

A Record-Breaking Year for Hilton's Luxury Brand Openings

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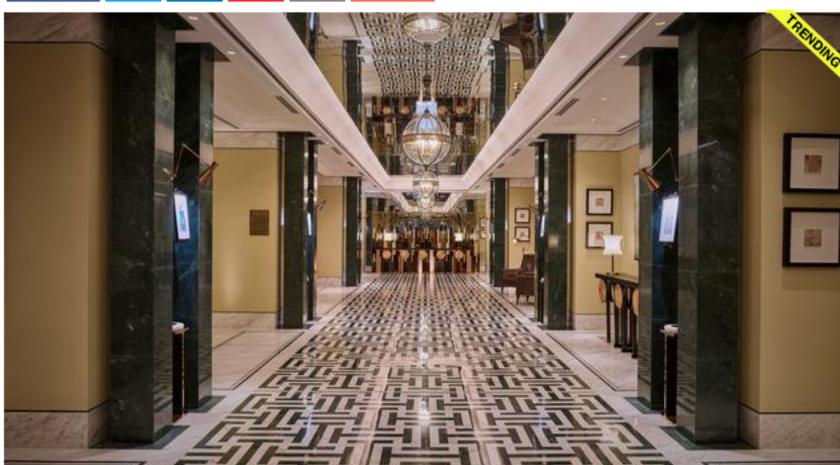


PHOTO: Waldorf Astoria Washington D.C. (Photo courtesy of Hilton)

Hilton President and CEO, Chris Nassetta, announced today that the hospitality giant is on track to open more luxury properties in 2019 than in any other year of its century-long history.

Four openings have already taken place this year among its luxury brands— Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, and LXR Hotels & Resorts— with seven more expected before the year is out.

This record-setting year heralds even more momentum for Hilton in terms of property opening and overhauls in the luxury category.



Following this year's rollouts, Hilton has over 30 more properties underway in

global head, Luxury & Lifestyle Group, Hilton.

its luxury pipeline, with approximately 25 of those expected to open by 2025.

The luxury sector became one of the company's top priorities when Nassetta

became president and CEO back in 2007, at which point Hilton leadership was tasked with devising a growth strategy around two key objectives: refining its luxury brands to better resonate with the needs of their clientele and bringing the brands to diversified markets.

Over the past decade, Hilton and its partners have succeeded in expanding their

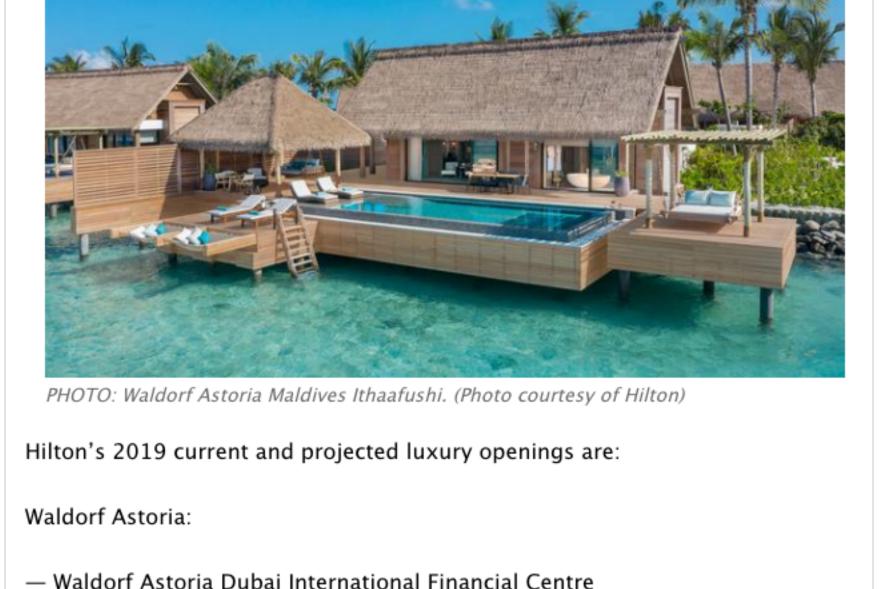
continue to grow their portfolio across ever-more diverse regions and markettypes.

"After more than a decade of honing Hilton's distinct luxury offerings and investing in key markets around the globe, we are embarking upon a very

exciting phase for the category," said Martin Rinck, executive vice president and

luxury brands' global presence from fifteen to 29 countries and territories, and

"Over the next five years, starting with this year's openings, we will start to see the positive impact of our efforts, and we are confident that our amazing portfolio of properties will reinvent luxury travel for Hilton - and for the entire industry."



- Waldorf Astoria Los Cabos Pedregal
- LXR:

Waldorf Astoria Maldives Ithaafushi

— The Biltmore, Mayfair in London

- Zemi Beach House Resort & Spa in Anguilla
- Conrad:

— Conrad Hangzhou,

- Conrad Hangzhou Tonglu
- Conrad Tianjin

Conrad Shenyang

- Conrad New York Midt
- Conrad New York Midtown

For more information, visit Hilton.com.

Conrad Washington D.C.

