Curio Collection by Hilton™ is a global set of remarkable upper-upscale hotels hand-picked for their unique character and personality; each one a part of the fabric of the city it calls home. Curio guests are passionate, independent-minded travelers seeking local and authentic experiences who value the added peace-of-mind that comes with the Hilton name and award-winning Hilton Honors program. Because individuality is the hallmark of each Curio hotel, you can take advantage of a unique opportunity: The ability to retain your hotel’s independence and character, while taking full advantage of the strength and scale that only Hilton can offer.
In 2016, more than 61 million Honors 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 20 non-members.

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

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

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

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.

On average, guests who enroll in Honors spend $440 more in folio over the following 12 months than non-Honors guests.

Those welcomed as Honors members are 45% more likely to return.

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

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