



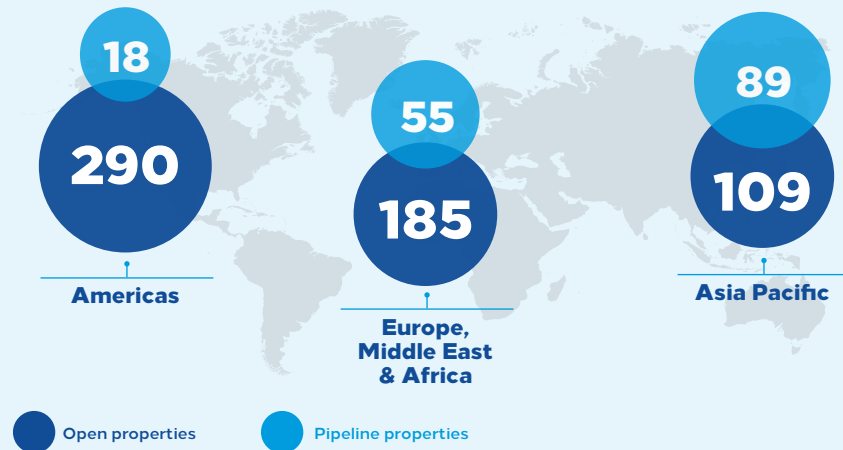
Hilton Swinoujscie Resort & Spa, Poland

**THE MOST  
RECOGNISED NAME IN**  
*Hospitality*

**Hilton Hotels & Resorts™ has the global expertise and passion for innovation to deliver results-oriented solutions for owners and drive market share.**

Hilton Hotels & Resorts gives owners the opportunity to combine the best destinations with one of the most recognised names in hospitality, offering prototypes to suit a variety of situations including resort, convention, airport, suburban and city center locations across the world. Owner-centric solutions such as our approach to lobby and guest room design DNA, innovative new food and beverage concepts and our modular spa concept, eforea spa at Hilton, make Hilton Hotels & Resorts a versatile choice for development.

## HILTON HOTELS & RESORTS IN NUMBERS\*



**584 hotels** and more than **216,000 rooms** across **94 countries** and **six continents**.

\*As of 31st December 2019

## KEY BRAND INITIATIVES

Today's traveller is looking for unique, memorable and shareable experiences. Hilton Hotels & Resorts is leading with five key initiatives to fulfill those needs.

- Design
- Technology
- Food & Beverage
- Meetings & Events
- Intuitive Personalised Service.

Stylish, modern and at times unexpected. A Hilton Hotel embodies locally-inspired social spaces and each hotel's design is inspired by the place it calls home. Our design narrative focuses on 5 key areas:

- 1 Lobby
- 2 Bar
- 3 Restaurant
- 4 Guest Rooms
- 5 Meeting Space

## HILTON BRAND STANDARDS

<b>Positioning</b>	<b>Upper Upscale</b>
<b>Minimum Key Count</b>	<b>150</b>
<b>Minimum Room Size</b>	<b>28 m<sup>2</sup> (UK), 32 m<sup>2</sup> (Europe)</b>
<b>Gross Floor Area Per Key</b>	<b>70-111 m<sup>2</sup></b>
<b>Food &amp; Beverage</b>	<b>Full breakfast, 3 meal restaurant</b>
<b>In-Room Dining</b>	<b>Required</b>
<b>Conference &amp; Banqueting</b>	<b>Minimum 700 m<sup>2</sup></b>
<b>Gym</b>	<b>Yes</b>
<b>Executive Lounge</b>	<b>Yes</b>

## EMEA PERFORMANCE

**Ahead of the competition in all areas!**

Occ Index **105.0%**

ADR Index **112.9%**

RevPAR Index **118.6%**

Source: Hilton Q3 2019 Earnings Release

## RECENT OPENINGS IN EMEA



Hilton Tashkent City, Uzbekistan



Hilton Aberdeen TECA, UK



Hilton Doha The Pearl Residences, Qatar



Hilton Tangier Al Houara Resort & Spa, Morocco

## 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



**Hilton**  
HOTELS & RESORTS

For more information or a development contact, visit [hilton.com/development](https://www.hilton.com/development)