue-planet-report-2015 | WWF

***Of total seafood for owned, managed and leased hotels.

[^] endangered and critically endangered species as defined by rankings from the International Union for Conservation of Nature (IUCN) and Convention of International Trade in Endangered Species of Wild Fauna and Flora (CITES).

^{^^} endangered species as defined by CITES.