

Hilton's 2027 Trends Report: *The Great Rebalance* reveals that as artificial intelligence (AI) and digital tools reshape travel planning, human insight remains invaluable and loyalty has evolved into its own signal of trust. The Travel Trust Equation uncovers how travelers are navigating this new landscape: AI accelerates discovery, human expertise builds confidence and loyalty validates experience.

Before You Go: Who Travelers Trust First

As travelers embrace new tools to plan their trips, Hilton is helping guests turn inspiration into personalized travel plans while keeping human expertise at the heart of the experience.



Hilton AI Planner

Launched in March 2026, the Hilton AI Planner helps travelers quickly build personalized itineraries.



As of August 2026, guests had engaged in **more than 18,000 conversations**, with Orlando, Aspen, the Caribbean, Chicago and New York City among the most-searched destinations.

Once You Arrive: Human Expertise Builds Confidence

70% of travelers report trusting hotel staff as a travel planning resource, with recommendations rooted in lived experience rather than online reviews.



Motto by Hilton



Motto team members are local experts guests can go to for recommendations to assist travelers in immersing themselves in the heart of a place.



Tru by Hilton



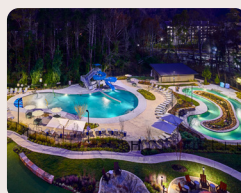
Each property incorporates a sense of place to inspire authentic local connections with The "Truly Local" wall, which provides staff recommendations for nearby "things to know" so guests can learn about the surrounding neighborhood.



Hilton Tulum Riviera Maya All-Inclusive Resort



Guests who book **Enclave**, an elevated guest room category with exclusive benefits, have complimentary access to a personal concierge who assists with onsite reservations, including dining and spa treatments, along with offsite excursions like shopping and exploration of the local cenotes and ancient ruins.



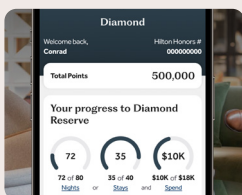
Embassy Suites by Hilton Gatlinburg Resort



The resort's on-site concierge and outfitter hub, the **Guide Room**, helps plan and book off-the-beaten-path adventures and activities for guests, from the national park's hundreds of miles of hiking trails to fly fishing excursions, auto tours through rugged forests and local whitewater rafting.

Points-Maxxing as a Status Signal

Trust also extends to travelers who signal expertise through experience and loyalty status, and **50%** say they are more likely to trust recommendations from someone with loyalty status than someone without it.



Hilton Honors Diamond Reserve

Hilton Honors Diamond Reserve launched in January 2026 as the program's newest premium tier with exclusive benefits including highest priority for space-available room upgrades, perfect for the ultimate points-maxxers.



In the first half of 2026, Hilton Honors delivered **more than 1 million automated upgrades** to members.



Lyft Partnership



Since Hilton partnered with Lyft in 2019, members have earned over **7.7 billion** Hilton Honors Points on rides, creating more opportunities to earn toward future stays and travel experiences.



Hilton Honors Co-Branded Credit Cards

From everyday purchases to dream vacations, Hilton Honors **co-branded credit cards** help members turn spending into stays, making it easier to earn Points faster, unlock elite status and offer more flexibility and value.



With Hilton Honors American Express cards in the U.S., and additional co-brand offerings available in Japan, South Korea, China, Mexico and more, members around the world have more ways to accelerate their rewards journey.