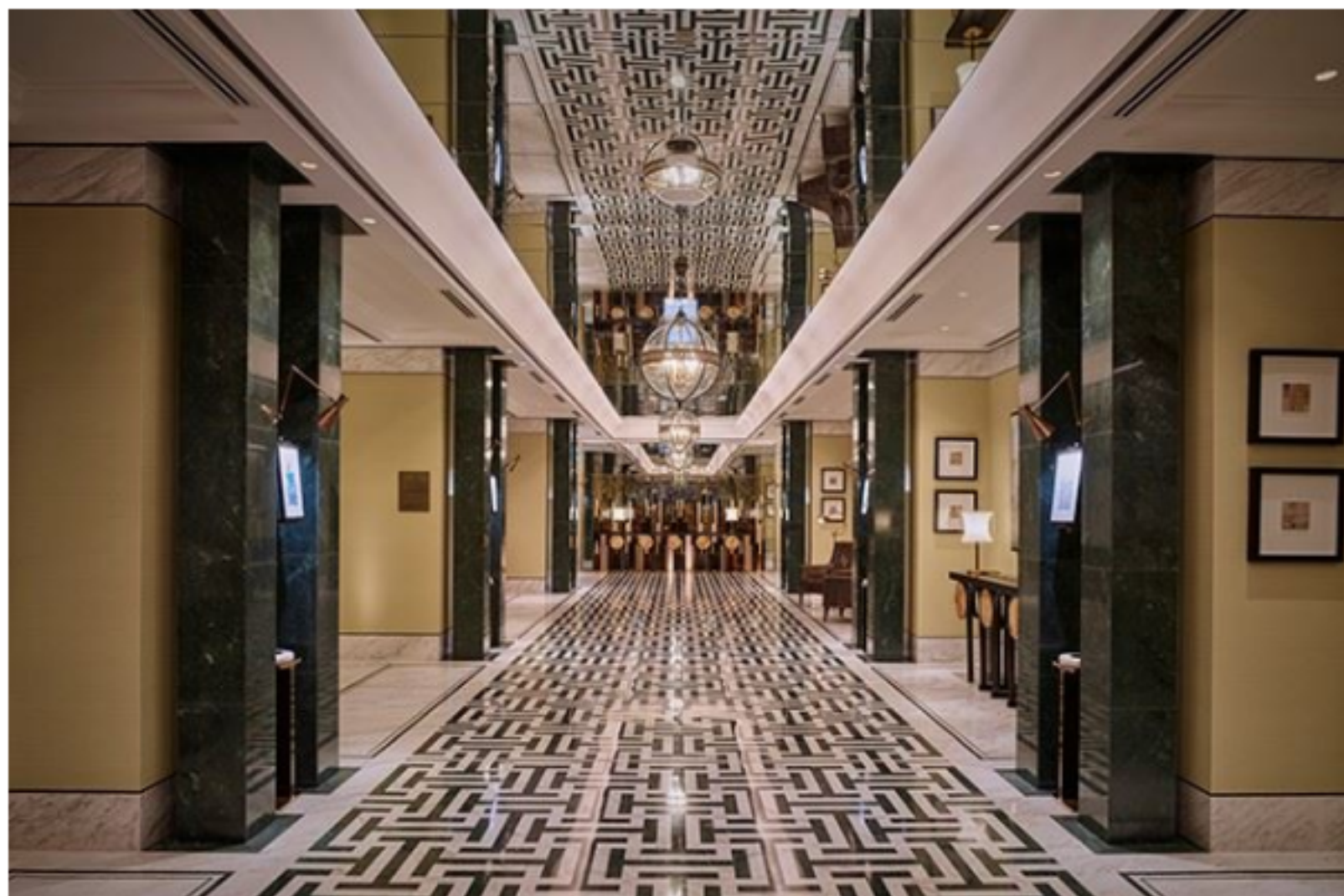


Hilton Boosts Growth Across Its Luxury Brands

by [Jessica Montevago](#) / July 17, 2019



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Since adding another luxury brand to its portfolio, Hilton has entered a period of unprecedented growth in the segment this year, according to the company's President and CEO Chris Nassetta. He announced on Monday that Hilton will have the most luxury property openings in 2019 than any previous year of its 100-year history.

Hilton has 11 current and projected hotel openings planned across its three luxury brands: Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, and LXR Hotels & Resorts.

The Waldorf Astoria Dubai International Financial Centre and Waldorf Astoria Maldives Ithaafushi opened this summer, while the Waldorf Astoria Los Cabos Pedregal is scheduled to open in the fourth quarter.

The new LXR Hotels & Resorts soft brand collection of independent luxury properties will add The Biltmore, Mayfair in London and, in Nov., Zemi Beach House Resort & Spa in Anguilla. The 65-key beachfront property will be reflagged Zemi Beach House Hotel & Spa - LXR Hotels & Resorts following a two-month annual closure. The six-acre luxurious retreat, nestled on the quiet and secluded Shoal Bay East, houses five food and beverage options, three pools and Zemi Thai House Spa; and is set in an authentic 300-year-old Thai House boasting 15,000 square feet of indoor and outdoor space.



Zemi Beach House Hotel & Spa - LXR Hotels & Resorts

Conrad Hotels & Resorts will add Conrad Hangzhou, Conrad Hangzhou Tonglu, Conrad New York Midtown, Conrad Shenyang, Conrad Tianjin, and Conrad Washington, DC.

Following this year's openings, Hilton's luxury pipeline includes more than 30 properties, approximately 25 of which are expected to open through 2025.

Over the past decade, Hilton expanded the luxury category's global presence from 15 to 29 countries and territories, and the hotelier continuing to grow its portfolio with a finely curated pipeline of more than 30 signings that are diverse in regions and market-types.

Waldorf Astoria is growing to include more resort destinations, such as Los Cabos, Mexico, and the Maldives; and is building a presence in more key urban markets like London (expected to open in 2021), San Francisco (expected to open in 2022) and Miami (expected to open in 2024).

The Conrad brand, which has been concentrated in the Asia Pacific region, is gaining traction in other parts of the world, including the U.S., where it recently signed deals in Nashville (expected to open in 2021) and Orlando (expected to open in 2022), and opened a flagship property in Washington, D.C. LXR is gaining speed in a variety of markets with the additions of Anguilla's world-class Zemi Beach resort and London's sophisticated Biltmore Mayfair.

The Waldorf Astoria hotels in New York and Las Vegas, as well as the Conrad in Miami, are among Hilton luxury properties undergoing substantial renovations to upgrade design and enhance the on-property experience. In addition, Hilton has increasingly invested in its luxury residential portfolio, which now includes more than 2,800 units across 22 properties.