

Hilton

CLIENT PORTFOLIO

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PREL230
Writing for PR
Hilton

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The client I chose for this project is Hilton. Hospitality and travel PR is something that has always captivated me, and I believe Hilton does a phenomenal job in both of these areas. I

chose Hilton specifically because I attended a Public Relations Conference last year and their Vice President of Corporate Communications spoke about them as an organization. In his presentation, he said that Hilton was named the best “big company” to work for. After hearing this, I was drawn into learning more about the mission, values, and heart of Hilton. The more research I did, the more I loved it!

Their Mission Statement is “to be the most hospitable company in the world – by creating heartfelt experiences for Guests, meaningful opportunities for Team Members, high value for Owners and a positive impact in our communities” and their Vision Statement is “to fill the earth with the light and warmth of hospitality.” I believe their mission statement incorporates such healthy things that create a firm foundation for Hilton to stand on. They touch on themselves, their guests, their team members, owners, and the communities they reach. As a hotel, it is expected they practice hospitality in what they do. The way they present themselves shows that they do an incredible job in this area and that they genuinely care about each of their guests and team members.

Personally, I would want to work for Hilton to further their Mission Statement with hopes of them accomplishing their Vision Statement. Beyond their Mission Statement, their Vision Statement reminded me of Scriptures in the Bible that I believe God has called us to do. My hope is that writing for them will benefit who they are as an organization and highlight who they represent themselves to be. I believe they do an incredible job, so I am excited to learn more about who they are and all they offer!



Public Relations Situation

Hilton rankings soar in 2023 with an increase in ranking from last year. Hampton by Hilton is ranked the top hotel, with ten additional Hilton brands recognized.

Analysis of Key Publics

The first public Hilton aims for is families going on a trip. Families going on a trip are extra prone to being on the more stressed-out side (because of extra travelers, responsibilities, and potential excursions), thus wanting a relaxing and easy stay at Hilton without complications. The second public is business travelers. Business travelers often have the interest of using Hilton as a comfortable place to stay after a long day (or week) of work. Business travelers can tend to be looking for a more luxurious stay. The third public is event attendees. Event attendees are most thought of to look for a place to have fun during their stay. Most of the time, it is much more than a “hotel” or “room for the night”, but an experience for all to add on top of their day.

Core News

When looking for a place to stay, there is a lot that can come to mind and process. To receive an experience of comfort, light, hospitality, warmth, and fun for all, choose Hilton.

Where “we meet your evolving needs.” Hilton strives to achieve their mission, “to be the most hospitable company in the world – by creating heartfelt experiences for Guests, meaningful opportunities for Team Members, high value for Owners and a positive impact in our communities.” Through their mission, we are assured of their heart for everyone within the organization; employees, publics, guests, etc. and keeping it consistent while doing so. Hilton is looking forward to the future “to fill the earth with the light and warmth of hospitality by delivering exceptional experiences – every hotel, every guest, every time.”

Benefit Statement

Hilton has kept its spot at the number one ranking of top hotels for the last fourteen years, thus, making it a guaranteed reliable place to stay while meeting whatever specific needs you have. When it comes to tangible benefits, you are able to receive a welcoming stay at the hotel with different perks- especially when becoming a Hilton Honors Member; free wifi, points put toward free stays, digital check in/out, choosing your own room, discounted rates, and more! There are intangible benefits such as playing part in their long term mission and vision in creating the world to be a more welcoming and hospitable place.

Tone of Message

I hope above all, the message of Hilton is welcoming, encouraging, uplifting, and shares the heart of who Hilton is. I believe that will obtain best results because of the powerful mission behind Hilton.

Intended Outcomes

Sales, recognition, and appreciation at/for Hilton to rise.

Action Statement

Surveys, reviews, commercials, advertising, call to action: phone number/email address.

Readability Range

Professional and personal language. Inviting readers into something that can be taken seriously and welcoming.



Hilton Continues to Soar Within Rankings

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Hilton has kept its spot at the number one ranking of top hotels for the last fourteen years, guaranteeing the reliability of your stay while meeting whatever specific needs you have. When it comes to tangible benefits, you are able to receive a welcoming stay at the hotel with different perks- especially when becoming a Hilton Honors Member; free wifi, points toward free stays, digital check in/out, choosing your own room, discounted rates, and more! There are intangible benefits such as playing part in their long term mission and vision in creating the world to be a more welcoming and hospitable place.

Taking part in opportunities that Hilton presents such as surveys, reviews, commercials, advertising, and more will lead to sales, recognition, and appreciation within Hilton. Are you ready to book a stay? Do so at [Hilton.com](https://www.hilton.com)! Booking ahead of time can guarantee up to 17% off, connecting rooms, multiplication of points, free bonuses, sweet treats, and more!

When looking for a place to stay, there is a lot that can come to mind and process. To receive an experience of comfort, light, hospitality, warmth, and fun for all, choose Hilton. Where “we meet your evolving needs.” Hilton is looking forward to the future “to fill the earth with the light and warmth of hospitality by delivering exceptional experiences – every hotel, every guest, every time.” Their statements are made up of inclusivity, welcoming, and hospitable language and tone, making obvious their number one rankings.

The first Hilton hotel was opened for stay in 1925 by Conrad Hilton with high hopes of it becoming “the best hotel in Texas. As a result of his commitment, leadership, and innovation, today Hilton is one of the most respected brands in the world.” “to be the most hospitable company in the world – by creating heartfelt experiences for Guests, meaningful opportunities for Team Members, high value for Owners and a positive impact in our communities.”

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Hilton (NYSE: HLT) is a leading global hospitality company with a portfolio of 19 world-class brands comprising more than 7,000 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.

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The Hilton logo is displayed in a white serif font within a black rectangular border. The background of the entire advertisement is a vibrant tropical scene featuring a wooden deck, a swimming pool with lounge chairs, and palm trees under a clear blue sky.

Hilton

Home away from Home

BOOK YOUR STAY TODAY.

www.hilton.com



Hilton

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www.hilton.com

BRAND NEW BALI RESORT OPENING SUMMER OF 2023



It All Started With a Dream

Many of those who spend time traveling have likely considered booking a stay at Hilton. Hilton is a driving force and has continued leading notable rankings, specifically within Travel and Hospitality, Top 100 Brands, One of the Top Best Workplaces in the World, and more. Here's what you should know about Hilton, how they began, and what they stand for. Hilton was originally founded May 31, 1919 in Cisco, Texas, thus, proving their longevity and established growth over a long period of time. Conrad Hilton officially opened the first Hilton hotel in 1925 with the goal to create and operate the "best hotel in Texas." Hilton quickly jumped to meet the needs of their customers early on by incorporating a hotel with laundry chutes, air shafts, air conditioning, running water, televisions, and more features that were unique to the time period.

Have you ever considered how worldwide organizations began and what led them to where they are now? Hilton is a prime example of what it looks like to start small and work your way up to something truly spectacular. Hilton can boast in many different accomplishments; from being the first coast-to-coast hotel chain in the United States (1943), the first hotel to be listed on the Stock Exchange (1946), the first company to bring a reservation system into the world (1948), and their many locations outside of the United States early on (less than 25 years after Hilton's first hotel opened), the first hotel to receive such a special recognition- making the cover of Time Magazine (1963), the purchase of the largest real estate deal at the time (Statler Hotel bought for \$111 billion by Conrad Hilton himself), and pioneering strategic placements of the hotels near airports (1959). Hilton was and continues to be a leading organization within the Travel and Hospitality Industry and is an organization that many other organizations and businesses look to.

The Mission Statement of Hilton is “to be the most hospitable company in the world – by creating heartfelt experiences for Guests, meaningful opportunities for Team Members, high value for Owners and a positive impact in our communities” and their Vision Statement is “To fill the earth with the light and warmth of hospitality by delivering exceptional experiences – every hotel, every guest, every time.” Hilton lists out their values as an acrostic style; Hospitality, Integrity, Leadership, Teamwork, Ownership, and Now. Today, you can find the heart of Hilton’s headquarters in Mclean, Virginia with over 360,000 employees and team members dispersed through their corporate offices and stand-alone franchises. Hilton has worked its way up to having more than 7,000 properties spread out among 122 countries and territories.

A recent study conducted measured and found a relationship between employee experience, customer experience, and growth. “Companies that were hyperfocused on enhancing their employee engagement ultimately had higher customer engagement levels and revenue growth.” The study goes on by showing revenue growth is near double when setting their focus on the customers. Chris Silock, Executive Vice President and Chief Commercial Officer for Hilton spoke out in the last three years about this, “At Hilton, we know that how we treat our team members affects how they treat our guests – which is why we are so proud to have been named the #1 Best Companies to Work For in the U.S. by Fortune Magazine the past two years.” Hilton has obviously found what it takes to make high rankings, and they express, “The fastest way to get customers to love your brand is to get employees to love their jobs.”

While Hilton has proved over time to be strong internally, they do not stop there. Hilton has created an outreach program known as the Hilton Foundation that primarily focuses on “Improving the lives of individuals living in poverty and experiencing disadvantage throughout the world.” The Hilton Foundation believes in honoring the legacy left by Conrad Hilton, and they share, “Love one another, for that is the whole law; so our fellow men deserve to be loved and encouraged – never to be abandoned to wander alone in poverty and darkness.” This Foundation focuses directly on crafting a wide variety of programs specifically for Catholic Sisters, Foster Youth, Global Early Child Development, Homelessness, Opportunity Youth, Refugees, and Safe Water.

Dorothy Edwards, previously homeless, opens up about her experience and her desire to see an improvement within access to permanent housing and supportive services for people experiencing homelessness in Los Angeles County. David, another person with a background of homelessness shares what housing has done for him. “Housing helped me build a foundation for my life. Helping people connect to housing makes such a difference to those in need.” Hilton has seen the drastic and heartbreaking issue of homelessness and its terrible effects, so in 1990, the Conrad N. Hilton Foundation has worked with community advocates, nonprofits, city, county, state, other foundations and the private sector to identify solutions to chronic homelessness. As they know and believe in the importance of hospitality and feeling at home, they said “We know that Housing First and harm reduction are proven best practices when it comes to ending homelessness” Hilton states. Their current focus is to dial in on prioritizing populations at the greatest risk of long-term homelessness, emphasizing permanent housing and services, making systems and services people-centered, and sharing best practices and lessons learned with other cities.

With Hilton being an incredibly established brand built on success through guests, employees, leadership, and other outside public, it is quite obvious that Hilton has built an organization on a firm mission, vision, values, and purpose which has led them to where they are today. Hilton continues achieving goals and dreams while launching forward into new systems, features, and experiences that others are keeping an eye out for. The future of Hilton is bright across the globe, and it all started with the dream of a single individual.



1) Basic News:

Once again, Hilton rankings soared in 2023 with Hampton by Hilton being named the top hotel, beyond that, ten additional Hilton brands were recognized for their unique, luxurious, and hospitable features.

2) Additional Information:

Quote: Hilton strives to achieve their mission, “to be the most hospitable company in the world – by creating heartfelt experiences for Guests, meaningful opportunities for Team Members, high value for Owners and a positive impact in our communities.”

Quote: “Today's traveler has changed, and we continue to innovate at Hilton to meet their evolving needs. Together with our owners, we serve millions of guests around the world anywhere they want to travel for any stay occasion. Hilton is committed to high-quality and practically designed accommodations, reliable and friendly service, and thoughtful amenities celebrated by guests and franchisees. Led by Hampton by Hilton's No. 9 ranking, we are thrilled to see 11 Hilton brands receive this prestigious recognition.”

Quote: “Hilton has a powerful network effect, resilient business model, and strong commercial engine designed to maximize value for our owner partners. With great products, reliable and friendly service, and an incredible loyalty proposition, we are relentlessly focused on driving premium financial returns to our partners. We are so proud to receive recognition for the franchise opportunities we offer across our award-winning portfolio of brands.”

Matt Schuyler, Chief Brand Officer, Hilton.

Kevin Jacobs, Chief Financial Officer and President, Global Development, Hilton.

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3) Narrative Information

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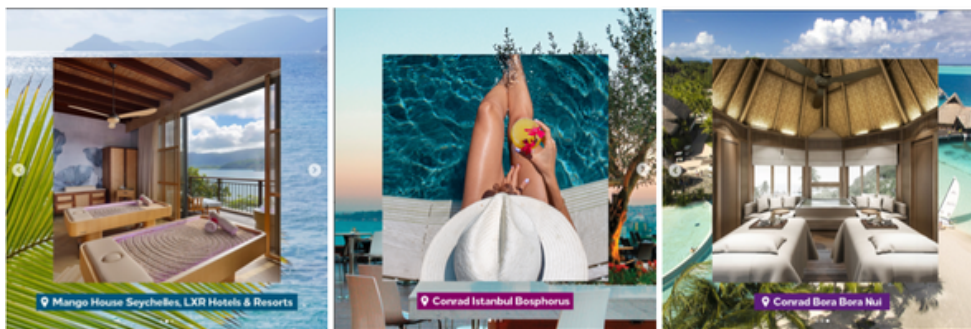
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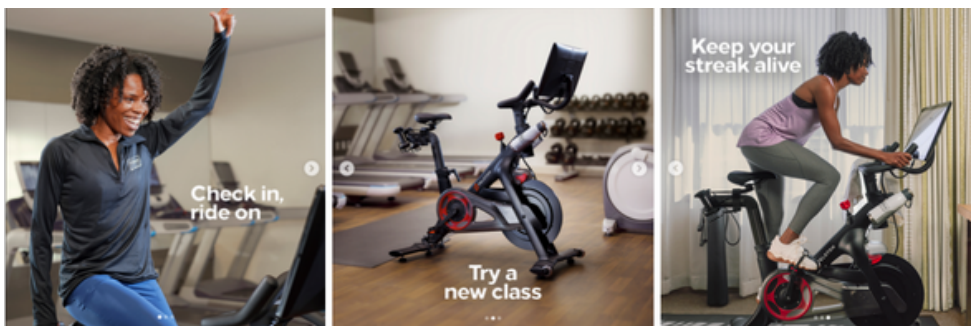
4) Graphics



These graphics do a great job of bringing out the hospitable side of Hilton that they strive for while sparking interest within the public. They used the graphics in a creative way by placing them together and used a consistent theme with their color palette.



The graphics created here encapsulate three different locations in their own unique way. While each graphic is different, they are made up of the same template to keep a consistent theme. These were created to draw in and potentially cause a getaway trip for those in need.



The graphics here present a highlight of the Hilton hotels themselves. While many are made up of destinations, I believe this really sets Hilton apart because they show they are not like the 'average hotel' through their features.

6) Video:

<https://www.youtube.com/watch?v=OdvX9IVkCis>

Hilton paired with Brandi Carlile, a well known artist, to share a story. There is a build up of her talking about how she has her biggest, most important performance yet as she walks into a Hilton hotel and when she enters the room, her two little girls are in bed and she sings them to sleep. This is emotionally appealing to both children and parents. Hilton did a great job by bringing someone in who is so well known. There is a sense of trust created within fans and celebrities, and influencer culture is on the rise.

<https://www.youtube.com/watch?v=PdhExdLOiIO>

Within the “Hilton For The Stay” YouTube Channel, they filmed a family with three kids stressing to get out the door to get to the airport on time. They weren’t all packed, they ran through the airport, one of the kids felt sick, scenarios that likely anyone can relate to. By the time they arrive to their destination, they are exhausted but are greeted with Hilton staff members, receive a room upgrade, and get to relax at Hilton. This is a relatable, relevant video that speaks directly to families and shows the hospitality that Hilton strives for.

<https://www.youtube.com/watch?v=-BRwpLys1TE>

“Hilton For The Stay” expands outside of reaching families, and looks to reach business workers as well. In this video, the group of people on a business trip are working in a dark, tight, gross room without comfort. The video translates them to being at a Hilton hotel where there is a much lighter and brighter tone to the video, a spacious workplace, and good attitudes.

6) Audio:

<https://podcasts.apple.com/us/podcast/evgeniya-khalyavka-development-manager/id1463213225?i=1000437936566>

<https://podcasts.apple.com/us/podcast/maureen-forbes-breakfast-host/id1463213225?i=1000437936567>

<https://podcasts.apple.com/us/podcast/shola-adeyemo-pr-and-marketing-manager/id1463213225?i=1000437936569>

Hilton is well known for their inspirational Team Members who demonstrate hospitality. To learn more about them and their passion and motivation, they decided to create a podcast that involves an award-winning saxophonist and presenter to interview different Team Members. From a Developmental Manager, Breakfast Host, and PR/Marketing Manager, their podcast does a great job of lighting the passion that so many Team Members have within Hilton and sharing it with the world in hopes of inspiring and influencing.

7) Miscellaneous:

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Hilton.com

Hilton Official Website: www.hilton.com

The official website for Hilton includes an easy option to book a stay with customized choices (location, amount of rooms, special rates, etc). They do a wonderful job of highlighting each brand within Hilton with a specialized section for each of them individually so the public can select what best suits their needs.

Hilton Foundation Website: <https://www.hiltonfoundation.org>

The Hilton Foundation Website is created to improve the lives of those who find themselves in poverty. While Hilton leads the charge within the hospitality realm, they don't stop there. The way they pour out to those who struggle is a true inspiration to many.

Hilton Instagram: <https://www.instagram.com/hilton/>

Hilton continues to be active and relevant on Instagram through their videos that include beautiful destinations, a variety of people, influences, travel tips, and more. They aim to reach a younger demographic through their Instagram compared to their website. The page highlights different aspects of Hilton in a professional, personal, and sometimes humorous way. Hilton does not respond to many comments on their page, which could be something that would benefit them.

Hilton YouTube: <https://www.youtube.com/hilton>

Hilton does a great job of reaching a wide variety of people through their YouTube Channel. Their short films are engaging, humorous, and show who Hilton is at the heart. More often than not, Hilton takes us through a story which instantly gets the viewers interested to see how it will end or be resolved.

###



We trust that this letter finds you well.

Here at Hilton Foundation, we foresee a world in which improving the human condition is a shared and sustainable goal.

We need *you* in order to see our Vision Statement spring to life.

The Hilton Foundation has been changing the lives of many since 1944. The majority of our funding is devoted to our program areas. Our work is focused on efforts to ensure healthy early childhood development and sustainable livelihoods for youth, support young people transitioning out of foster care, improve access to housing and support services for people experiencing homelessness, identify solutions to safe water access, and lift the work of Catholic sisters.

**“Love one another,
for that is the whole law,”
The peoples of the world
“deserve to be loved
and encouraged—never
to be abandoned to wander
alone in poverty and
darkness.”
That is our resolve.**



On any given night in Los Angeles County, an estimated 63,000 people are not housed. To meet the current need, Los Angeles County must build more than 500,000 affordable housing units, while also preserving the affordable housing that already exists. Many people experience homelessness because of challenges related to access to services, provider capacity and a lack of government programs that serve individuals' unique needs. We recognize that working alone, our investments—and even the financial resources of all philanthropy—are insufficient to solve large-scale issues, which is why we need you.

Would you consider partnering with us as we continue to reach our goals of helping others? Check out our website www.hiltonfoundation.org!

Sincerely ,

P.S. you have the opportunity to change someone's life forever through a donation.



(02/15/23)

"It Matters Where You Stay"

Christopher Nassetta, female voice, male voice, children voices

(:30)

It Matters Where You Stay

Younger kids complaining "We don't want to go" Female voice (mother) "But we are going to the beach!" Man voice (Father) "Come on kids, it will be fun!" Younger boy voice (son) "We just want to stay here, this is the best hotel ever! Man voice (Father) "Well, they aren't wrong! I guess we can look into canceling our excursions." Male voice (Christopher Nassetta, CEO of Hilton), "Hi, my name is Chris Nassetta and I am the CEO here at Hilton. Come spend your stay with us at Hilton. Whether you're heading to the beach *beach waves*, the slopes *skiing*, the rainforest *birds*, the city *car honk*, or anywhere in between, we at Hilton would be honored to be part of your get away. Female Voice (commercialized) "When you want to feel cared for wherever you go, it matters where you stay. Hilton." Male voice (Christopher Nassetta, CEO of Hilton), "Book your get away trip now at www.hilton.com"

###



Hospitality Will Change the World

Hello all, and a special thank you for joining us for our 100th year anniversary celebration. 100 years ago, my Grandfather had a dream to launch the best hotel in Texas, and he has surpassed all of our dreams collectively.

As a former President, CEO, and Chair of the Hilton Foundation, I am confident in the mission of this organization and how it will continue to shape the lives of many moving forward. As homelessness, poverty, and other disastrous experiences of our world harm people, I believe it is hospitality that will change the world.

As we continue moving forward in providing exceptional service and creating welcoming environments for our guests, we will see the shift little by little. The truth is, each of us encounters others from many spheres of the world; with different experiences, values, and upbringings. How will we respond to that? From the bottom of my heart, I believe we have the greatest team. Our current CEO, Chris Nassetta said, "We are a business serving people, and our Team Members extend their passion for hospitality beyond our hotel walls every day. " When each of you enter your workspace here at Hilton, I want you to ask yourself a question. *"How can I serve others today?"* Putting on a selfless mindset and attitude will create an atmosphere where we see our biggest dreams come to life. Inside and outside of our hotel walls.

May we only grow a deeper desire for hospitality, integrity, leadership, teamwork, and ownership, *now*. Because all together, that spells Hilton.

As my Grandfather once said, may we "fill the earth with the light and warmth of hospitality by delivering exceptional experiences – every hotel, every guest, every time." And don't forget, it is hospitality that will change the world.

Thank you.

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