Keep your independent spirit. Just add Hilton™

Curio Collection by Hilton™ is a global set of remarkable upper upscale hotels handpicked for their unique character and personality; each one a part of the fabric of the city it calls home.
Curio Collection by Hilton in Numbers

91 hotels and more than 16,600 rooms across 27 countries and six continents.

*As of 31st December 2019

Key Brand Initiatives

The benefits of the Hilton Engine 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 +4-star range within the upper upscale/luxury landscape
- Focus on maintaining brand uniqueness while establishing minimum level of Curio branding on-property

Curio Collection by Hilton Brand Standards

<table>
<thead>
<tr>
<th>Positioning</th>
<th>Upper upscale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum Key Count</td>
<td>75</td>
</tr>
<tr>
<td>Minimum Room Size</td>
<td>28–32m²</td>
</tr>
<tr>
<td>Gross Floor Area Per Key</td>
<td>46–111m²</td>
</tr>
<tr>
<td>Food &amp; Beverage</td>
<td>Full Breakfast, 3-Meal Restaurant</td>
</tr>
<tr>
<td>In-Room Dining</td>
<td>Required</td>
</tr>
<tr>
<td>Conference &amp; Banqueting</td>
<td>Market-Driven</td>
</tr>
<tr>
<td>Gym</td>
<td>Yes</td>
</tr>
<tr>
<td>Executive Lounge</td>
<td>Not Required</td>
</tr>
</tbody>
</table>

Leaders in Innovation

- 9.2 million+ digital key downloads
- Every 9 seconds Hilton Honors app is downloaded
- 4,600+ properties worldwide offer Digital Key to the guests
- 100 million+ Hilton Honors members boosting commercial performance
- 62% of occupancy has been driven by Honors members in 2019

Recent Curio Collection Openings in EMEA

- Chekhoff Hotel Moscow, Curio Collection by Hilton, Russia
- Hagia Sofia Mansions, Curio Collection by Hilton, Turkey
- Boeira Garden Hotel Porto Gaia, Curio Collection by Hilton, Portugal
- Al Seef Heritage Hotel Dubai, Curio Collection by Hilton, UAE

For more information or a development contact, visit [hilton.comdevelopment](http://hilton.comdevelopment)