



Conrad Macao Will Celebrate Earth Hour and the Power of Living Sustainably

MACAO – Mar 24, 2015 - Conrad Macao, Cotai Central will be marking Earth Hour 2015 from 8:30 p.m. - 9:30 p.m. local time on Saturday, March 28, 2015. The hotel will join hundreds of Hilton Worldwide's more than 4,000 hotels and timeshare properties by switching off lights, as well as organizing other projects for guests in demonstration of their commitment to live sustainably and take action by caring for the planet in the year ahead.

The hotel will be turning off its external façade lights; dimming all non-essential lighting in its restaurants and lounges; as well as its sparkling crystal chandelier that is the centrepiece of its lobby – as people and organisations around the world turn off their lights in support of action on global climate change. In its place will be a spectacular display made up of more than 280 candles illuminating the lobby, taking the formation of Earth Hour's '60+' logo x 12 denoting the hotel's commitment to Earth Hour, Every Month.

Conrad Macao's commitment to conserving energy goes well beyond a once-a-year event, making it a bi-weekly event, switching off all non-essential lighting on the first and third Tuesday of each month as part of its green resolution to observe 'Earth Hour, Every Month.'

The extended Earth Hour participation started in 2013 when Conrad Macao posed a friendly challenge for other hotels in Macao to join its monthly lights-out as part of Earth Hour's global 'I Will If You Will' campaign.

"Earth Hour is one of the many ways we show our commitment to energy conservation while delivering great guest experiences. We are encouraging our guests, neighbors and Team Members to join us in support of this global effort,"

“We have been diligent in rolling out various green initiatives since we first opened back in April 2012 and at the same time we have taken the initiative to have this as a fortnightly exercise and not just a once-a-year event. It’s an initiative which we were proud to be at the forefront of, and which has been met with great support not only from other hotels and integrated resorts in Macao, but also the Macao Government, Earth Hour Global, and WWF Hong Kong.” said Bede Barry, General Manager.

In addition Conrad Macao actively practices green initiatives on a daily basis, the hotel has replaced more than 25,000 light bulbs with new LED/energy efficient ones which have resulted in energy savings of more than 1 million KWH. Other energy initiatives include implementing operational efficiency improvements to the hotel’s central chilled water plant resulting in annualized energy reductions of over 2.8 million KWH.

Created by WWF, Earth Hour began in 2007 as a way for individuals and businesses to show how simple steps can make a significant impact on addressing climate change. This worldwide effort began in Sydney, Australia when more than two million people turned off their lights for an hour and reduced the city's energy consumption by more than 10 percent. It became a global movement in 2008 with more than 50 million people participating, and today it is the largest grassroots environmental movement in the world with more than 7,000 cities and towns in 152 countries and territories and hundreds of millions of people participating across seven continents. In 2013 alone 345 million people were reached through the campaign’s website and social media. This year’s theme focuses on mobilizing young people to become the next generation of leaders for a sustainable world, a theme that resonates with several Hilton Worldwide commitments to connect and prepare young people over the next five years.

Hilton Hotels & Resorts has a long history of supporting Earth Hour and the original idea was even dreamt up during a WWF meeting held at the Hilton Sydney.

Participation in Earth Hour is part of Hilton Worldwide’s commitment to Living Sustainably, one of the four pillars of the company’s responsibility and sustainability strategy, Travel with Purpose. In demonstration of its commitment in this area, Hilton Worldwide has elevated sustainability as a performance metric and a brand standard across all hotels, raising it to the same level of importance as quality, service and revenue. To support the company’s sustainability goals, LightStay™, Hilton Worldwide’s proprietary performance system, is used to measure, analyze and report on sustainability data across the global portfolio.



Photo caption: Conrad Macao will celebrate Earth Hour and the Power of Living Sustainably on 28 Mar with 280 candles illuminating the hotel foyer.

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About Conrad Macao, Cotai Central

Conrad Macao, Cotai Central is a world-class, contemporary, luxury hotel located at Sands Cotai Central, offering luxurious guestrooms and suites in a 40-floor tower overlooking the Cotai Strip. Just a five-minute drive from Macao International Airport, Conrad Macao offers easy access to all parts of Macao with limousine service, plus the added convenience of complimentary shuttle buses. Conrad Macao is also connected conveniently to ferry terminals and border crossing points within a few minutes of the hotel. Take advantage of our authentic connections to Macao’s cultural and heritage areas or stay entertained with direct access to restaurants and 100 luxury brand shops at Shoppes at Cotai Central or relax at the Pool Deck or Health Club and Bodhi Spa. Conrad Macao, Cotai Central is the place to be in Macao to experience the luxury of being yourself. For more information, please visit www.conradmacao.com.

About Conrad Hotels and Resorts

[Conrad Hotels & Resorts](#) is the destination for the new generation of smart luxury travellers for whom life, business and pleasure seamlessly interact – people who know that the greatest luxury is the luxury of being yourself. A global brand consisting of 25 properties across 5 continents, Conrad Hotels & Resorts offer guests personalized experiences with sophisticated, locally inspired surroundings and connections to people

and places around the corner or halfway around the world. Intuitive service is delivered with the [Conrad Concierge App](#) that puts Conrad's services and amenities at the guest's fingertips, whether ordering room service or a wakeup call to customizing the room's pillow options or arranging reservations at our locally inspired cuisine and spa offerings. Conrad is a global luxury brand of Hilton Worldwide with plans to add 12 more properties to the brand's portfolio. Connect with Conrad by booking at www.conradhotels.com or learn more about the brand by visiting <http://news.conradhotels.com>.

About Hilton Worldwide

Hilton Worldwide (NYSE: HLT) is a leading global hospitality company, spanning the lodging sector from luxury and full-service hotels and resorts to extended-stay suites and focused-service hotels. For 95 years, Hilton Worldwide has been dedicated to continuing its tradition of providing exceptional guest experiences. The company's portfolio of twelve world-class global brands is comprised of more than 4,300 managed, franchised, owned and leased hotels and timeshare properties, with more than 715,000 rooms in 94 countries and territories, including Hilton Hotels & Resorts, Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Canopy by Hilton, Curio - A Collection by Hilton, DoubleTree by Hilton, Embassy Suites Hotels, Hilton Garden Inn, Hampton Hotels, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations. The company also manages an award-winning customer loyalty program, Hilton HHonors®.

About Travel with Purpose

Travel with Purpose is Hilton Worldwide's commitment to provide shared value to its business and communities around the world. As the driving strategy for Hilton Worldwide's corporate responsibility efforts, Travel with Purpose focuses on creating opportunities for individuals to reach their full potential; strengthening local communities where Team Members live, work and travel; celebrating cultures and the power of travel; and living sustainably through the measurement, analysis and improvement of the use of natural resources. Visit www.hiltonworldwide.com/corporate-responsibility and www.hiltonworldwide.com/sustainability for more information.