



**GO HILTON**

# Owner FAQs



# ABOUT GO HILTON

## **Q: What is Go Hilton and when will it launch?**

**A:** Go Hilton is Hilton's new global, system-wide Team Member Travel Program. The program includes the new Team Member Hilton Honors, Team Member Travel Program and Family & Friends Travel Program. As an Owner, you also have access to all Go Hilton benefits.

Owners can enroll in the program beginning November 16, 2015. Then, in Q2 2016, owners will be able to start booking Go Hilton rates.

This program is for leisure, non-business travel only. Visit *the Lobby > Team Members > All Team Members > Go Hilton Travel Program* to learn more about the program.

## **Q: Will the new Go Hilton Team Member Travel Program replace the current Team Member, Family Travel and International Team Travel Programs?**

**A:** Yes, Go Hilton Team Member Travel Program (Team Member Travel Program and Family & Friends Travel Program) will replace all current US and International Team Member and Family Travel Programs in Q2 2016. The new Go Hilton booking site, also launching in Q2 2016, will replace all existing booking sites.

## **Q: Which properties are included in the Go Hilton Travel Program?**

**A:** All Hilton brand hotels globally are included in the program. (Hilton Grand Vacation locations are timeshares, not hotels. Therefore, they are not included in the program.)

## **Q: Does the 50-mile radius restriction still apply for team member travel?**

**A:** No. This restriction no longer applies. However, team members may not use Go Hilton Team Member Travel Program rates at the hotel where they are regularly employed. A team member's approved family and friends may book Family & Friends rates at the hotel where the team member is regularly employed.

# GO HILTON ELIGIBILITY

## **Q: Who is eligible for the Go Hilton Team Member Travel Program?**

**A:** The following team members are eligible for the Go Hilton Team Member Travel Program:

- All Owners Recognition Club members. To apply for membership, visit [www.ownersaccess.com/membershipapplication](http://www.ownersaccess.com/membershipapplication).
- Currently employed team members globally working at Hilton corporate offices and owned, managed and franchised hotels.
- Currently employed business partners working at Hilton Reservations & Customer Care (HRCC) centers.

The following groups are NOT eligible participants, so they cannot access Team Member rates or F&B discounts. However, they would be eligible for Family & Friends rates if added as authorized users by an eligible participant:

- Family and friends, other
- Other contractors employed by Hilton and above/or the hotel, even if they have a Hilton e-mail address
- Above property franchisees (i.e. corporate office, management company, etc.) are not eligible for Team Member rates or Food & Beverage discounts

## **Q: I am an executive for an institution that owns a Hilton property. Am I eligible?**

**A:** You are eligible for the Go Hilton Team Member Travel Program if you are an Owners Recognition Club member. To apply for membership, visit [www.ownersaccess.com/membershipapplication](http://www.ownersaccess.com/membershipapplication).

## **Q: I represent a management company that works with several Hilton properties, but I don't work on-site at the property. Am I eligible?**

**A:** You are eligible for the Go Hilton Team Member Travel Program if you are an executive of the management company of record and are an Owners Recognition Club member. To apply for membership, visit [www.ownersaccess.com/membershipapplication](http://www.ownersaccess.com/membershipapplication).

## **Q: I am an Owner's spouse. Am I eligible?**

**A:** Spouses of owners may become eligible by applying for membership in the Owners Recognition Club at [www.ownersaccess.com/membershipapplication](http://www.ownersaccess.com/membershipapplication).

# GETTING ENROLLED

## Q: How do I get started?

**A:** To get ready and start booking your discounted travel:

1. Ensure that you have access to *the Lobby* (IDM profile). If you don't have access to *the Lobby* or can't remember your username and password, go to [id.hilton.com](http://id.hilton.com) or [lobby.hilton.com](http://lobby.hilton.com) and click "New Users" or "Forgot Password."
2. Once you have access to *the Lobby*, sign up for your Team Member benefits by accessing the Go Hilton Account Application (*the Lobby > My Applications > Go Hilton Account [TM Hilton Honors/TMTP]*).
3. Register your family and friends for the Family & Friends travel program.

## Q: When can I get started?

**A:** Owners can enroll in the program beginning November 16, 2015. Then, in Q2 2016, owners will be able to start booking Go Hilton rates.

## Q: Why is it important to require that all users have a Lobby ID (IDM profile)?

**A:** Requiring users to have a valid Lobby ID to access the Go Hilton Team Member Travel Program portal ensures that they are currently eligible to use this benefit. Once a team member is no longer employed at HWW corporate or a property, his/her Lobby ID will be terminated and he/she will no longer have access to the Go Hilton Team Member Travel Program. This is an important security measure to protect the inventory at your hotel(s). As a result of this validation process, Passports will no longer be required.

## Q: If my Lobby ID password expires, will I still be able to access the Go Hilton Account application or the Go Hilton Team Member Travel Booking site (when it launches in first quarter 2016)?

**A:** Lobby ID passwords expire every 90 days. If your Lobby ID password expires, you will still be able to access the Go Hilton booking site because you use your Team Member Hilton Honors information to sign in there. However, you would need to reset your Lobby ID password to access the Go Hilton Account application in the Lobby to manage your Family and Friends list. If you have forgotten your password, click the "Forgot Password?" link on the Lobby log in page and follow the steps to reset your password.

# BOOKING & RATES

## Q: Which discounted rates are Owners eligible to use?

**A:** As an Owners Recognition Club member:

- You are eligible for Go Hilton Team Member travel and Family & Friends discounted rates.
- Your family and friends are eligible for Go Hilton Family & Friends discounted rates.
- If you are an Owners Access or Owners Diamond member, you are also eligible for the Owners Rate (25% off BAR, available at every hotel globally until hotel is sold out).

The Team Member and Owners Rate also include 50% off food and beverage at restaurants owned and operated by the hotel.

## Q: What are the Go Hilton Team Member discounted rates per night per room (in US dollars)?

**A:** The standard Go Hilton Team Member travel rates are:

- \$35 (Hilton Garden Inn, Hampton, Tru, Homewood Suites and Home2 Suites)
- \$45 (Hilton, Tapestry, Doubletree and Embassy Suites)
- \$55 (Canopy and Curio)
- \$75 (Waldorf Astoria and Conrad)

*(Some market exceptions apply)*

These rates do not include taxes, but any applicable resort fees are waived. In non-US locations, the rate may include breakfast (please confirm with the hotel when booking).

**Please note:** Team Member rates may be higher for certain hotels in markets with above average operating costs or where necessary based on local tax regulations.

**Q: What is the Family & Friends discounted rate per night per room?**

**A:** The Family & Friends travel rate is 50% off the Best Available Rate (BAR). BAR is the lowest advertised rate that is subject to the hotel’s standard cancellation policy (called “Easy Cancellation”).

**Please note:** The Family & Friends rate may be higher than 50% off BAR in certain locations based on local tax regulations.

**Q: Can Go Hilton rates be used for business travel?**

**A:** No. They can be used only for leisure travel.

**Q: Are there blackout dates?**

**A:** There are no blackout dates as the standard, but some exceptions may apply. Go Hilton rates are available at all hotels globally until a hotel is forecasted at 90% occupancy.

**Q: How do I make, change or cancel Go Hilton reservations?**

**A:** You can manage your reservations online at [www.hilton.com/go](http://www.hilton.com/go).

All reservations and modifications made by your approved family and friends must be made online at [www.hilton.com/go](http://www.hilton.com/go).

**Q: Are there any tips for adding or removing nights for an existing reservation online?**

**A:** If you would like to add or remove nights from an existing reservation, the reservation system views it as cancelling the entire existing reservation and booking an entirely new reservation, not just changing nights one way or the other. So, if there is no availability for all the nights in the modified reservation you are trying to make, it is possible trying to add or remove nights could lead to “losing” the original nights. For adding nights, first see if you can make an entirely new reservation for all the nights you need. If that works, then keep that new reservation and cancel your original one. However, if that does not work, it may be best to keep your original reservation and try to add a separate new reservation for just the number of nights you would like to add. In that case, when you arrive at the hotel, the front desk can assist with putting the two reservations together for your stay. If you would like to remove nights from your existing reservation, it may be best to first see if you can just make an entirely new and separate reservation for the new, lesser number of nights you want. If you can do that, you can then just go back and cancel the original reservation. These tips will help ensure you do not “lose” the nights in your original reservation when you want to make changes to them.

**Q: I am an Owners Access member. Can the Owners Access concierges still book my travel?**

**A:** The Owners Access concierges are always available to assist you at your request.

**Q: Can my GM still book Team Member travel rates for me when I am traveling?**

**A:** All Team Member reservations must be booked by you online via the new portal that will be released in 2016. This important security measure is in place to protect the inventory at your hotel(s).

**Q: How many Team Member and/or Family & Friends room nights can I use each calendar year?**

**A:** A calendar year is defined as the time period between January 1 and December 31 (this period is consistent regardless of when you join the Go Hilton Team Member Travel Program). Each eligible participant is allowed to book the following:

- 30 Team Member Rate Nights
- 30 Family & Friends Rate Nights\*

\*The Family & Friends rate nights used by your Family & Friends will count against your Family & Friends total.

**Q: How do I track my usage of my Team Member room nights?**

**A:** Rooms that you have used are tracked on your Hilton Honors account. Log into your account at [www.hiltonhonors.com](http://www.hiltonhonors.com) and look at Reservations and Past Stays under the My Stays category. If you are an Owners Access member, the Owners Access concierge can also look up your Go Hilton room stays.

**Q: How far in advance can I book Go Hilton reservations?**

**A:** You may make reservations up to one year in advance. If booking far in advance, it is a good idea to check on your reservations regularly, as additional available rooms may be added.

**Q: How many rooms and nights can I book for each hotel stay?**

**A:** Based on availability, you may reserve up to:

- Two Team Member rate rooms and up to two Family & Friends rate rooms, for a total of up to four rooms per hotel stay.
- Seven consecutive nights at a Team Member rate and up to seven consecutive nights at Family & Friends rates, for up to fourteen consecutive nights total.

**Please note:** You cannot book discounted Team Member or Family & Friends rate rooms at different hotels for the same stay dates.

**Q: Can I roll over my unused Team Member and Family & Friends room nights to the next calendar year?**

**A:** No. Your maximum number of room nights will reset each calendar year.

**Q: Can I transfer my Team Member or Owners Rate reservations to a family or friend?**

**A:** No. You are the only one that can book Team Member and Owners Rate discounted room rates, and you must be present at the hotel.

Approved family and friends can book the Family & Friends rate and do not need you with them at check-in.

**Q: Will reservations and rates made under the original Team Member and Family Travel Programs be honored after the new Go Hilton Team Member and Family & Friends Travel Programs launch in first quarter 2016?**

**A:** Yes, reservations and rates made under the current programs will be honored after the new Go Hilton travel programs launch in first quarter 2016, including for any rooms that were expected to be complimentary. When the new programs launch, you are welcome to reassess your plans based on the new programs' room availability and rates. For example, you could cancel your "old" reservations and make new ones under the new programs if that better serves your needs, or you could simply keep your "old" reservations if that is best for you.

**Q: What happens if I arrive at the hotel to check in, but the hotel is overbooked?**

**A:** Occasionally, a hotel may find itself in an overbooked situation. Go Hilton reservations are to be honored as any other reservation. Walk policy rules apply the same as with any other reservation type, so the hotel should find comparable accommodations for the guest in such situations.

**Q: Am I eligible for room upgrades when using Go Hilton travel rates?**

**A:** Availability of room upgrades is subject to the property. Team Member and Family & Friends rates are guaranteed for standard rooms only. As a Hilton Honors member, you might be eligible for room upgrades based on your tier status and hotel availability.

**Q: Does the Go Hilton booking application allow me to search for all room discounts available in one location?**

**A:** Yes. For your convenience, the reservation site will allow you to view Team Member, Family & Friends, Owners Rate if applicable and BAR rates, as well as flexible date options.



**Q: If my Lobby ID password expires, will I still be able to access the Go Hilton Account application or the Go Hilton Team Member Travel Booking site (when it launches in first quarter 2016)?**

**A:** Lobby ID passwords expire every 90 days. If you do not reset your password, you will still be able to access the Go Hilton Team Member Travel Booking site, but you will not be able to access the Go Hilton Account application in the Lobby. You will need to reset your Lobby ID password to access the Go Hilton Account application to manage your Family & Friends lists. If you have forgotten your password, click the “Forgot Password?” link on the Lobby login page and follow the steps to reset your password.

**Q: I’ve been trying to book Team Member and Family & Friends discounted rates at a particular hotel or in a particular city, but the rate is not available. Is there something wrong with the system?**

**A:** Not all hotels are available all the time, especially in popular markets and/or during peak travel times. For example, hotels in major tourist and business centers, such as New York City and London, or in popular vacation destinations, often have very high occupancy or are sold out.

**Q: What can I do to increase success if I’m having trouble finding available Team Member or Family & Friends rates?**

**A:** Try searching for stay days in the middle of the week instead of weekends, or search for days outside peak travel seasons. Also, check back frequently as a hotel’s occupancy can change. For example, if a hotel had some cancellations, more discounted rooms could become available.

**Q: I booked a Team Member or Family & Friends rate at a hotel that has now left the Hilton system before my stay. Will the hotel still honor the rates for my stay?**

**A:** No. If the hotel has left the Hilton system, they are under no obligation to still offer the Go Hilton rate.

**Q: I am trying to book a room at a particular hotel, and the Team Member rate is different than the set prices. Why?**

**A:** While there are few exceptions to the standard rates, some hotels with costs and/or taxes that exceed the applicable Team Member rate may be qualified to increase their Team Member rate.

**Q: Do I earn Hilton Honors points and stay credit for reservations booked under Team Member or Family & Friends rates?**

**A:** You will earn Hilton Honors Points for reservations booked under Team Member travel rates. Your family and friends will earn Hilton Honors Points when they book under Family & Friends travel rates.

**Please note:** Points will be awarded for both the room rate and any incidentals, excluding incidental charges at Hampton, Homewood and Home2 Suites. Stay credit will also be granted toward the next Hilton Honors tier status.

**Q: Will I be able to book reservations on my tablet or mobile device?**

**A:** Yes, but for the initial launch, the Go Hilton booking site may not be optimized for mobile devices. The target is to offer a mobile-optimized version of the booking site later in 2016 after the new program launches.

**Q: Why can't I access the Owners booking portal (Owners.HiltonWorldwide.com)?**

**A:** As all applicable discounted reservations can now be booked online at [www.hilton.com/go](http://www.hilton.com/go), the Owners booking portal is no longer a valid URL.

**Q: Can I book a Team Member or Family & Friends reservation at a Hilton Grand Vacation (HGV) property?**

**A:** No. HGV properties are timeshares and are not included in the Go Hilton Travel Program.

**Q: Can I reduce my Go Hilton rate with a coupon/discount I have?**

**A:** Team Member and Family & Friends rates are not subject to additional discounts.

**Q: I am an Owners Diamond member. Can I still use the Owners Diamond desk to book Go Hilton Team Member Travel Program rates?**

**A:** All reservations, modifications and cancellations can only be done online at [www.hilton.com/go](http://www.hilton.com/go).

**Q: Will my reservations be cancelled when I leave Hilton?**

**A:** Only your outstanding Team Member rate reservations will be cancelled. Outstanding Family & Friends rate reservations booked by either you or your family and friends will continue to be honored.

**Q: How many reservations could I have for Go Hilton Team Member and Family & Friends rates across two calendar years?**

**A:** Since you can book up to one year in advance and across calendar years, you could technically have reservations for a total of 60 Team Member room nights and 60 Family & Friends room nights, for a total of 120 room nights between the two programs across two calendar years. For example, based on availability, you could have 30 Team Member room nights and 30 Family & Friends room nights booked between July 1 and December 31 for one calendar year (assuming you had no reservations from January 1 to June 30 of that year). You could also, based on availability, have 30 Team Member room nights and 30 Family & Friends room nights booked between January 1 and June 30 of the following calendar year. Thus, you could technically have a total of 120 room nights across both programs and across two calendar years. However, you would always be limited to no more than 30 Team Member room nights and 30 Family & Friends room nights per calendar year. In the example above, you would have used up all of your room nights for the following calendar year by June 30, so no more room nights would be available to you for that year.

**Q: How does Go Hilton define a calendar year?**

**A:** A calendar year is defined as the time period between January 1 and December 31 each year.

**Q: Will my unused discounted room nights roll over to the next calendar year?**

**A:** No. Your maximum number of room nights will reset each calendar year. Unused nights do not roll over to the next calendar year.

**Q: Why is there a limit on the number of room nights?**

**A:** We would like to maintain fairness in the distribution and availability of discounted rooms. By ensuring everyone has access to the same maximum number, we provide the opportunity for all our Eligible Participants to find available rooms and to be able to share discounts with authorized family and friends.

# FOOD & BEVERAGE DISCOUNT

## **Q: What is the Food & Beverage (F&B) discount and where can I get it?**

**A:** The F&B discount is 50% off food and beverages in participating restaurant outlets, operated by the hotel only if the Eligible Participant is present and staying at the hotel using Team Member or Family & Friends rates. In the US, the discount will not be applied to alcohol, mini-bars, or room service purchases. For international properties outside the United States, the discount will not apply for mini-bars and room service, but may apply to alcohol if that is the current practice. The discount applies to owned, managed, and franchised hotels, but only when the restaurant outlet is under the same management as the hotel (i.e., does not include leased, third party restaurants). This discount is for outlets that serve hot food prepared on premises, which includes table-service restaurants and “grab and go” outlets. The discount cannot be used at gift shops, snack or pantry shops or retail outlets. We encourage you to reach out to the hotel beforehand to confirm the restaurants/ outlets offering the F&B discount and what is included in the discount. Please note the F&B discount in Australia and New Zealand is 25% due to national taxation and employee benefits legislation and laws.

## **Q: Who is not eligible to receive the Go Hilton Team Member Travel Program food and beverage (F&B) discount?**

**A:** The following parties are not eligible for the F&B discount:

- Family and friends traveling under the Family & Friends rate.
- Those who are booked under a BAR rate, traveling for business or are booked under any rate other than Team Member rate or Owners Rate.
- Walk-ins who have not officially booked under a Team Member rate or Owners Rate via the Go Hilton booking portal.

## **Q: If my family and friends book a Family & Friends rate reservation, will they be able to get the F&B discount?**

**A:** No, family and friends will not be able to receive the F&B discount on their own. If they are dining with an Eligible Participant who is staying at the hotel on a Team Member or Family & Friends rate, then the family/friend could be included in the Eligible Participant’s party if the Eligible Participant is seeking the F&B discount.

**Q: What will I need to do to get my food and beverage (F&B) discount?**

**A:** To receive the F&B discount:

- Confirm with the front desk or hotel restaurant that the Team Member rate or Owners Rate F&B discount will be honored.
- Alert the restaurant at the time of ordering that you are using the F&B discount so that it will be applied to your bill or room balance. The discount cannot be applied after the point of sale. The F&B outlet has been instructed to validate eligibility and verify you are a guest of the hotel staying under the Team Member, Family & Friends or Owners Rate.
- Present your Owners Hilton Honors card and photo ID (such as driver's license, state issued ID or passport) as proof of eligibility. If you do not have an Hilton Honors card, a copy of your Hilton Honors enrollment confirmation email with a valid ID is acceptable. The name on the ID must match the name on your Hilton Honors card or email confirmation.

**Q: If I lost my Hilton Honors card, can I still get the F&B discount?**

**A:** Yes. To receive the discount, please show a copy of your Hilton Honors confirmation email and your photo ID. To replace your Hilton Honors card, contact the Hilton Honors desk at (1 877 444 9847) or, if you are an Owners Access member, contact the Owners Access concierge desk (+1 415 905 6788) for assistance.

**Q: Is breakfast included with the rates?**

**A:** Breakfast is not included in the US, unless offered as part of the brand's standard, such as at a Hampton Inn. Outside the US varies by hotel. Please check with the hotel directly to see if breakfast is included.

# FAMILY & FRIENDS

**Q: What features are included in the Family & Friends Travel Program?**

**A:** The Family & Friends Travel Program offers a Family & Friends (F&F) rate discount of 50% off BAR. Only Eligible Participants (not Family or Friends) traveling on a Family & Friends rate will have access to the Food & Beverage (F&B) discount.

**Q: Are there any eligibility requirements that my family and friends must meet before I can share the Family & Friends discount rate benefits with them?**

**A:** Your family and friends must have a Hilton Honors account. If they do not have a Hilton Honors account, they can join Hilton Honors at [joinHonors.com](http://joinHonors.com). You will then need to “authorize” them by adding them to your Family & Friends list via your Go Hilton account (*the Lobby > My Applications > Go Hilton Account (TM Hilton Honors/ TMTP)*).

**Q: Once my family and friends are authorized and have access to the Family & Friends Travel Program benefits, what will this allow them to do?**

**A:** Once the new Family & Friends Travel Program launches in 2016, these individuals will be able to book Family & Friends discounted rooms online without notifying you. Consider asking them to let you know when they book, or add them before their booking and then remove them once their reservation is complete. This will help you keep track of how many Family & Friends discounted room nights are remaining from your annual allotment (30 nights at 50% off Best Available Rate).

**Q: How many rooms and nights can approved family and friends book for each hotel stay?**

**A:** Approved family and friends may:

- Reserve up to two Family & Friends rate rooms per hotel stay.
- Stay for up to seven consecutive nights under Family & Friends rates.

**Q: How many Family & Friends room nights can my approved family and friends use?**

**A:** Your approved family and friends can use as many of your 30 Family & Friends room nights as you have available. You can add or remove family and friends from your approved list as often as needed. When you remove a family or friend with an existing reservation from your approved list, his/her reservation will still be honored.

**Q: Can the same family and/or friend be authorized by two different Eligible Participants at the same time?**

**A:** No, the family and/or friend can only be on one Eligible Participants Family & Friends list at a time.

**Q: How should I track my approved family and friends' usage of Family & Friends room nights?**

**A:** Your approved family and friends will be able to book Family & Friends discounted rooms online without notifying you. Usage of Family & Friends room nights by approved family and friends counts against your annual allotment of 30 Family & Friends room nights. You should ask them to let you know when they book and how many room nights they are using. Or, you could add them to your Family & Friends list before their booking and then remove them once their reservation is complete, so you will always know when room nights are being used. This will help you keep track of how many Family & Friends room nights are remaining from your annual allotment of 30 Family & Friends room nights. Like you, they can monitor their activity by signing into their own Hilton Honors account at [www.hiltonhonors.com](http://www.hiltonhonors.com) and looking at Reservations and Past Stays under My Stays.

**Q: How many family and friends can I maintain?**

**A:** Your Family & Friends list allows for 10 family and friends at a time, but family and friends can be removed at any time and new ones added. You are not limited to the number of family and friends, but you are limited to 30 Family & Friends rate nights per calendar year.

**Q: What happens if my family has a reservation under the old program?**

**A:** Former Team Member and Family travel reservations will be honored as they are, unless you take action. If you or a family member find something better under the new program, you are welcome to cancel your old reservations online and book a new reservation online under the new program. Any online changes you make to the former program reservations will cancel your reservation and be re-booked under the new Go Hilton Team Member Travel Program rates.

**Q: Do Team Member or Family reservations under the old program count towards the 30 days?**

**A:** From the date that the Go Hilton Team Member Travel Program becomes available, you will have 30 Team Member and 30 Family & Friends rate room nights per year.

**Q: Will my family and friends need any proof of relationship or ID when checking in?**

**A:** If your family and friends were able to book a Family & Friends rate, then that is the proof of relationship, and the front desk will only need to see a valid ID at check-in.

**Q: If my family and friends book an Family & Friends reservation, will they be able to get the F&B discount?**

**A:** No, they will only be able to receive the Family & Friends discount if you, the Team Member Hilton Honors account member, are: 1) staying at the hotel on either a Team Member rate or Family & Friends rate reservation and 2) present at the restaurant.

**Q: I want to change my family and friends list, but I can't remember my IDM username or password. What do I do?**

**A:** Go to *the Lobby* ([lobby.hilton.com](http://lobby.hilton.com)) and click "Forgot Password." Follow the remaining instructions.



# HILTON HONORS

## Q: Will I earn Hilton Honors Points when I travel on Go Hilton Team Member Travel Program rates?

**A:** Yes. You will earn Points when staying under the Team Member rate. Your family and friends will earn Points when staying under the Family & Friends rate.

**Please note:** Points are not earned for incidental charges at Hampton, Homewood and Home2 Suites.

## Q: Will I earn Hilton Honors Points prior to the new program launch?

**A:** Prior to the new Go Hilton Team Member Travel Program launch in 2016, when staying at the current Team Member Travel rates, you will be eligible to earn Points on incidental spend only.

**Please note:** Points will not be earned for incidental charges at Hampton, Homewood and Home2 Suites.

## Q: How does the new Go Hilton Team Member Hilton Honors impact my current Hilton Honors account, status and Points?

**A:** If you are already an Hilton Honors or Team Member Hilton Honors member, you will need to convert your existing account to a new Team Member Hilton Honors account when the program launches in November. This will let you take advantage of all the new Go Hilton features. You will keep your current Hilton Honors account number and Points balance when you convert your account. The new program offers automatic Silver status, but if you already have Gold or Diamond status, you will retain your current status through your tier expiration date, unless you requalify.

**Q: Am I eligible to earn Bonus Points for Hilton Honors promotions on Go Hilton Team Member Travel Program rates?**

**A:** Prior to the new program launch in 2016, Bonus or Promotional Points will not be awarded on Team Member or Family rates.

After the Go Hilton Team Member Travel Program launch in 2016, team members staying on either rate will be eligible to earn:

- Base Points
- Tier Bonuses
- Promotional Bonuses
- My Way Benefit Points

**Q: Can I check-in digitally using Team Member travel rates?**

**A:** The Go Hilton Team Member Travel Program requires that you present a valid ID to the front desk at check-in.

**Q: Can an Owner's spouse be added to the Owner's Hilton Honors account profile?**

**A:** Hilton Honors cards cannot be shared jointly; therefore, it is not possible to add a second name. However, spouses of Owners may apply for membership in the Owners Recognition Club at [www.ownersaccess.com](http://www.ownersaccess.com).

# INVENTORY MANAGEMENT

## Q: How is inventory made available under the new Go Hilton Team Member Travel Program?

**A:** Inventory is made available through a series of 12 SRPs (six Team Member and six Family & Friends) which open and close throughout the booking window. The total maximum number of rooms allotted to Team Member and Family & Friends is determined based on the difference between 90% and the hotel's historic occupancy distribution. For new hotels, there is a standard used to determine the maximum number of rooms. The max number of rooms are divided between the SRPs (2/3 to Team Member SRPs; 1/3 to Family & Friends SRPs). Which SRPs are available on a given date (one for Team Member and one for Family & Friends) changes based on the number of days to arrival, what is on the books and the forecasted occupancy for each day.

The logic ensures that on any given day the max number of Go Hilton rooms will never exceed 90% occupancy, and it adjusts inventory throughout the booking window to help protect your hotel in case of major changes, such as a new event, group booking, etc. Hotels are able to submit Extraordinary Demand Dates and High Demand Dates (EDD and HDD) to remove inventory on nights when the hotel is expected to sell out but the forecast is below 90%. See the "How many blackout dates do I get per year?" FAQ for more detail. The inventory optimizes daily and automatically adjusts which SRPs are available. Further training on how inventory is managed will be available prior to the program launch.

Hotels will be assigned one of six different availability grids based on the hotel's historical occupancy distribution. Below is a sample grid. Determining which SRP combination is available depends on where in the grid the day falls. For example, if forecasting 65% for a day that is 50 days away, SRPs T3T and F3F would be available at this sample hotel (red circle). Note that these are the PCRS SRPs and the HCRS SRPs will be slightly different.

		Sample Grid					
		Forecasted Occupancy Ranges					
		0-58%	59-62%	63-67%	68-77%	78-85%	86-90%
Lead Time Thresholds	0-15	T6T/F6F	T5T/F5F	T4T/F4F	T3T/F3F	T2T/F2F	T1T/F1F
	16-30	T5T/F5F	T5T/F5F	T4T/F4F	T3T/F3F	T2T/F2F	T1T/F1F
	31-45	T4T/F4F	T4T/F4F	T4T/F4F	T3T/F3F	T2T/F2F	T1T/F1F
	46-60	T3T/F3F	T3T/F3F	T3T/F3F	T3T/F3F	T2T/F2F	T1T/F1F
	61-90	T2T/F2F	T2T/F2F	T2T/F2F	T2T/F2F	T2T/F2F	T1T/F1F
	91-365	T1T/F1F	T1T/F1F	T1T/F1F	T1T/F1F	T1T/F1F	T1T/F1F

90% Occupancy Forecast = no Go Hilton availability (green circle)

Lower Occupancy Forecast = more Go Hilton availability. This happens through offering more SRPs throughout the booking window. For example, this sample hotel would have all 12 SRPs offered at some point in the booking window for a day forecasted less than 58% (purple circle).

Higher Occupancy Forecast = less Go Hilton availability. This is ensured by offering fewer SRPs. For example, this sample hotel would offer SRPs T1T and F1F from 365 to 91 days from arrival if forecasted between 78% and 85%. If the forecast stays in the same range and the booking window changes

to 90 to 61 days to arrival, those SRPs close and T2T and F2F come available. This SRP combination is what will remain available for the remainder of the booking window. Once these rooms are booked, no additional inventory will be offered unless the forecast drops (blue circle).

Further training on how inventory is managed will be available prior to the program launch.

**Q: Can I control the available inventory for the new Go Hilton Team Member Travel Program?**

**A:** Inventory is centrally controlled for both Team Member and Family & Friends SRPs. It is updated daily based on inventory changes, booking window and newly submitted EDDs and HDDs. Hotels cannot manually restrict rooms in OnQ Rate & Inventory but do have the ability to submit blackout dates. Hotels can submit Extraordinary Demand Dates, which will apply to Hilton Honors 48, Team Member and Family & Friends SRPs, as well as High Demand Dates, which apply to Team Member and Family & Friends SRPs. See the “How many blackout dates do I get per year?” FAQ for more detail.

**Q: How many blackout dates do I get per year?**

**A:** If a hotel has dates that qualify as Extraordinary Demand Dates and have submitted the EDD form, those dates will have Team Member and Family & Friends inventory removed in addition to Hilton Honors 48. Hotels have an additional 10 High Demand Dates in a calendar year (January 1 through December 31) which should be used on days when the hotel is projected to be over 90% but the forecast is not; this typically applies to new or shifting local Special Events. If the hotel has a major shift in their demand or inventory, for example a major renovation, they can contact their Brand Revenue Management Contact to have their room allotment and occupancy forecast reviewed. Further training on when and how to submit blackout dates will be available prior to the program launch.

**Q: How will I be able to see how many Team Member rooms have been sold and how many are still available?**

**A:** There is a report being developed which will share the detail on how many Team Member and Family & Friends rooms have been sold and how many are currently available. The number of available rooms is subject to change as the booking window changes and if the forecast changes. Further training on how to access and interpret the report will be available prior to the program launch.

**Q: Is inventory made available on Standard and/or Premium Room types?**

**A:** Team Member and Family & Friends availability is only offered on standard room types. The logic to determine the amount of available inventory offered is calculated based on the total hotel capacity and occupancy, but only standard rooms will be authorized for sale. See the “How is inventory made available under the new Go Hilton Team Member Travel Program?” FAQ for more detail on how available inventory is determined.

**Q: Can I control my Go Hilton rates?**

**A:** Rates are centrally controlled for both Team Member and Family & Friends SRPs. Hotels cannot manually change the rate loaded to the SRPs. Non-US currency hotels will have their rates reevaluated annually based on the US Dollar Exchange Rate.

**Q: Do Go Hilton reservations have to follow my length of stay restrictions?**

**A:** Yes, both Team Member and Family & Friends SRPs will follow the restrictions on LVO. This means that if there is a two night minimum on a night, the Go Hilton rooms will only be available for stays of two nights or more. Also if standard rooms are sold out, Go Hilton SRPs will no longer be available.

**Q: Is my property going to lose money on the new Go Hilton Team Member Travel Program?**

**A:** The goal is that this new and improved program increases availability (and hopefully revenue) on days when the hotel needs the business and closes availability when the hotel is forecasted to be above 90%. Team Member rates exceed the average marginal cost per occupied room across regions and brands.

**Q: When does inventory go live in the reservation systems?**

**A:** The 12 SRPs will be loaded in OnQ Rate & Inventory in November 2015. While the inventory will be loaded, the SRPs will not be active until the program launch date.

SRP Name	HCRS	PCRS
GO HILTON TEAM MEMBER	PGT1T1	S - T1T
GO HILTON TEAM MEMBER	PGT2T2	S - T2T
GO HILTON TEAM MEMBER	PGT3T3	S - T3T
GO HILTON TEAM MEMBER	PGT4T4	S - T4T
GO HILTON TEAM MEMBER	PGT5T5	S - T5T
GO HILTON TEAM MEMBER	PGT6T6	S - T6T
OWNERS TRAVEL PROG	PGOW01	S-OW1
GO HILTON FAMILY AND FRIENDS	PGF1F1	S - F1F
GO HILTON FAMILY AND FRIENDS	PGF2F2	S - F2F
GO HILTON FAMILY AND FRIENDS	PGF3F3	S - F3F
GO HILTON FAMILY AND FRIENDS	PGF4F4	S - F4F
GO HILTON FAMILY AND FRIENDS	PGF5F5	S - F5F
GO HILTON FAMILY AND FRIENDS	PGF6F6	S - F6F

**Q: Will anything change with existing Team Member or Family & Friends reservations?**

**A:** Team Member and Family & Friends reservations can be booked under the current program until the launch of the new Go Hilton program in 2016. Existing reservations will then continue to be honored. If an existing reservation is modified, the booking will then count towards the new Go Hilton program. All new and existing reservations must be modified through the Go Hilton booking site.

**Q: When will the corporate revenue management team receive full training on the new Go Hilton Team Member Travel Program?**

**A:** Currently, we are planning to train the corporate teams on the concepts behind the program and their role in the support process during the first two weeks of December 2015.

**Q: When will the hotel teams receive training on the new Go Hilton Team Member Travel Program?**

**A:** Currently, we are planning to train the hotels on the concepts behind the program, the reporting and the business process of submitting Extraordinary Demand and High Demand Dates a few weeks prior to the program launch in early 2016.

# TRAINING

**Q: When will the corporate Revenue Management team receive full training on the new Go Hilton Team Member Travel Program?**

**A:** Currently, we are planning to train the corporate teams on the concepts behind the program and their roles in the support process during the first two weeks of December 2015.

**Q: When will the hotel teams receive training on the new Go Hilton Team Member Travel Program?**

**A:** Currently, we are planning to train the hotels on the high level concepts and the business process of submitted Extraordinary Demand Dates and High Demand Dates during the first few weeks of January 2016.