



Hilton Opening Total Of 11 Luxury Properties This Year

The hotel chain has already opened 4 luxury properties so far in 2019.

By Adam Luehrs, on Jul 24 2019

Hilton has formally **announced** that it will open a total of 11 luxury properties in 2019. This is the most luxury properties ever opened in a year in the 100-year history of the hotel chain. The company further stated that there are over 30 more luxury properties in the works at this time with 25 planned to open by 2025.

Four luxury properties have already opened this year, and the remaining seven are all on schedule to open throughout the rest of this year. The demand for luxury properties around the world has steadily increased in recent years, and Hilton is trying to meet that demand.

The 11 new properties include hotels under three luxury bands:

Conrad – 6 Properties

New York Midtown, Washington D.C., Hangzhou, Hangzhou Tonglu, Shenyang, and Tianjin

Waldorf Astoria – 3 Properties

Dubai International Financial Center, Los Cabos Pedregal, and the Maldives Ithaafushi

LXR – 2 Properties

The Biltmore Mayfair in London and Zemi Beach House Resort & Spa in Anguilla

To meet the needs of luxury travelers, Hilton wanted to expand its Conrad and Waldorf Astoria brands. These are well-known brands, and guests know what to expect when they stay in one of these hotels and resorts. However, the company found that there was a gap in luxury travel – properties perfect for travelers who want something luxurious in unique settings – hence launched the LXR brand last year.

The LXR brand essentially focuses on properties that are highly distinctive and full of character. The Zemi Beach House Resort & Spa, for instance, is unique with its traditional design and tropical setting set on a pristine beach. The Biltmore Mayfair is everything that you can expect from a traditional British property.

Hilton believes that the demand for luxury properties will continue to grow as more people seek heightened experiences from their vacations, including the experiences of their accommodations when they are on the road.