



Hilton

100
YEARS OF
Hospitality

CHECKING INTO 2119

THE FUTURE OF HOSPITALITY: A REPORT



IT IS THE YEAR 2119...

... A world of intergalactic getaways, hyper-personalised stays and 3-D printed decadent dinners. The world will have come a long way since Conrad Hilton purchased his first hotel in 1919, igniting his dream to fill the world with the light and warmth of hospitality.

Hotels have migrated to other planets and high up in the mountains to avoid encroaching seas. We've ventured into the middle of unexplored, previously uninhabitable deserts and created places of beauty and recreation. Blank spaces morph into hyper-personalised places, and insect protein and lab-grown meat dominate in restaurants...

Since its inception in 1919, Hilton has pioneered the hospitality industry, introducing concepts including air-conditioning, in-room televisions, the computerised reservation system and even the Piña Colada – all designed to provide hotel guests with the very best experience, anticipating their every need and capitalising on the potential of new technology to transform the hospitality experience.

In its first century, Hilton welcomed more than three billion guests to its 5,700+ hotels in 113 countries and

territories across the world. The company has employed 10 million Team Members and contributed \$1 trillion in economic impact to communities across the world, continuing to fulfil Conrad Hilton's mission to make Hilton the most hospitable company in the world.

100 years after opening the Mobley Hotel in Cisco, Texas, would Conrad Hilton have predicted that guests would be unlocking their hotel room doors with a smartphone? Or that Hilton's Connected Room technology

would allow them to control the heating and lighting in their room via the same device? Probably not. The last century has proved that there are no bounds to the possibilities of innovation in hospitality.

In celebration of our centenary we're daring to take a plunge into the future, anticipating trends and imagining which innovations will await guests who are checking into one of our hotels in 100 years' time.

We have combined the thoughts of our most imaginative Hilton experts and inspirational insight from world-renowned futurist Gerd Leonhard to develop our vision of the Hotel of 2119 - from technology and design, to food and drink, sustainability and wellness. We've explored everything from guest experience to the role of our Team Members and the relationship our hotels will continue to have with the communities in which they operate.

Welcome to 2119

2119: THE WORLD WE LIVE IN

SUSTAINABLE EVOLUTION

100 years from now, our world will be a different place. Humans will be linked together and to the environment around them by technology. Microchips embedded under the skin will enable us to wirelessly control the settings around us and to communicate with others, facilitating hyper-personalised experiences beyond anything we can imagine today. When it comes to staying in a hotel, the experience will be whatever we want it to be, driven by intelligent insights, human connections and hyper-flexible spaces.

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Food supply, limited resources and sustainability will be the biggest challenges for hospitality in 100 years.”

Emma Banks
Vice President, Food and Beverage Strategy & Development, EMEA, Hilton

This technology will fit harmoniously alongside humanity, taking on routine tasks and freeing up time for humankind to focus on what matters most: connecting with one another, creating life-affirming experiences and building memorable moments.

“The future is exponential, convergent, combinatorial, holistic, circular and most importantly - human centric. As our world goes rapidly digital, data will be the new oil, AI will be the new electricity and the internet of things (IoT) the new nervous system. Humans will strive to be defined by our humanity, connections, and purpose in the world,” Gerd Leonhard, Futurist, Humanist, Author of ‘Technology vs. Humanity’, CEO The Futures Agency.

2119 will be home to the great-great grandchildren of Gen Z – a generation for whom making a positive impact will be second nature. They will have no choice but to save and replenish, cherishing every planet and ecosystem they visit. There will be no such thing as corporate responsibility – only inherently responsible businesses will have stood the test of time.

This mindset will have been shaped by the global challenges the human race will have faced and overcome: food supply, extreme adverse weather conditions and multiple natural disasters. Humankind will have evolved and adapted, shaping the way we live to ensure we have zero impact on any environment.

“In 100 years’ time, we will have to have succeeded in stopping, and even reversing, climate change. We have the power to make the changes required to keep our planet safe for future generations, but the way we live will be very different,” Daniel Vennard, Director, Better Buying Lab, World Resources Institute.

The whole solar system will be our oyster. Life will be defined by a positive-impact only way of living, freeing up Earth’s resources for recovery, and starting our life on other planets in the knowledge that no impact will be left. Closed loop systems will replace make-use-dispose models, with only positive

outputs generated. We will have transformed the way we eat and the way we produce energy. We will have a renewed sense of global community, with business and community seamlessly integrating together to ensure any impact is positive.

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Embedded and interconnected within environments, hotels will act as the ‘Town Hall’ of any community. They will have to manage local resources and preserve the culture, heritage and natural beauty of these places.”

Tripp McLaughlin
Global Head, Motto by Hilton

“Global awareness of environmental issues will mean only brands that are net-positive will succeed. There will be a shift in the way that our entire economies operate globally. The world will move away from the make-use-dispose model and towards one that ensures resource efficiency and circular thinking is baked in from the very beginning,” Daniella Foster, Senior Director, Corporate Responsibility, Hilton.



INTERGALACTIC GETAWAYS, SHOOTING TRAVEL PODS AND MINIBREAKS TO THE MOON

HOTEL PLANNING AND DESIGN

Life on Mars. Moonwalking excursions. Floating islands far out at sea. Mountaintop resorts clear of the dangers of the coastline. Faraway desert spaces with extreme temperatures. In 2119, we'll be travelling to previously unattainable locations.

You've been dropped off at a mesmerising destination by an autonomous shooting travel pod, intergalactic flight vessel or individual underwater submarine. As you step out, you are entering a world unlike anything you have ever known before – a miniature ecosystem in a previously uninhabitable environment, protected from the elements by an almost-invisible, bubble-like structure.

Hotel structures will adapt, evolve and mirror their surroundings. On the Moon, reflective surfaces will highlight mystical and magical interstellar displays. On Earth, building exteriors will be intrinsically linked to local environments, reflecting the

culture, heritage and traditions of its surrounding location and people, and making use of local invasive species to preserve the environment. Jungle destinations will use camouflage to blend materials into leafy exteriors.

Weather monitoring systems will track adverse conditions weeks ahead of time. Daniella Foster, Senior Director, Corporate Responsibility, Hilton elaborates: *"It's likely moveable mechanical storm defenses will protect us from the elements, and unbreakable materials such as graphene will make up the hotel's exterior, absorbing impact from giant hailstones and repurposing their energy to power the hotel. Anti-flood technology will detect the arrival of swathes of water, anchoring the hotel to the ground or raising the entire structure to safety."*

Improvements in technology will eliminate the need for transactional activity such as checking-in, or paying a bill, meaning guests can unwind from the start.

Tripp McLaughlin
Global Head of Motto
by Hilton

"100 years from now we will be meticulous in the resources we call upon to build our hotels. Dredged ocean plastic and recycled waste will be typical building materials as technology allows us to find increasingly innovative ways of turning our trash into treasure," commented Olaf

Kitzig, founder and CEO, Kitzig Design Studios, GmbH & Co. KG.

In 2119, whatever your mind can imagine, technology can deliver.

Inside the hotel, you only see what you want to see. Every area will instantly morph into a guest's perfect, hyper-personalised space. Individual data insights, gleaned from embedded chip technology, will beam to the hotel, so the space will be ready the moment a guest walks in. Think star-scattered scenery for space-lovers, meadow views for weary city dwellers, or safari displays for adventurers. The Lobby will conjure up anything from a tranquil spa to a buzzy bar, giving every guest the perfect, personal welcome.

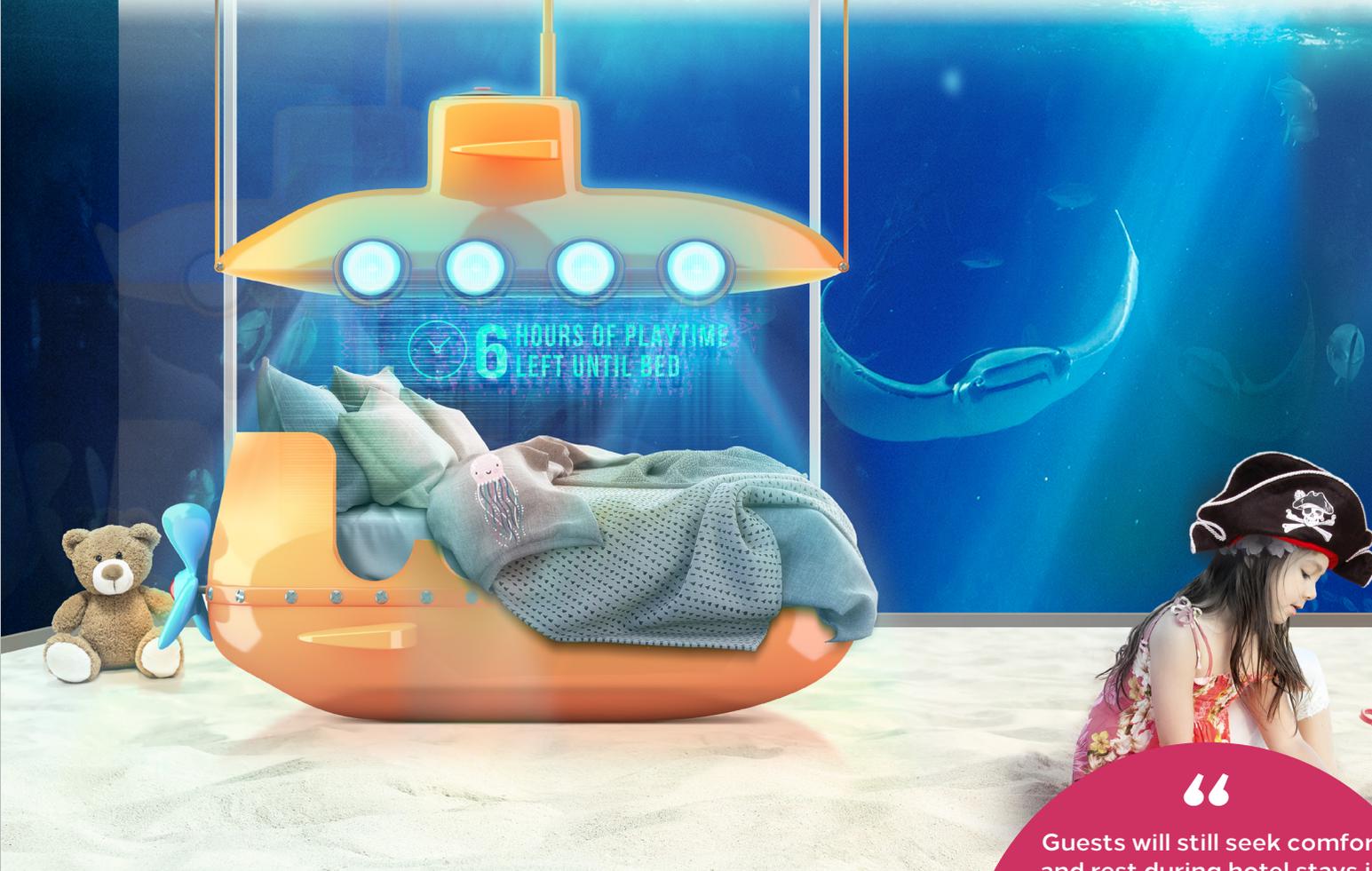
With check-in taken care of automatically, Team Members will take on a new role as Hosts, each with a number of guests designated to them. Hosts will focus on greeting each

of their guests with their preferred, personalised welcome. *"We will always value the concept of human interaction. People forgive us for product issues and faults. They don't forgive bad customer service. That's why our Hosts will offer everything needed to make a guest's visit successful, and it starts with a seamless welcome experience. That won't change in 2119,"* explained Ben Bengougam, Senior Vice President, HR, EMEA, Hilton.

Intelligence Assistance (IA, as opposed to AI) will be the new normal. Technology will assist us everywhere, ideally increasing our ability to understand others while enabling tasks to be completed quicker and in a more intelligent way.

Gerd Leonhard
CEO, The Futures Agency

Entering a guest room, weary business travellers who have been on the road for weeks can watch the space transform into their own bedroom at home. Phoning home will take on a whole new meaning, with family members appearing via hologram to check in on the day. Adventurous travellers who long to see the beaches of years gone by will sleep in a hammock, soft sand making up the carpet between their toes. Small spaces will transform into palatial suites to provide a decadent luxury experience.



“Think of a space adapting to suit your needs – some of which you might not even be aware of. This will happen instantaneously as you enter,” commented Jonathan Wilson, Vice President, Customer Experience and Innovation, Hilton.

Technology will allow for automatic evolution, meaning every fitting and furnishing will continuously update to respond to an individual’s real-time needs and design preferences. Struggling to sleep in the hammock?

Just ask, and it will morph into a soft mattress. Or imagine returning after a busy day of meetings to a room that can transform into a relaxing cocoon, with a luxurious, perfect-temperature bath ready on your arrival. Ah, that’s better.

Building on Hilton’s Connected Room concept, lighting and temperatures will constantly update to meet a guest’s needs, sensing their desire to cool down or warm up through the same embedded chip technology. The bed

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Guests will still seek comfort and rest during hotel stays in 100 years’ time; this has been the case for thousands of years. Hyper-personalisation will only work to enhance that experience, allowing guests to unwind in an environment created solely based on their preferences.
Joshua Sloser
 Senior Vice President,
 Digital Product
 Innovation, Hilton

will morph to support bad backs, healing muscular pain and sensing the changing needs throughout the guest’s sleep cycle, using intelligent sensors to ensure a fully refreshing night’s sleep. Virtual wardrobes will offer endless sustainable clothing suggestions, designed using biodegradable and recyclable materials – eliminating the need for packing suitcases and luggage transportation.



WORKING 10-12: THE EVOLUTION OF HOSPITALITY ROLES AND GUEST EXPERIENCE

THE HUMAN TOUCH

In a world filled with Artificial Intelligence, human contact and the personal touch will be more critical than ever. Freed up by technology from the day-to-day tasks, Hilton Hosts will all become 'part-concierge' – enabled to focus on creating and delivering the valuable and memorable interactions that truly matter – based on every single guests' preferences.



Technology will enable Hilton Hosts to unlock free time for important things that really matter: experiences, engagement, conversation, negotiation, creativity and imaginative problem solving. Working only 2-3 hours a day may well be the norm. Work won't require a constant physical presence, but; instead creative presence will be valued like never before.

Gerd Leonhard
CEO, The Futures Agency

Whether travelling for business or leisure, guests will crave human interactions, and hotels will become spaces where guests seek out like-minded travellers, looking for a sense of shared experience and storytelling.

"Hotels will have human happiness as their core objective," added Gerd Leonhard, CEO, The Futures Agency. *"Relationship building, facilitating conversations, providing personal recommendations and unleashing Hilton Hosts' creative and problem-solving skills will become the priority. 'Sustainable everything' will be the default."*

"Humans will forever be at the heart of any Hilton experience. The most important thing is that our guests are fulfilled. No matter what their desired experience is, we want them to leave completely satisfied, inspired and rejuvenated from their stay," commented Ben Bengougam, Senior Vice President HR, EMEA, Hilton.

Relationships between guests and Hilton Hosts will be critical to providing a fully personalised experience. Nathalie Corredor, Senior Vice President, Corporate Strategy, Hilton, comments: *"We could reach a point where every person*



No matter how tech evolves, Hilton Hosts will continue to be the heart of our hotels. In 100 years, people will likely crave human interaction more than ever before, and that's a role hospitality (environments) fosters.

Daniella Foster
Senior Director, Corporate Responsibility, Hilton

staying at one of our hotels has a Hilton Host assigned specifically to them. That person will be there to support you with everything you need, every time, knowing exactly what your preferences are from your previous stays."

"Outstanding customer relationships will be key to guest loyalty in 2019. New technology and data will provide incredible opportunities for hyper-personalisation of rewards, meaning a loyalty programme will be as unique as the guest using it – perfectly tailored to them." commented Heather

Laverne, Vice President, Customer Engagement, Loyalty & Partnerships, Hilton.

Hotels will be powered by huge teams of remote "techxperts". Working from a central location, these code-fluent, super tech-savvy individuals will ensure every element of the hotel experience continues to run smoothly, appearing virtually at any hotel across the world to provide additional support whenever needed to ensure guests are making the most of the technology available – from helping them maximise their holographic workout to ensuring their personalised room set up is exactly as they want it to be.



By 2019, we will see a total transition from taking care of routines to meaningful, human-only work. The more we digitise, the more human connection becomes important. We cannot substitute relationships

Gerd Leonhard
CEO, The Futures Agency

FOOD & DRINK GASTRONOMIC ADVENTURES

FOOD & DRINK

Plant Power: in 2119 our diets will be predominantly plant-based. Climate concerns will see us supplement farmed meats such as beef and lamb with lab-grown and 3D-printed alternatives. Our protein sources will be diverse – seaweed, mussels and insects – all requiring less land and fewer natural resources to harvest.

"We currently depend on just twelve crops to feed much of the world so our diets must become more bio-diverse. Hotels will introduce an entirely new and varied collection of foods to their restaurants. We will be able to produce plant-based foods and insect proteins efficiently and with low impact through the use of renewable energy resources," commented Daniel Vennard, Director, Better Buying Lab, World Resources Institute.

Vertical hydroponic crop-growing farms will maximise the space on a building's exterior and ensure self-sufficiency, with built-in irrigation systems collecting and recycling rainwater to nurture the produce. Giant indoor hotel allotments – a joint venture between Hilton Hosts and the surrounding communities – will grow hybrid vegetables with maximum nutritional value. Chefs will also harvest from on-site insect farms, a celebrated form of protein in 2119. And, with

space expansion possible 100 years from now, completely new crops could be farmed on the surfaces of other planets.

How will all of this play out in the hotel dining rooms of 2119? Plates will be filled with sweet algae fritters, beetle bolognese, plankton pies and caterpillar skewers. The food in future hotel restaurants will be sustainable, inventive and will truly spark the senses. All

food items will be highly-nutritious, protein-packed and completely sustainable.

Menus will be unnecessary. Biometric information from embedded guest chips will provide chefs with food preferences, nutritional requirements, allergies and flavour tolerances on arrival. Chef-consultants will analyse every guest's requirements individually, creating uniquely personalised dishes.

"This embedded chip technology will detect and diagnose any ailments, so your food can also be optimised to provide exactly what you need," explains Nathalie Corredor, Senior Vice President, Corporate Strategy, Hilton. *"If you enter the hotel with low blood sugar, you'll immediately be greeted with a remedy and will instantly feel better, without having really known what was wrong in the first place."*

Fast food will still exist in 2119 – but it will look completely different. Meal capsules will provide the ultimate grab and go feast for busy travellers, taking on every flavour combination you could wish for. Sustainable, sumptuous, sweet or savory; all your culinary desires delivered in a handy pill.

The concept of room service will have evolved to provide instantaneous

gratification. Chef-consultants will appear on demand to discuss preferences, before in-room 3D printers deliver the perfect dish for every taste.

Despite ongoing demand for room service and fast food, in 2119 dining will be a more social affair. Guests will enjoy their personalised meals in a communal setting. Centralised, shared eating spaces will act as a prime place for conversation. Solo diners will immediately recognise guests with shared interests and a desire to make new connections.

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Traditional room service could be replaced with 3D-printed food, or in-room, personal chefs who will be able to cook whatever a guest is craving.”

Emma Banks

Vice President, Food and Beverage Strategy & Development, EMEA Hilton

A 2119 GUEST'S PERSONAL MENU:

STARTER

Waldorf Mussel Salad tossed in algae mayonnaise.

MAIN

Organically reared beetle burger with triple cooked crickets and samphire fries.

DESSERT

Green Velvet Cupcake made with seaweed buttercream.



JONAS'S DESSERT

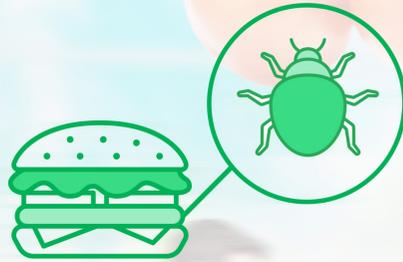


GREEN VELVET CUPCAKE

FOOD MILES	0.6
CALORIES	250
SUGAR	0.9 G



MIA'S MAIN



ORGANICALLY REARED BEETLE BURGER

FOOD MILES	0.2
CALORIES	542
SUGAR	0.1 G



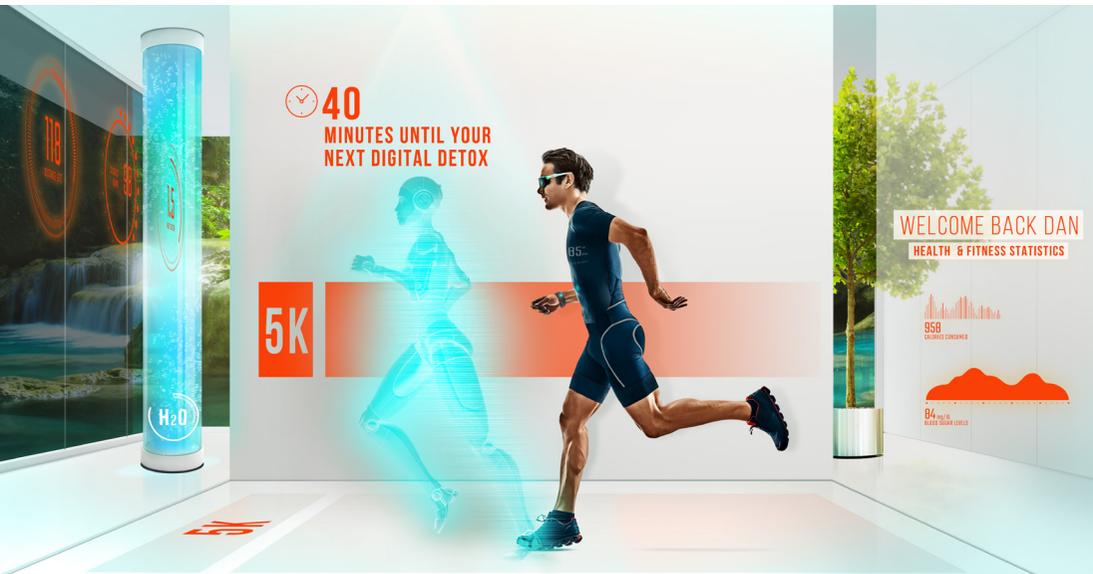
Hilton



BALANCE WITHOUT BOUNDARIES

HEALTH & WELLNESS

Picture yourself climbing the face of Mount Everest, practising yoga on an iceberg or competing against a sea turtle in a 100m swim. When it comes to health and wellness, the possibilities for guests will move beyond current virtual reality boundaries. “Guests will be able to create and craft whatever fitness experience they wish,” commented Tripp McLaughlin, Global Head, Motto by Hilton. Activities won’t be restricted by space or equipment. Instead, the space will transport you wherever you need to be, whenever the thought arises. As you move from hotel to hotel, your personal workout data will follow you, allowing you to pick up your Everest climb or your 10k virtual jungle trek wherever you stay.



In a tech world, offline will be a new luxury. Hotels may feature individual spaces for guests looking to re-connect with themselves.

Gerd Leonhard
CEO, The Futures Agency

important to their health and wellness as physical challenges. The hotel of the future will provide this for you. A personalised garden tailored to your needs may be a good example, as offline will be the new luxury – guests will savour every moment while they can!”

In 2119, group motivation and wellness activity will still be commonplace. The excitement of group challenges and a shared sense of experience will make exercise more intriguing, inspiring and rewarding than ever. Personal trainers from Hilton’s central team will be available to beam into a location on-demand. They will provide training sessions at any hotel location, adding the ability to always pick your workout with the same trainer, whether you’re mini-breaking on the Moon or unwinding in the desert.

While technology will continue to transform the way we stay fit and healthy in the next century, the idea of digital detox will still be commonplace. Technology time-outs will be embedded into everyone’s health and wellness plans, allowing us to relax and engage with others.

Gerd Leonhard, CEO, The Futures Agency, added: “Hotels will stage rich experiences and foster relationships by offering a personal, human and helpful touch. For some guests, switching off from technology may be just as

“Guests will be incentivised to monitor and reduce their own impact upon the environment in real-time during their stay, which will be gamified to encourage them to do so,” added Daniella Foster, Senior Director, Corporate Responsibility, Hilton. “Imagine if calories burnt during hotel exercise activity also equated to power earned. Energy from each training session could be harvested and used to power the hotel, contributing to its zero-impact, circular system. Guests might even be given a target to create a certain amount of energy in order to earn additional rewards during their stay.”

For those looking to escape reality, ‘shut off’ options will disconnect guests from all tech, allowing them time to relax, reinvigorate and re-energise.

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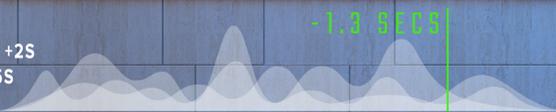
Advanced technology means guests can select personalised and immersive fitness programmes beyond their imaginations - such as competing in the Olympics 100 metre final, or running a marathon on the moon.

Jonathan Wilson
Vice President,
Customer Experience
and Innovation

START RACE

PERSONAL BEST: +2S
PB LAST STAY: +5S

SWIM STATISTICS



MOUNTAIN SUMMIT

CLIMB STATISTICS



415
CALORIES

1^H 24^M
DURATION

15^{KM}
DISTANCE

+5
METERS
TO GO



START RACE
SWIM STATISTICS

100M

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