

**Zemi Beach House Joins LXR Hotels & Resorts
as the Brand's Debut in the Americas**

*Stunning Beachfront Oasis in Anguilla Inspires Unparalleled Tranquility Amidst a
Breathtaking Environment that Draws on the Natural Beauty of the Island*



SHOAL BAY EAST, Anguilla – December 3, 2019 – LXR Hotels & Resorts, Hilton's (NYSE: HLT) collection of exquisite luxury hotels, proudly announces [Zemi Beach House](#) as the brand's first hotel to open in the Americas. LXR connects legendary properties into an exclusive network of hotels set apart by an unrivaled commitment to personalized attention and luxurious, yet locally immersive experiences for their guests. The 76 key, beachfront hotel continues to be owned, operated and managed by the Goldstein Family of New York.

Set on a pristine beach, this discrete six-acre hideaway is nestled on the quiet and secluded Shoal Bay East on the northeast coast of Anguilla. Accessible from St. Maarten International Airport via a 20-minute sea shuttle or directly by private jets and small carriers into Anguilla's International Airport, the stunning enclave continues to be recognized as a top hotel in the Caribbean by Travel + Leisure, Conde Nast Traveler, Forbes, TripAdvisor, and more. This year, the hotel was voted the No. 1 hotel in Anguilla and No. 2 in the Caribbean by U.S. News & World Report.

"Zemi Beach House is the ideal property and Anguilla is the perfect destination to debut LXR within the Americas," comments Feisal Jaffer, global head, LXR Hotels & Resorts. "We are thrilled to collaborate with Zemi Beach House in creating truly extraordinary and authentic experiences for all of our guests."

Zemi Thai House Spa, set in an authentic 300-year-old Thai House boasting 15,000 square feet of indoor and outdoor space, rounds out the property's wellness experience. The spa offers a

sun deck for mud and salt body treatments, outdoor showers and a vitality pool. Spa facilities also include oversized private treatment rooms, a wellness boutique, outdoor rest areas with wave loungers, spaces for yoga and Pilates and a meditation garden where guests can enjoy classes on mindfulness and relaxation. A fresh juice bar at the ancient Thai Rice Barn features teas and cold-pressed juices made from fruits, herbs and plants from the spa garden.

“We are excited to join LXR’s growing collection of luxury hotels from top destinations around the world,” said Paulo Paias, General Manager at Zemi. “We look forward to sharing Zemi Beach House with Hilton’s global travelers and continuing to provide unforgettable experiences to our guests.”

Recently appointed executive chef, Bruno Carvalho, has curated new menus for the property’s two main restaurants – Stone and 20 Knots. Chef Carvalho oversees the hotel’s five food and beverage concepts to create an innovative culinary experience that offers a variety of settings and diverse array of tastes. Dining venues at Zemi Beach House include:

- **Stone**, a fine dining restaurant serving seasonal, locally- sourced, sea-to-table cuisine along with a large international selection of carefully chosen fine wines served by Zemi Beach House’s in-house sommelier.
- **20 Knots**, a casual “toes-in-the-sand” restaurant and beach bar offering an international menu with a variety of cuisines infused with the flavors of Latin America.
- **Rhum Room**, a refined and elegant rum tasting room featuring more than 100 small-batch, single-estate rums that recall the Caribbean’s 18th century sugarcane plantations.
- **Shoal Bay Zemi Beach Club**, the resort’s casual “no-shoes, no problem” atmosphere serving inventive cocktails against the backdrop of crystal-clear turquoise waters and towering palm trees.
- **The Bohio Bar & Lounge**, Zemi Beach Houses bar that serves pre- and after-dinner cocktails, champagne and wines by the glass for guests to gather and enjoy live music and conversation.

The property also features three extraordinary pools with cabanas accompanied by personal poolside service as well as a state-of-the-art fitness center, a grass tennis court, morning vinyasa flow yoga sessions and beach volleyball. Children can participate in a variety of activities organized by the Kids Club, including mermaid adventure experiences. The property also has multiple venues ideal for corporate meetings and wedding celebrations.

Zemi Beach House is part of [Hilton Honors](#), the award-winning guest-loyalty program for Hilton’s 17 distinct hotel brands. Members who book directly 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, free standard Wi-Fi and access to the Hilton Honors mobile app.

As Hilton’s premier collection brand, LXR continues to grow its portfolio of extraordinary hotels in key global gateway cities as well as the most sought-after resort destinations. LXR targets properties known to provide sophisticated, luxury experiences in places where discerning guests want to travel. The brand is primed for growth with deals in various stages of development around the world.

Hilton currently has a portfolio of more than 150 hotels and resorts open and welcoming travelers in 23 countries across the Caribbean and Latin America, and currently has a robust development pipeline of approximately 95 hotels throughout the region.

For more information on the hotel and restaurants contact reservations@zemibeach.com, visit <http://www.zemibeach.com/> or call (264) 584-0110.

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About Zemi Beach House

Developed by the Goldstein family of New York, the 76-room hotel offers a range of accommodations from superior and premium guest rooms to two- and three-bedroom penthouse suites and beachfront suites. Designed by internationally renowned Caribbean architect Lane Pettigrew, the property's architecture pulls inspiration from Anguilla's natural environment and blends modern, clean lines with classic Caribbean building details.

About LXR Hotels & Resorts

LXR Hotels & Resorts is Hilton's luxury collection brand, with each location offering a singular travel experience native to its place, history, and tradition. Found in the world's most alluring destinations, LXR Hotels & Resorts immerse you in truly profound travel experiences. We've connected legendary luxury properties into a network of hotels that are set apart by an unrivaled commitment to personalized attention and luxurious, yet locally immersive experiences for their guests. LXR Hotels & Resorts is part of Hilton, a leading global hospitality company, and each property benefits from the strength of the Hilton Enterprise and its award-winning Hilton Honors program. Visit www.lxrhotels.com to learn more.

About Hilton

Hilton (NYSE: HLT) is a leading global hospitality company with a portfolio of 17 world-class brands comprising nearly 6,000 properties with more than 954,000 rooms, in 117 countries and territories. Dedicated to fulfilling its mission to be the world's most hospitable company, Hilton earned a spot on the 2019 World's Best Workplaces list, and has welcomed more than 3 billion guests in its 100-year history. Through the award-winning guest loyalty program Hilton Honors, nearly 99 million members who book directly with Hilton can earn Points for hotel stays and experiences money can't buy, plus enjoy instant benefits, including digital check-in with room selection, Digital Key, and Connected Room. Visit newsroom.hilton.com for more information, and connect with Hilton on Facebook, Twitter, LinkedIn, Instagram and YouTube.

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