



## **FOR IMMEDIATE RELEASE**

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### **El Conquistador Tucson, A Hilton Resort Launches New Merchandising Platform – Gilt Trips**

**Tucson, Ariz. (January 6, 2020)** – The iconic and award-winning El Conquistador Tucson, A Hilton Resort in Tucson, Ariz. has just launched an all-new merchandising platform named Gilt Trips to organize, highlight and promote its diverse portfolio of activities, amenities and offerings available at their resort. As another extension of the Oro Valley [translates “Valley of Gold”] resort’s efforts to celebrate the area’s legendary history of gold, Gilt Trips offer its guests suggested itineraries and things to do designed specifically to accommodate areas of interest enjoyed by the resort’s clientele. Among the categories of Gilt Trips currently offered are Ageless Adventures – “designed for guests that wish to spend the day through the eyes of a child and make golden memories that they will cherish forever” and The Big Chill – “designed for guests and groups that wish for an epic adventure of all things they wish they had more time to do.”

Gilt Trips can be previewed at <http://www.hiltonelconquistador.com/gilt-trips> and can be experienced at the resort all year round and are available to all overnight guests. “Gilt Trips allow us to creatively showcase the incredible riches of both environmental and resort offerings available here exclusively in Oro Valley,” said Otton Suarez, general manager of El Conquistador Tucson, A Hilton Resort. Suarez further commented, “We know 100% that our guests have a world of options when making travel decisions. Our goal here is to create golden, life-long memories that are Uniquely Southwest.”

To book a reservation or for more information about El Conquistador Tucson, A Hilton Resort, visit <http://www.hiltonelconquistador.com/>.

### **About El Conquistador Tucson, A Hilton Resort**

Situated at the base of the Santa Catalina Mountains, El Conquistador Tucson, A Hilton Resort is an iconic Tucson resort located in the premiere community of Oro Valley. Roaring fire pits, lush indigenous flora and fauna, native wildlife and dramatic views of Pusch Ridge surround 428 spacious guestrooms, including 139 village-style casitas, and five pools to create a unique Southwest experience. Overlooking the resort pools and mountain views, Epazote Kitchen & Cocktails houses a robust collection of tequilas and a menu of classic European dishes with a Southwestern twist. The resort’s dynamic setting, authentic experiences and 100,000 square feet of single-level, indoor and outdoor meetings space create productive and memorable meetings that effortlessly blend business with leisure experiences. Adjacent to Catalina State Park, hiking, biking and outdoor adventures are just steps from the resort. For more information, visit [www.hiltonelconquistador.com](http://www.hiltonelconquistador.com).

### **About Hilton Hotels & Resorts**

For nearly a century, Hilton Hotels & Resorts has been proudly welcoming the world’s travelers. With more than 575 hotels across six continents, Hilton Hotels & Resorts provides the foundation for memorable travel experiences and values every guest who walks through its doors. As the flagship brand of Hilton, Hilton Hotels & Resorts continues to set the standard for hospitality, providing new product innovations and services to meet guests’ evolving needs. Hilton Hotels & Resorts is a part of the award-

winning Hilton Honors program. 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 that can't be found anywhere else, free standard Wi-Fi and digital amenities like digital check-in with room selection and Digital Key (select locations), available exclusively through the industry-leading Hilton Honors app. Begin your journey at [www.hilton.com](http://www.hilton.com) and learn more about the brand by visiting [news.hilton.com](http://news.hilton.com) or following us on [Facebook](#), [Twitter](#) and [Instagram](#).

### **About Prism Hotels & Resorts**

As an award winning full service hotel management, investment, and advisory services company, Dallas-based Prism Hotels & Resorts has developed a reputation for operational excellence by increasing hotel performance and delivering measurable results for our owners. With 30 years of experience, Prism leverages top industry talent to produce a best-in-class experience that extends from the front desk to the bottom line. Prism currently manages more than 25 hotels for multiple institutional and private owners including urban, suburban and resort destinations. The company has expertise managing all major brands as well as independent destination hotels. For more information, please visit [www.prismhotels.com](http://www.prismhotels.com).

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