For the curious.

Curio by Hilton EMEA Development Brochure
We’ve discovered hotels as unique and interesting as the cities they call home.

Hotels you want to know, the way you know people. Hotels with personalities and stories all their own. From the cozy to the grand; the elegant to the bold - we’ve hand-picked hotels whose only unifying characteristic is their glorious individuality.

Curio – A Collection by Hilton is a collection of remarkable hotels hand-picked for their distinct character and personality, appealing to passionate travelers seeking local discovery.
Curio is for the ones who like to step out of the day-to-day and make their own discoveries. And who’ll also appreciate it when they spot our name, quietly reassuring them that this particular place is one that will reward their explorations.

Curiosity is not an income level, or an age bracket: it’s a state of mind. So our guests can come from almost anywhere. That’s a broad field. But we can divide it into two groups. First, there are those who seek a unique experience on every stay. The second group values consistency, but enjoys breaking their routine for special occasions.

For the curious.

Curio is made up of remarkable hotels prized for their authenticity and independence. These are unique hotels that are part of the fabric of their cities: true locals, each embodying the spirit of their home. They define themselves, each one completely different from the next. All we do is hand-pick the best we can find, and allow them to be everything they want to be.

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. For owners, this means:

• Access to Hilton Honors®, a globally recognized loyalty program
• Access to Hilton tools, resources, support, and Hilton Supply Management, including fire, life and safety standards
• Access to the global sales organization, Hilton Sales
• Competitive franchise agreement terms
• Simplified brand standards that allow hotels to maintain their unique identity while ensuring a degree of consistency for the customer.

Why Curio?
These valuable benefits are made available to Curio properties through a flexible system of minimum standards that allow the hotel to retain its own unique identity. Guided by the principles of simplicity and flexibility, contracts and standards will include:

- Competitive franchise agreement format and terms
- Competitive transfer and termination rights
- Flexible brand standards but required to operate at a four-plus star range within the upper-upscale/luxury landscape
- Focus on maintaining brand uniqueness, while establishing minimum level of Curio branding on-property
- Curio – A Collection by Hilton plaque signage and Honors desk signage quietly reassuring our guests of the quality of the hotel. No additional signage required.
Every Hilton hotel and resort benefits from the unique system of innovative solutions and advanced technologies known as the Hilton Performance Advantage. Together, these services provide owners with the latest tools, forward-thinking strategies and access to some of the most influential people in the industry to help enhance guest experiences, reward customer loyalty, drive revenues and maximize efficiency of operations.

Spanning our entire portfolio of brands, the services that make up the Hilton Performance Advantage deliver leading-edge support to consistently drive profits and efficiencies. It is a powerful resource for owners and operators, unrivalled in the industry.

Realize the power of the Hilton name, the most recognized Hotel brand in virtually every region in the world.
Hilton Honors™ is our award-winning guest loyalty program. In 2017, its 71+ million members accounted for more than 57% of all room nights globally at our hotels.

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Hilton Sales with more than 450 team members around the world, drives high returns and revenues through increased negotiating power and higher-level access to more influential accounts and strategic partnerships. Global sales efforts account for approximately US$ 8.5 billion in yearly contracted revenue.

Hilton Global Reservation Centers provide 24-hour, multi-language global coverage in an effort to support and deliver business to your property. Our team of more than 5,000 highly skilled agents service 13 million reservations annually.

Online Services offers a cost-effective model to ensure your property is front and center online, providing the most convenient digital experience for guests through traditional and emerging online channels. We reach travellers at every opportunity with more than 30 websites, apps and mobile sites, featuring locally relevant content in 22 languages and registering 665 million yearly visits.

Revenue Management helps hotels maximize profits with advanced tools, training and analysis to help make smart pricing and inventory decisions while increasing guest satisfaction. More than 2,500 hotels are already supported by our revenue specialists.

Information Technology utilizes world-class partners to create best-in-class technology solutions, from core reservation and property management systems to in-room high-speed Internet access and entertainment.

Hilton Supply Management is a one-stop source, leveraging the combined purchasing power of our global portfolio to offer competitive value-based pricing on superior products and services.
ABOUT HILTON
Hilton is one of the largest hospitality companies in the world, and we’re growing faster than ever. Our nearly 100-year history as pioneers in the industry makes us the first choice in the hospitality industry for guests, hotel owners and Team Members alike. We are proud to share some of our important milestones from 2017.

14
Brands

1,200,000+
Rooms
Trading and in the pipeline as of 31st December 2017.

5,200+
Properties

700,000+
Young People
Connected, prepared or employed by Hilton

105
Countries & Territories

71+ Million
Hilton Honors™ Members

160 Million
Guests served annually

340,000+
Rooms in the pipeline

#1 Ranked
In rooms under construction in every major region of the world