From downtown landmarks to local gems, each Curio hotel is hand-picked for its distinctive character. Each one is an integral part of the fabric of the city it calls home. With Curio, you’ll discover unique, independent hotels while still enjoying the same benefits offered to all Hilton guests – including access to Hilton HHonors, the award-winning guest-loyalty program.

Discover a world of opportunity.

hiltonworldwide.com/development
800.286.0645 | curio.com

Keep your independent spirit. Just add Hilton.
• In 2014, more than 44 million HHonors members drove over 50% of all occupancy globally.
• Elite members book a hotel because of affiliation - ahead of rate and location.
• One Diamond member generates the same annual revenue as 18 non-members.

Celebrate your hotel’s individuality and take full advantage of the strength and scale of Hilton Worldwide.

The Hilton Performance Advantage delivers leading-edge support across the entire portfolio of brands. This powerful resource for owners and operators, unrivaled in the industry, helps to enhance guest experiences, reward customer loyalty, drive revenues and maximize operational efficiency.

• Hilton HHonors
• Regional Marketing
• Portfolio Marketing Initiatives
• Hilton Worldwide Sales
• Hilton Reservations & Customer Care
• Online Services
• Revenue Management
• Information Technology
• Hilton Supply Management

A wide range of valuable benefits are available to Curio properties. Guided by the principles of simplicity and flexibility, contracts and standards include:
• Competitive franchise agreement format and terms.
• Brand standards with a focus on quality and the requirement to operate at a four-plus star range.
• Focus on maintaining brand uniqueness, while establishing minimum level of Curio branding on-property.

Curio is a global collection of upscale and luxury hotels, each hand-picked for its distinctive character.

On average, guests who enroll in HHonors spend $440 more in folio over the following 12 months than non-HHonors guests.
• Those welcomed as HHonors members are 45% more likely to return.

Hilton HHonors™ — the award winning guest loyalty program that builds direct, personalized relationships with guests, driving greater commercial performance.