

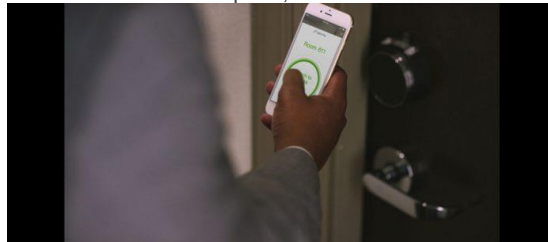
# HOTELIER

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## HILTON LAUNCHES DIGITAL KEY AT 1,000TH HOTEL

By **kostuch**

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MCLEAN, Va. — Hilton Worldwide has reached a milestone in its roll-out of its Digital-Key technology. Last week, the company launched the feature at its 1,000th hotel — Hampton Inn Manhattan Grand Central in New York City.

Since its launch in 2015, Hilton Honors members have opened more than 6.4 million doors using Digital Key. The feature is an app functionality that gives Hilton Honors guests the ability to choose their room before arriving at a hotel and enter their room using the Hilton Honors app as a key.

“Simplicity and consistency in experience is paramount for us. Digital Key is just one way we’re delivering that — from Anchorage to Yonkers, you can count on Digital Key supporting your adventure,” says Geraldine Calpin, chief Marketing officer at Hilton.

Hilton plans to offer Digital-Key technology at 2,500 hotels by the end of 2017, including debuts in the United Kingdom, China, Malaysia and New Zealand.

“At the beginning of rollout, we could bring Digital Key to 100 properties in six months,” says Joshua Sloser, SVP of Digital at Hilton. “Today, we are able to bring 100 properties live in an average of 24 days. Our team members appreciate how this technology can personalize the guest experience and they love being part of something that is progressive and game changing.”