



**Anything
but generic.**

**The hotel experience with a perfect balance of
individuality and reliability.**

Tapestry Collection by Hilton is a gathering of original hotels chosen because of a commitment to being anything but generic. Every place is a reflection of the independent nature of its guests, who want to weave their own story through travel.

As a part of the Hilton portfolio, hotels in the Tapestry Collection by Hilton present guests with an original hotel experience combined with the expected reliability of Hilton, including Hilton HHonors™, the award-winning guest loyalty program.

T A P E S T R Y
COLLECTION
BY HILTON™

Travelers express greater confidence in hotels backed by Hilton.

Vetting | Properties selected to be in the collection meet a minimum standard for quality and cleanliness.

Quality Assurance | Ongoing review and maintenance of quality and cleanliness standards.

Loyalty Program | Ability to earn and redeem points on property.

Problem Resolution | Issues will be promptly and adequately resolved.

Realize the benefits of the industry's most powerful commercial engine, combining marketing, sales, loyalty and digital support and driving up to 75% of total room revenue.

Hilton HHonors™ is our award-winning guest loyalty program that connects you with 60+ million HHonors members—the people who made up over half the stays. HHonors provides promotional and opening support, including access to direct marketing efforts designed to drive immediate business to your property.

Regional Marketing teams supporting the Americas, EMEA and APAC regions take a purposeful, customer-oriented approach to inspiring demand for our hotels, from targeting source markets to stimulating weekend travel.

Portfolio Marketing Initiatives leverage the power of 14 global brands, combining resources to maximize efficiency and ROI. Hilton's multi-brand leisure marketing efforts—TV, print, digital video, mobile and direct response—have generated 1.5 billion annual media impressions.

Hilton Sales is a 700-member force in 34 regions securing higher revenues through negotiating power and access to high-value accounts and sensible partnerships.

Hilton Reservations and Customer Care means over 3,000 highly skilled, multilingual customer service pros are working around the clock to keep rooms booked and guests happy.

To learn more based on a specific region or question:

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Online Services put your property at travelers' fingertips wherever they are, with the latest mobile, search and online channels providing locally relevant content in 22 languages. It's a global, dedicated expertise to effectively manage all aspects of the user's online experience, including Digital Acquisition, eCommerce, Analytics, Web Design & Development and Content & Localization.

Revenue Management helps you maximize profits while increasing guest satisfaction, with industry-leading pricing and yield management capabilities.

Information Technology is indispensable to your success. Our industry-leading OnQ Suite seamlessly handles reservations and property management systems, StayConnected provides reliable in-room Internet access and LightStay helps ensure your property's sustainability.

Hilton Supply Management provides the purchasing power to bring you competitive pricing on superior products and services.

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