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## **Hampton By Hilton Ranked Among The Franchise Elite In Entrepreneur's Esteemed 38th Annual Franchise 500®**

January 18, 2017 // [Franchising.com](#) // MCLEAN, Va. – Hampton by Hilton today announced it was ranked number one in the Hotels & Motels category of Entrepreneur magazine's Franchise 500®, the world's first, best and most comprehensive franchise ranking. Recognized by entrepreneurs and franchisors as a top competitive tool of measurement, the Franchise 500® places Hampton by Hilton at the top of the lodging category for the eighth year in a row, for its exceptional performance in areas including financial strength and stability, growth rate and brand power.

"We're proud that Hampton by Hilton has once again topped the Franchise 500® list as number one in the Hotels & Motels category and number 28 overall," said Phil Cordell, global head, focused service and Hampton brand management, Hilton. "This recognition further solidifies the brand as a leading franchise, and not just in the hospitality world. With over 2,200 properties open and nearly 500 in the pipeline, Hampton by Hilton continues to be a popular choice for franchisees, and a favorite among guests, thanks to the Hamptonality of our Team Members, as well as Hilton's continued growth as a leading global hospitality company."

"We spend months gathering and crunching data in order to produce the Franchise 500 ranking. We're proud of the result and the way it continues to be a resource for the franchise community," says Jason Feifer, editor in chief of Entrepreneur. "Like every industry, franchising is ever-evolving and must smartly react to new technologies and consumer demands. We know it takes a lot to stay competitive, and are excited to celebrate those that do it best."

The key factors that go into Entrepreneur's evaluation include costs and fees, size and growth, support, brand strength, and financial strength and stability. All franchises are given a cumulative score based on more than 150 data points, and the 500 franchises with the highest cumulative scores become the Franchise 500® in ranking order.

Over its 38 years in existence, the Franchise 500® has become both a dominant competitive measure for franchisors and a primary research tool for entrepreneurs. Hampton by Hilton's position on the ranking reinforces its strength in the industry.

Seventy-five percent of new Hilton franchised hotel deals are developed by existing franchisors. This ranking reinforces the trust owners place in Hampton and Hilton.

The Hampton by Hilton brand is continuing its steady growth in the U.S. and abroad. In 2016, Hilton announced an exclusive license agreement with Plateno Hotels Group, one of China's leading hospitality groups, to rapidly launch and develop the Hampton by Hilton brand in China.

The brand continues to keep guests' elevated expectations in mind. Hamptonality, the brand's upbeat internal brand culture, promises guests quality service and a friendly and caring experience backed by a 100% Hampton Guarantee during each stay. The 100% Hampton Guarantee backs up the brand's commitment to its team members' attention to delivering friendly, authentic, caring and thoughtful service.

To view Hampton by Hilton in the full ranking, visit [www.entrepreneur.com/franchise500](http://www.entrepreneur.com/franchise500). Results can also be seen in the January/February issue of Entrepreneur available now on newsstands.

Read more about Hampton by Hilton at [www.hampton.com](http://www.hampton.com) and [www.news.hampton.com](http://www.news.hampton.com).

### About Hampton by Hilton

An award-winning leader in the upper mid-priced hotel segment, Hampton by Hilton, including Hampton Inn by Hilton and Hampton Inn & Suites by Hilton, serves value-conscious and quality-driven travelers with nearly 2,200 properties totaling more than 218,000 rooms in 20 countries and territories. High quality accommodations and amenities, such as complimentary Wi-Fi, Hampton's On the House® hot breakfast, 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.. Hilton HHonors members who book directly through preferred Hilton channels receive instant benefits, including an exclusive member discount that can't be found anywhere else, free standard Wi-Fi and digital amenities like digital check-in with room selection and Digital Key (selected locations) available exclusively through the industry-leading Hilton HHonors app. For more information about Hampton by Hilton visit [www.hampton.com](http://www.hampton.com) or [news.hampton.com](http://news.hampton.com) and connect online at Facebook, Twitter, YouTube and Instagram.

### About Hilton

Hilton (NYSE: HLT) is a leading global hospitality company, comprising more than 4,800 managed, franchised, owned and leased hotels and timeshare properties with nearly 789,000 rooms in 104 countries and territories. For 97 years, Hilton has been dedicated to continuing its tradition of providing exceptional guest experiences. The company's portfolio of 13 world-class global brands includes 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, 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 HHonors®. Hilton HHonors members who book directly through preferred Hilton channels have access to benefits including an exclusive member discount, free standard Wi-Fi, as well as digital amenities that are available exclusively through the industry-leading Hilton HHonors app, where Hilton HHonors members can check-in, choose their room, and access their room using a Digital Key. Visit [news.hiltonworldwide.com](http://news.hiltonworldwide.com) for more information and connect with Hilton on Facebook, Twitter, YouTube, Flickr, LinkedIn and Instagram.