



Hilton and Peloton Expand Industry-First Partnership to International Markets

Hilton enhances stay experience with elevated wellness offerings for guests visiting Canada, Puerto Rico, Germany and the UK

McLean, Va. & New York, April 5, 2023 – Today, Hilton (NYSE: HLT) and Peloton Interactive, Inc. (Nasdaq: PTON) are expanding their [industry-first partnership](#) to Puerto Rico and three new international markets – Germany, the U.K. and participating properties in Canada – providing guests with an elevated wellness experience, now in approximately 5,400 hotels around the world. Following the original partnership announcement in October 2022 that introduced Peloton Bikes to all Hilton-branded hotels within the U.S., at least one Peloton Bike will be featured in fitness centers in these markets by this summer.

“We know that wellness is a top priority for travelers around the world and many want to take their routines with them while traveling. We have already delighted so many guests with Peloton Bikes in our fitness centers at hotels across the U.S. and are excited to expand upon our partnership to these new markets,” said Amanda Al-Masri, vice president of wellness, Hilton. “Whether they are seasoned Members of the Peloton community or first-time riders, we are proud to provide guests with a holistic experience that meets them where they are in their own personal wellness journey.”

Travelers in these markets will now have access to Peloton’s expansive connected fitness content, featuring its world-class instructors, allowing guests to seamlessly integrate wellness into their stay experience. Hilton Honors members who are first-time Peloton users residing in Canada, Germany or the U.K. can also receive a 90-day free trial of the Peloton App until July 4, 2023, which offers thousands of live and on-demand streaming classes, with no equipment needed. Preferred pricing on select Peloton connected fitness products will also be available for any Hilton Honors member in these three markets during the same 90-day period.

“We constantly hear from our Peloton Members about the importance they place on maintaining their fitness regimen while traveling,” said Ryan Crabbe, Senior Director of Global Experience Design, Peloton. “Working in partnership with Hilton to expand access to our Peloton Bike and extensive content was an organic next step for our business. Those unfamiliar with our platform can engage with Peloton for the first time while at a Hilton property, and our existing, loyal Members are able to continue their routines on the go.”

According to Hilton’s newly released [2023 Trends Report](#), nearly 47% of travelers plan to prioritize physical wellness and accessibility to fitness amenities or activities in 2023. Understanding customers’ needs, Hilton is continuing to seek avenues to address wellness as a key part of the stay experience, proving to travelers worldwide that it matters where you stay. To join Hilton Honors, visit hiltonhonors.com. For more information, or to find a hotel with a Peloton Bike, visit Hilton.com/peloton. To join the Hilton Peloton community, use #HiltonRidesTogether during your workout.

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About Hilton

Hilton (NYSE: HLT) is a leading global hospitality company with a [portfolio](#) of 19 world-class brands comprising more than 7,100 properties and more than 1.1 million rooms, in 123 countries and territories. Dedicated to fulfilling its founding vision to fill the earth with the light and warmth of hospitality, Hilton has welcomed more than 3 billion guests in its more than 100-year history, earned a top spot on Fortune’s 100 Best Companies to Work For list and been recognized as a global leader on the Dow Jones Sustainability

Indices for six consecutive years. Hilton has introduced several industry-leading technology enhancements to improve the guest experience, including Digital Key Share, automated complimentary room upgrades and the ability to book confirmed connecting rooms. Through the award-winning guest loyalty program Hilton Honors, the more than 150 million members who book directly with Hilton can earn Points for hotel stays and experiences money can't buy. With the free [Hilton Honors app](#), guests can book their stay, select their room, check in, unlock their door with a Digital Key and check out, all from their smartphone. Visit stories.hilton.com for more information, and connect with Hilton on [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#) and [YouTube](#).

About Hilton Honors

[Hilton Honors](#) is the award-winning guest loyalty program for Hilton's 19 world-class brands comprising more than 7,100 properties in 123 countries and territories. Hilton Honors members who book directly through preferred Hilton channels have access to instant benefits, including a flexible payment slider that allows members to choose nearly any combination of Points and money to book a stay, an exclusive member discount and free standard Wi-Fi. Members also have access to contactless technology exclusively through the industry-leading [Hilton Honors app](#), where members can check in, choose and access their room using Digital Key. Hilton Honors offers its more than 150 million members hundreds of ways to earn and redeem Points, including with select [co-branded credit cards](#). Members can redeem Points for free nights, purchases on Amazon, exclusive experiences, charitable contributions and more. The program is free to join and travelers can enroll online at hiltonhonors.com. Learn more about Hilton Honors at stories.hilton.com/hiltonhonors, and follow Hilton Honors on [Facebook](#), [Twitter](#) and [Instagram](#).

About Peloton

Peloton (NASDAQ: PTON) is the leading connected fitness platform with a highly engaged community of nearly 7 million Members worldwide. A category innovator at the nexus of fitness, technology, and media, Peloton's first-of-its-kind subscription platform seamlessly combines innovative hardware, distinctive software, and exclusive content. Its world-renowned instructors coach and motivate Members to be the best version of themselves anytime, anywhere. Founded in 2012 and headquartered in New York City, Peloton continues to scale across the US, U.K., Canada, Germany, and Australia. For more information, visit www.onepeloton.com.