



### PURPOSE

We Open Doors to a World of Opportunity for our:

#### PEOPLE

Personal and professional growth

#### CUSTOMERS

Rewarding travel experiences

#### OWNERS & FRANCHISEES

Profitable investments

#### INVESTORS

Financial achievement

#### BUSINESS ALLIANCES

Collaboration with suppliers and other key relationships

#### COMMUNITIES

A more sustainable future in the places where we live and work

### VALUES

Our enduring core values set us apart from the competition:

#### PUT PEOPLE FIRST

Take care of associates and they will take care of the customers

#### PURSUE EXCELLENCE

Dedication to the customer through service excellence

#### EMBRACE CHANGE

Success is never final

#### ACT WITH INTEGRITY

How we do business is as important as the business we do

#### SERVE OUR WORLD

Our "spirit to serve"™ makes our culture more vibrant, our business stronger, and the world a better place

### STRATEGY

We have a six-part strategy:

#### NEXT GENERATION TRAVELERS

Understand and attract Gen X, Y and future guests

#### BRAND DISTINCTION

Invest in innovation and differentiation

#### PORTFOLIO POWER

Build loyalty with the most compelling family of brands

#### TECHNOLOGY LEADERSHIP

Empower connections for guests and associates

#### OWNER PREFERENCE

Generate value for our hotel owners and franchisees

#### GLOBAL GROWTH

Expand our footprint and profitability

### SUCCESS MEASURES

Our vision is to be the #1 hospitality company in the world, leading on three success measures:

#### LOYALTY

#### PROFITABILITY

#### GROWTH