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Hilton Worldwide Introduces Hampton by Hilton in Lodz

Construction of new Hampton by Hilton Lodz underway to open in 2018

LODZ, Poland and MCLEAN, Va. (24 November 2015) - [Hilton Worldwide](#) (NYSE: HLT) has reached a franchise agreement with VHM Hotel Management Sp. z o.o. to open a second hotel in the city of Łódź. Construction has begun of a mixed use tower block on Piotrkowska Street which will see the 149 guest room Hampton by Hilton Lodz open in early 2018.

The announcement comes a little over two years after Hilton Worldwide opened its debut hotel in Poland's third largest city, in the shape of DoubleTree by Hilton Łódź, which has gone on to establish itself as the city's leading upscale hotel - hosting Polish Fashion Week earlier this month. Hampton by Hilton Łódź will provide visitors to the city with new, affordable accommodation within the city centre.

Patrick Fitzgibbon, senior vice president, development, Europe & Africa, Hilton Worldwide, said: "We feel the hotel market in Łódź is underrepresented when it comes to branded accommodation with less than 10% of its properties operating under established international brands. We've seen our DoubleTree by Hilton property perform particularly well and gain a foothold in the city's upscale sector. Hampton by Hilton Łódź affords us the opportunity to make a similar impact in the economy end of the market."

Located on Piotrkowska Street, Europe's largest pedestrian thoroughfare, the mixed use development will be surrounded by Łódź's nineteenth architectural heritage. Within easy walking distance of a multitude of shopping and dining options, the hotel will provide the perfect base for visitors looking to take advantage of the city's entertainment and retail hotspots. The building itself will house just under 2.000sqm of commercial space on the mezzanine level and connect directly to an office building of 21,000sqm with additional retail space of almost 2.000sqm.

Wojciech Popis, Managing Director, VHM Hotel Management Sp. z o.o., operator of the hotel said: "We are pleased to be working with Hilton Worldwide to establish Hampton by Hilton here in Łódź. Having successfully partnered with Hilton Worldwide with Hampton by Hilton Gdańsk Old Town, we feel ideally placed to further develop the concept of internationally branded focused service hotels with an infusion of famous Polish hospitality."

George Mula is Chairman of Integrated Finance Group Sp. z o. o. and a director of Bacoli Properties Sp. z o. o., the SPV which owns the site, representing both the investor and Master Management Group sp z o.o. the developer of the project, said "We are delighted with the help and co-operation we have received from the City Administration in realising this landmark project in the very heart of the City opposite the newly opened Piotrkowska Centrum Tram hub. This is allowing us to create a hotel from the powerful Hilton stable complemented by what will be the tallest and we believe, the best office building in the City."

The hotel will feature a functional fitness space, and a 24 hour bar area including snacks. Hampton by Hilton offers guests exceptional comfort and value, underpinned by its unconditional, 100% Hampton Guarantee™ which states that if guests are not satisfied, they are not expected to pay. Each hotel offers guests complimentary Wi-Fi and hot breakfast across its global portfolio of more than 2,000 hotels.

Phil Cordell, global head, focused service and Hampton by Hilton brand management, said, "Hampton by Hilton now boasts more than 10 hotels trading or under development across Poland and we are rapidly establishing the brand as a leader in the economy segment. We are already looking forward to adding Łódź to our portfolio ahead to welcoming our first guests to this city centre property."

Read more about Hampton Hotels at www.hampton.com and news.hampton.com.

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About Hampton by Hilton

An award-winning leader in the mid-priced hotel segment, Hampton by Hilton, including Hampton Inn by Hilton, Hampton Inn & Suites by Hilton and Hampton by Hilton, serves value-conscious and quality-driven travelers with 2,080 properties totaling more than 207,000 rooms in 17 countries and territories. High quality accommodations and amenities, such as complimentary Wi-Fi, Hampton's On the House® hot breakfast, multi-unit Power Cubes and the brand's signature Clean and fresh Hampton bed®, contribute to Hampton by Hilton ranking as a leader in its segment. Hampton by Hilton Team Members deliver friendly, authentic, caring and thoughtful service defined as Hamptonality which is backed by the 100% Hampton® Guarantee. Hilton HHonors members who book directly through preferred Hilton channels have access to benefits including free standard Wi-Fi, as well as digital amenities that are available exclusively through the industry-leading Hilton HHonors app, where HHonors members can check-in, choose their room, and access their room using a Digital Key. For more information about Hampton by Hilton, visit www.hampton.com or news.hampton.com.

About Hilton Worldwide

Hilton Worldwide (NYSE: HLT) is a leading global hospitality company, spanning the lodging sector from luxury and full-service hotels and resorts to extended-stay suites and focused-service hotels. For 96 years, Hilton Worldwide has been dedicated to continuing its tradition of providing exceptional guest experiences. The company's portfolio of twelve world-class global brands is comprised of more than 4,500 managed, franchised, owned and leased hotels and timeshare properties, with more than 745,000 rooms in 97 countries and territories, including Hilton Hotels & Resorts, Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Canopy by Hilton, Curio – A Collection by Hilton, DoubleTree by Hilton, Embassy Suites by Hilton, Hilton Garden Inn, Hampton by Hilton, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations. The company also manages an award-winning customer loyalty program, Hilton HHonors®. Hilton HHonors members who book directly through preferred Hilton channels have access to benefits including free standard Wi-Fi, as well as digital amenities that are available exclusively through the industry-leading Hilton HHonors app, where HHonors members can check-in, choose their room, and access their room using a Digital Key. Visit news.hiltonworldwide.com for more information and connect with Hilton Worldwide at www.facebook.com/hiltonworldwide, www.twitter.com/hiltonworldwide, www.youtube.com/hiltonworldwide, www.flickr.com/hiltonworldwide, and www.linkedin.com/company/hilton-worldwide.