

Good Afternoon,

U.S. research shows that nearly half of travelers booking trips together consider connecting rooms to be important; however, in the past, they could not easily book or confirm them. With summer travel heating up, Hilton is introducing a game-changing innovation and solving this longtime travel frustration.

[Confirmed Connecting Rooms by Hilton](#) is a new booking experience that has started rolling out globally allowing families, friend groups, wedding attendees and other travel parties to, for the first time from a major hotel company, easily book and instantly confirm on Hilton.com or through the Hilton Honors app.

For inspiration [check out this list of hotel properties](#) that will make anyone feel like a kid again, as they plan and book summer travel. Thanks to Confirmed Connecting Rooms by Hilton, parents and kids can have their own rooms!

Please let me know if you are working on any summer travel planning stories or would like to learn more about Confirmed Connecting Rooms by Hilton. Below you'll find the full release.

Thank you for your consideration,  
Hailey Womer

**\*\* MEDIA READER \*\***

**NEWS MEDIA  
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### **Hilton is First Major Hotel Brand to Solve Travel Need with Global Roll Out of Confirmed Connecting Rooms by Hilton**

**WHAT:** Just in time for summer travel, Hilton solves travel planning frustrations with its innovative [Confirmed Connecting Rooms by Hilton](#) booking experience. Hilton is the first major hotel company to introduce a technology that allows individuals to easily book and instantly confirm at least two connecting rooms.

**WHY:** Research shows that nearly half of travelers booking trips together consider connecting rooms to be important, especially as families and friends begin to reunite, reconnect and travel again. For larger families, friend groups, wedding attendees and other travel parties, there have always been many benefits to staying in connecting guest rooms – but the booking process wasn't always easy. In the past, to stay in connecting rooms, guests would indicate their request when booking and then, many times, follow-up with both calls and emails, stressing the importance of this room experience for their stay. In most cases, connecting rooms, if

available, were only confirmed when the guest arrived at the hotel, during check-in, sometimes leaving the guest frustrated before they even unpacked their bags.

**WHEN:** Currently rolling out, globally, and will be available across all 18 brands by the end of June.

**WHERE:** Available when booking on Hilton.com or through the Hilton Honors app at participating hotels within any of the portfolio's 18 brands.

**WHO:** Mike Gathright, senior vice president, Customer Experience, Hilton, is available for virtual interviews.

**VISUALS:** [Assets on Hilton Online Newsroom](#)

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