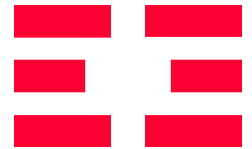




Hilton Worldwide

Subsidiaries: DoubleTree, Embassy Suites, Hampton Inn
Locations: Virginia (HQ)
Industries: Consumer Services

RISK LEVEL:



High Risk

View this company on 1792 Exchange: <https://1792exchange.com/company/hilton-worldwide/>

DESCRIPTION:

Hilton is High Risk. The company yields to political activism in shaping corporate governance, potentially alienating consumers, dividing employees, and harming shareholders. The company implements race and identity-based policies that replace merit, excellence, and integrity with preferential treatment and outcomes. Hilton embraces corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues. This approach fails to safeguard free exercise, free speech, and free enterprise.

Corporate Weaponization

Has canceled customers, suppliers, or vendors due to their political views or religious beliefs OR High Risk corporately boycotts, divests, or sanctions regions, people groups, or industries.

In 2016, Hilton fired a woman who refused to work on Sundays due to religious convictions, after initially accommodating her requests. The EEOC ruled in her favor in 2019 (1). In January of 2026, an independently owned Minnesota Hilton hotel run by franchisee Everpeak Hospitality denied booking accommodations for federal immigration agents. DHS and U.S. Immigration and Customs Enforcement shared emails from staff at the Hampton Inn by Hilton Lakeville, Minnesota, stating their reservations were cancelled due to their "immigration work" (2). Shortly after the email was released, Hilton released the following statement, "Hilton hotels serve as welcoming places for all. This hotel is independently owned and operated, and the actions referenced are not reflective of Hilton values," the spokesperson said. "We are investigating this matter with this individual hotel, and can confirm that Hilton works with governments, law enforcement and community leaders around the world to ensure our properties are open and inviting to everyone." (3). And "They have taken immediate action to resolve this matter. Hilton's position is clear: Our properties are open to everyone and we do not tolerate any form of discrimination." (4). Everpeak Hospitality also released a statement following the incident stating, "it is committed to welcoming all guests and operating in accordance with brand standards, applicable laws and its role as a professional hospitality provider." (5). Hours after the initial incident right-wing influencer Nick Sortor visited the independently owned Hilton posing as a U.S. Department of Homeland Security (DHS) official and was still denied booking accommodations. Hilton released a statement assuring the public the independent hotel would be removed from their systems, stating "Hilton is – and has always been – a welcoming place for all. We are also engaging with all of our franchisees to reinforce the standards we hold them to across our system to help ensure this does not happen again." (6). Hours later, further investigation revealed that the independently owned Hilton hotel was still utilizing Hilton's access systems (7). Hilton received a score of 100 on the 2025 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. The company recruits employees based on sexual identity issues. The company discriminates against vendors that do not promote divisive sex and gender policies, indicating it prioritizes sexual issues over merit (8)(9). The company integrates ESG into its business practices. From its Supplier Code of Conduct: "We partner with suppliers to drive innovative, local and sustainable sourcing options, foster a diverse supply chain, and conduct ESG due diligence to ensure responsible business practices" (10).

Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs. High Risk

Hilton's HRC 2025 CEI rating indicates the company will not donate to non-religious charities unless they embrace controversial sexual identity policies (1)(2). The company does not appear to discriminate against charitable organizations based on views or beliefs (3).

Employment policies fail to protect against viewpoint or other discrimination and/or are ideological in nature. High Risk

Hilton's HRC 2025 CEI rating indicates the company forces employees to attend multiple, controversial trainings on gender identity, sexual orientation, transgender issues, and divisive racial ideology. The company provides gender transition guidelines for its employees and a specific benefits guide with a comprehensive explanation of transgender services funded by the company (1)(2). Hilton requires all its hotel and corporate Team Members globally complete Inclusive & Respectful Workplace curriculum (3). 88% of all team members globally have completed training in Diversity & Inclusion and Unconscious Bias (4). The company appears to prioritize diversity over merit in its hiring. From its 2022 Environmental, Social and Governance Report: "To achieve our vision of Diversity, Equity & Inclusion (DE&I), we have set ambitious commitments, built accountability mechanisms into our business, established strong partnerships, and developed targeted training, hiring, and work culture development programs to cultivate talent from all backgrounds." The company appears to prioritize diversity over merit in its supply chain: "As such, we leverage the Supplier Diversity Program to forge strategic partnerships, host informative events, and offer valuable resources to overlooked businesses" (5). The company appears to prioritize diversity over merit in its business structure through the establishment of gender and racial targets for its leadership composition. The company is seeking 50% Gender Diversity and 25% Ethnic Diversity by 2027 (6). The company does not provide viewpoint protections for its employees (7).

Corporate Governance and Public Policy

Uses corporate reputation to support causes, organizations, or policies hostile to freedom of expression. High Risk

Hilton's HRC 2025 CEI rating indicates the company agrees to allow a controversial stakeholder group focused on sexual identity issues to dictate marketing or advertising strategy. By doing so, the company risks dividing employees, alienating customers and harming shareholders (1)(2). Hilton has signed an open letter endorsing the Equality Act, a contentious proposal to amend the 1964 Civil Rights Act by adding sexual orientation and so-called gender identity as protected categories. The legislation would, among other implications, grant biological men access to women-only spaces such as sports teams and public restrooms, and compel healthcare providers to deliver sex-denying healthcare (3). The company opposed the Florida Parental Rights in Education Act, which would prohibit teaching gender identity and sexual orientation to kids in K-3rd grade (4). Hilton signed an amicus brief in opposition to the 2016 North Carolina bathroom bill HB2, which required people to use the bathroom of their biological sex (5). CEO Christopher Nassetta is a member of the Business Roundtable (6). The company opposed various state and local legislation intended to protect parental rights, girls' sports, bathroom facilities, and gendered spaces (7). Hilton opposed legislation in Iowa intended to protect parental rights, girls' sports, bathroom facilities, and gendered spaces (8). The company's CEO, Christopher J. Nassetta, signed the CEO Action for Diversity & Inclusion pledge, which includes a commitment to promote DEI through bias education training in the workplace (9)(10). The company is committed to net zero emissions by 2030 (11). The company supports DEI within its business practices. From its 2022 Environmental, Social and Governance Report: "To achieve our vision of Diversity, Equity & Inclusion (DE&I), we have set ambitious commitments, built accountability mechanisms into our business, established strong partnerships, and developed targeted training, hiring, and work culture development programs to cultivate talent from all backgrounds" (12). The company supports ESG within its business practices. From its 2022 Environmental, Social and Governance Report: "Hilton's environmental, social and governance (ESG) strategy—Travel with Purpose—is integrated throughout our global business, including our operations, our supply chain and our engagement with our communities" (13). The company scored a 100 out of 100 on the

2023-2024 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group (14)(15).

Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom of expression. High Risk

Hilton's HRC 2025 CEI rating indicates the company covers transgender related costs for its employees and their children, including paid short-term leave, puberty blockers, cross-sex hormones, chest surgeries, genital surgeries, medical visits and lab monitoring, travel and lodging. Additionally, the company has pledged philanthropic support of at least one organization or event that promotes sex and gender ideology. By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders (1)(2). Hilton donated to the National Urban League (3). Hilton is a copper sponsor of Out & Equal and a corporate partner of the NGLCC (4)(5). Hilton sponsored the following 7 events in 2025: WorldPride 2025, Utah Pride, Sun Prairie Pride Fest, Stark Pride Festival 2025, Pride in the Pines, Capital City Pride, 2025 Utah Pride (6)(7)(8)(9)(10)(11)(12). Otherwise, there are no publicly known cases of the company using corporate funds to advance ideological causes, organizations, or policies (13).

Uses corporate political actions and/or financial contributions for ideological, non-business purposes. High Risk

Hilton's HRC 2025 CEI rating indicates the company publicly advocated for controversial sex and gender ideology through local, state or federal legislation or initiatives. By allowing a political stakeholder group to dictate operations, the company risks dividing employees, alienating customers and harming shareholders (1)(2). Hilton has not used its PAC donations or lobbying for ideological purposes (3)(4)(5).

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