

Kinseth Recognized with 2017 Hilton Owner Award

FOR IMMEDIATE RELEASE

North Liberty, IA | Wednesday, June 6, 2018

Kinseth Hospitality Companies today announced it has been recognized with a 2017 Hilton Mobley Top Performer Award for Small Portfolio of Tru by Hilton hotels. In addition to the annual Development Awards announced each year at the NYU conference, Hilton added a “Top Performer” category to celebrate owners achieving excellence in guest experience and business performance.

Les Kinseth, President of Kinseth Hospitality Companies went on to say:

“Hilton announced the Tru by Hilton brand at the ALIS Hotel Conference in Los Angeles in January of 2016, and Kinseth Hospitality Companies soon after executed an initial four franchise license agreements for the Tru by Hilton brand. We believe that Tru by Hilton is a ‘disruptive’ brand in the mid-scale segment of hotels where Tru provides a new option for travelers who believe that being cost conscious and having a great stay don’t have to be mutually exclusive. We believe the Tru by Hilton brand is modern and functional, and designed to appeal cross-generationally, making the brand a winner with both business related travelers and leisure-oriented guests.

“Kinseth Hospitality Companies is pleased to have been recognized for our ‘First In Class’ Development and Home Office Support Teams to build, construct and open multiple Tru by Hilton locations, providing an experience that Hilton Honors guests love, and for the recognition for our fantastic Operations Team at the property level that keep our guests returning.”

Today, Kinseth operates two Tru by Hilton properties open in Cheyenne, Wyoming (the 4th property to open systemwide) and Cedar Rapids, Iowa. In addition, Kinseth has two Tru by Hilton hotels under construction; one in St. Charles, Missouri and another in Brookfield, Wisconsin. In addition to these four properties, the company has more Tru projects in the development pipeline and looks forward to developing, opening and operating more Tru by Hilton locations within its portfolio.

The Top Performer Award is presented to leading ownership groups for brands in Hilton’s portfolio with at least two opened hotels in 2017. The winners are selected based on calculated performance metrics.

About Kinseth Hospitality

Kinseth Hospitality is a leading hotel management, development and ownership company. Kinseth Hospitality has a proven track record of developing and operating award-winning hotels, restaurant and



Les Kinseth, President
Kinseth Hospitality Companies

meeting facilities. Kinseth Hospitality is based in North Liberty, Iowa and currently operates over 65 hotels and 5 branded restaurants in 12 states.

For more information regarding Kinseth Hospitality, please contact our Corporate Sales and Marketing Team at 319-626-5600 or visit www.kinseth.com.

About Hilton

Hilton (NYSE: HLT) is a leading global hospitality company, with a portfolio of 14 world-class brands comprising more than 5,300 properties with more than 863,000 rooms, in 106 countries and territories. Hilton is dedicated to fulfilling its mission to be the world's most hospitable company by delivering exceptional experiences – every hotel, every guest, every time. The company's portfolio includes Hilton Hotels & Resorts, Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Canopy by Hilton, Curio Collection by Hilton, DoubleTree by Hilton, Tapestry Collection by Hilton, Embassy Suites by Hilton, Hilton Garden Inn, Hampton by Hilton, Tru 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 Honors. Hilton Honors members who book directly through preferred Hilton channels have access to instant benefits, including a flexible payment slider that allows members to choose exactly how many Points to combine with money, an exclusive member discount that can't be found anywhere else, and free standard Wi-Fi. Visit newsroom.hilton.com for more information, and connect with Hilton on Facebook, Twitter, LinkedIn, Instagram and YouTube.