

CURIO COLLECTION by Hilton™



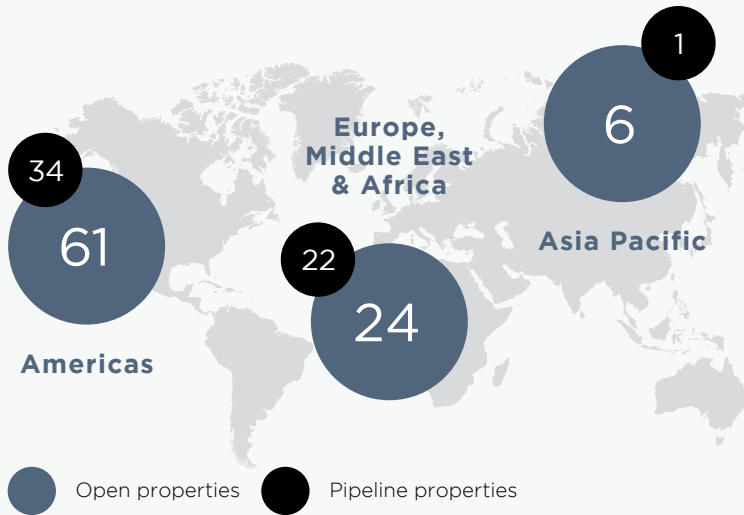
Hart Shoreditch Hotel London, Curio Collection by Hilton, United Kingdom

Keep your independent spirit. Just add Hilton™

Curio Collection by Hilton™ is a global set of remarkable upper upscale hotels handpicked for their unique character and personality; each one a part of the fabric of the city it calls home.



Curio Collection by Hilton in Numbers*



91 hotels and more than **16,600 rooms** across **27 countries** and **six continents**.

*As of 31st December 2019

Key Brand Initiatives

The benefits of the Hilton Engine are made available to Curio properties through a flexible system of minimum standards that allow the hotel to retain its own unique identity. Guided by the principles of simplicity and flexibility, contracts and standards will include:

- Competitive franchise agreement format and terms
- Competitive transfer and termination rights
- Flexible brand standards, but required to operate at a +4-star range within the upper upscale/luxury landscape
- Focus on maintaining brand uniqueness while establishing minimum level of Curio branding on-property

Occupancy	ADR	RevPar
67.7%	\$244.48	\$165.58
+3.1 YOY	+3.0 YOY	+6.2 YOY

EMEA Comparable Hotel Operating Statistics Q3 2019

Curio Collection by Hilton Brand Standards

Positioning	Upper upscale
Minimum Key Count	75
Minimum Room Size	28-32m ²
Gross Floor Area Per Key	46-111m ²
Food & Beverage	Full Breakfast, 3-Meal Restaurant
In-Room Dining	Required
Conference & Banqueting	Market-Driven
Gym	Yes
Executive Lounge	Not Required

Recent Curio Collection Openings in EMEA



Chekhov Hotel Moscow, Curio Collection by Hilton, Russia



Boeira Garden Hotel Porto Gaia, Curio Collection by Hilton, Portugal



Hagia Sofia Mansions, Curio Collection by Hilton, Turkey



Al Seef Heritage Hotel Dubai, Curio Collection by Hilton, UAE

Leaders in Innovation

9.2 million+ digital key downloads

Every 9 seconds Hilton Honors app is downloaded

4,600+ properties worldwide offer Digital Key to the guests

100 million+ Hilton Honors members boosting commercial performance

62% of occupancy has been driven by Honors members in 2019

CURIO
COLLECTION
by Hilton™

For more information or a development contact, visit hilton.com/development