



CONRAD
HOTELS & RESORTS®

AMERICAS EUROPE MIDDLE EAST AFRICA ASIA

CONRAD® HOTELS & RESORTS

Conrad Hotels & Resorts was named after Conrad Hilton, who believed that inspiration and interaction go hand in hand. Each property is meticulously curated to bring this philosophy to life.

BRAND MISSION

The mission of Hilton luxury brands is to be the fastest-growing, most innovative luxury hotel company in the world.

CONRAD BRAND PROMISE

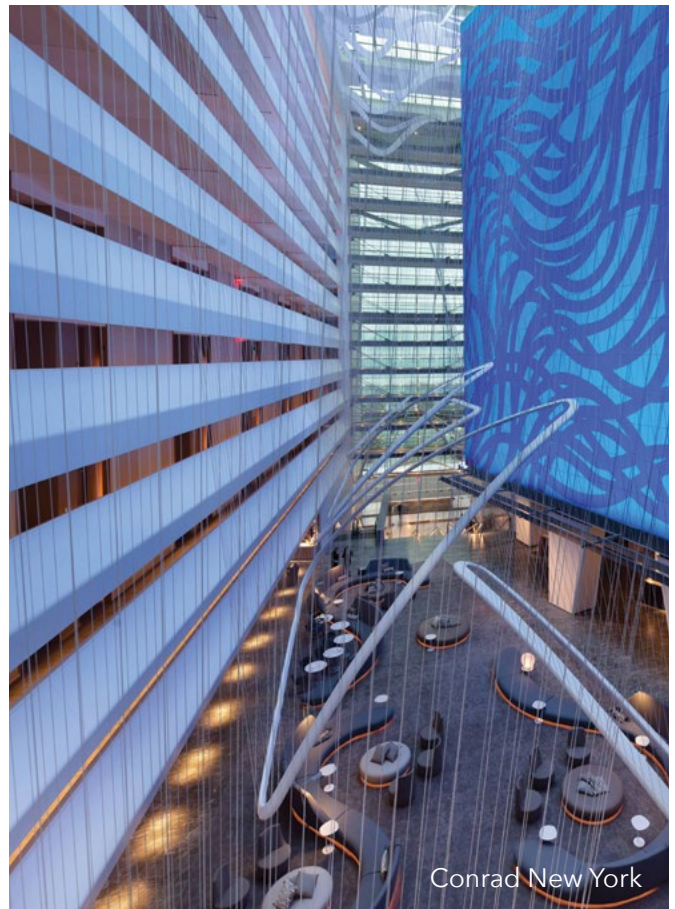
For smart luxury travelers, Conrad fuses art, design and technology to deliver a more inspired stay to our guests. The Conrad brand rests on three pillars: Intuitive Service, Infinite Connections, and A World of Style.

CONRAD BRAND PILLARS

Intuitive Service

Infinite Connections

A World of Style



THE CONRAD MANTRA

NEVER JUST STAY. STAY INSPIRED.

Conrad is more than a group of hotels in the world's most exciting locations. Conrad is access to life as you want to live it. Conrad is more than a place to enjoy incredible comfort. Conrad is a place to experience service and style on your own terms. Conrad is more than a place to enjoy culture. It's a place to connect with the world. In short, Conrad is more than a place to stay. It's a place to stay inspired.

THE CONRAD ADVANTAGE

The brand's luxury experience is tailored to meet the needs of each location, within its competitive market, with the goal of lowering development costs compared to other upper-luxury brands. Additionally, the brand's staffing models are thoughtfully planned to deliver profitability, and also drive rate. Like our guests, no two Conrad properties are similar. From the architecture and interior design of our hotels to the sensibilities of our guests and Team Members, our style is modern, sophisticated and welcoming. Upon arrival, our

guests are transformed by a world that is both globally and locally inspired. Conrad's style is always authentic, compelling and innovative – a world where every detail is surprisingly smart. Spaces are bright, dramatic and full of life. Public areas are engaging and tailored for both ease of function and comfort. Guest accommodations have a natural organization that simply works. Lines are always crisp and fresh. Materials are of high quality, beautifully articulated to evoke a true sense of style and place.



Conrad Bora Bora Nui

THE BENEFITS OF OWNING OR DEVELOPING A CONRAD PROPERTY

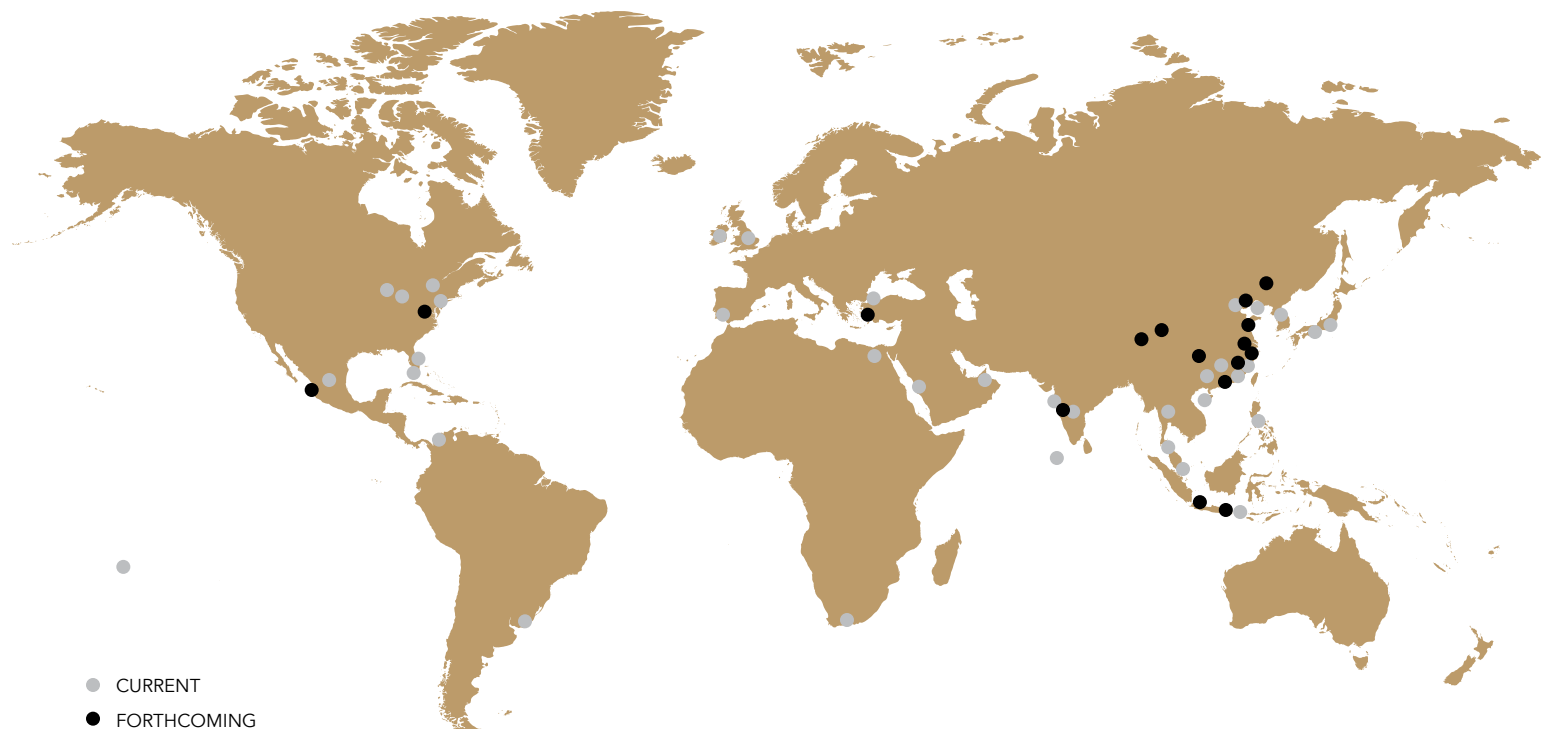
Today, there are over 30 Conrad hotels and resorts located in the world's most sought-after destinations, from London and Chicago to Xiamen and Bora Bora. Conrad is not only the destination for the smart luxury traveler, but is a place where travelers never just stay, they stay inspired.

Conrad owners share ownership of one of the world's preeminent luxury brands, backed by the world's premier hospitality company. Working together, the luxury brand team, our owners and developers, and Hilton create hotels that are modern, sophisticated, welcoming and – because no two Conrad properties are alike – completely unique.

By owning or developing a Conrad, our hotel partners have invested in a best-in-class commercial platform. Owners benefit from the Hilton Performance Advantage as

Hilton Honors™ and Hilton Sales continually drive demand to individual properties. The Conrad brand offers hotel owners consistently innovative support that includes Conrad marketing and promotions, a dedicated luxury sales team, committed luxury reservations center, guest experience and product innovation, luxury-specific brand hospitality and performance support and specialized consultants. The global brand team leverages best-in-class operational and commercial resources to ensure success at each of our hotels, while also creating insightful programs designed to drive owner value through increased revenue and controlled expense ratios.

Combined with the inherent advantages of Hilton, the Conrad brand ensures owners and developers receive an experience that only a preeminent luxury brand, with exceptional global consumer awareness, can provide.



- CURRENT
- FORTHCOMING

CURRENT PROPERTIES

AMERICAS

- Conrad Cartagena
- Conrad Chicago
- Conrad Fort Lauderdale Beach
- Conrad Indianapolis
- Conrad Miami
- Conrad New York
- Conrad Punta del Este Resort & Casino
- Conrad San Luis Potosí
- The London NYC*

EUROPE

- Conrad Algarve
- Conrad Dublin
- Conrad Istanbul Bosphorus
- Conrad London St. James

MIDDLE EAST

- Conrad Dubai
- Conrad Makkah

AFRICA

- Conrad Cairo
- Conrad Pezula

ASIA

- Conrad Bali
- Conrad Bangkok
- Conrad Beijing
- Conrad Bengaluru
- Conrad Bora Bora Nui
- Conrad Centennial Singapore
- Conrad Dalian
- Conrad Guangzhou
- Conrad Hong Kong
- Conrad Koh Samui
- Conrad Macao, Cotai Central
- Conrad Maldives Rangali Island
- Conrad Manila
- Conrad Osaka
- Conrad Pune
- Conrad Sanya Haitang Bay
- Conrad Seoul
- Conrad Tokyo
- Conrad Xiamen

*Currently an affiliate property

FORTHCOMING PROPERTIES

AMERICAS

- Conrad Washington, D.C.
- Conrad Playa Mita

EUROPE

- Conrad Bodrum

ASIA

- Conrad Bali, Nusa Penida
- Conrad Binhai, Tianjin
- Conrad Changsha
- Conrad Chengdu
- Conrad Hangzhou
- Conrad Jakarta
- Conrad Mumbai
- Conrad Ningbo
- Conrad Qingcheng Mountain
- Conrad Qingdao
- Conrad Shenyang
- Conrad Shenzhen
- Conrad Suzhou

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