

# HILTON WORLDWIDE

## Early 1900s

In 1919 Conrad Hilton bought The Mobley, a hotel in Cisco, Texas. Over the next few years, he bought other Texas hotels. While business was strong, Mr. Hilton had greater ambitions. In 1925 Conrad Hilton opened the high-rise Dallas Hilton, the first hotel to carry the Hilton name. Since air conditioning hadn't yet been invented, the elevators, laundry chutes, airshafts, and other non-customer facilities were placed on the building's west side, so that no guest rooms faced the western sun. In 1927 Hilton expanded to Waco, Texas, and opened its first hotel with cold running water and air-conditioning in public areas.

## 1940s – 1950s

In 1943 with the purchase of the Roosevelt and Plaza hotels in New York City, Hilton became the first coast-to-coast hotel group in the United States. In 1946 the Hilton Hotels Corporation is formed, and files to list on the New York Stock Exchange. In

1947 New York City's Roosevelt Hilton became the first hotel in the world to install televisions in guest rooms.

In 1949 Hilton International was born, with the opening of the Caribe Hilton in Puerto Rico. Legendary barman Ramon "Monchito" Marrero created the Pina Colada. Conrad Hilton purchased "The Greatest of Them All," the original Waldorf Astoria in New York, NY and he appeared on the cover of Time magazine, the first hotelier to achieve such recognition. (He appeared again on the cover in 1963.)

In 1954 Conrad N. Hilton bought Statler Hotel for \$111 million dollars, which at the time was the largest real estate deal ever. In 1955 Hilton created its first central reservation office, called HILCRON. Reservations can be made at any Hilton by telephone, telegram, or Teletype. In the same year he launched a program to bring air-conditioning to every hotel in the Hilton portfolio and there was the opening of the Hilton Istanbul, the first modern hotel built from the ground up in post- World War II Europe. The



landmark property earned its own postal code and stamp. In 1958 Barron Hilton introduced the new Hilton Carte Blanche credit card, the premier travel and entertainment card owned by Hilton Hotels, and in 1959 Hilton pioneered the airport-hotel concept by opening the 380-room San Francisco Airport Hilton.

## 1960s – 1980s

In 1964 Hilton International formed as a separate company, with Conrad Hilton as president. Two years later, Conrad Hilton's son Barron succeeded him as president of the domestic Hilton Hotels Corporation. In 1965 it launched Lady Hilton, the first hotel concept designed exclusively for women travelers. Select hotels featured women-only floors and rooms, and provided special amenities tailored to women.

In 1967 Trans World Airlines acquired Hilton International. Conrad Hilton resigned his presidency to become chairman. In 1969 the first DoubleTree hotel opened in Scottsdale, AZ.

Hilton became the first NYSE-listed company to enter the domestic gaming business, by purchasing the Flamingo Hotel and the Las Vegas International. It was later named the Las Vegas Hilton. In 1979 Conrad Hilton passed away at age 91.

In 1982 Conrad Hotels founded, with the goal of operating a network of luxury hotels and resorts in the world's major business and tourism capitals. In 1984 first Embassy Suites opened, in Kansas City-Overland Park, MO, and first Hampton Inn opened in Memphis, TN.

In 1987 Hilton introduced Hilton HHonors™, its guest loyalty program.

In 1989 Hampton Hotels was the first hotel company to promise 100% Satisfaction Guarantee. It stated: "Friendly service, clean ro-

oms, comfortable surroundings, every time. If you're not satisfied, we don't expect you to pay".

## 1990s – 2010s

The Hilton Garden Inn brand made its debut, with four locations. It later expands to more than 500 properties. In 1994 Hilton HHonors™ surpassed competing hotel loyalty programs by offering members both points and air miles. In 1995 the first Hilton website launched: [www.Hilton.com](http://www.Hilton.com).

In 2002 Hilton Worldwide Resorts launched as a vacation-ownership subsidiary, providing its members with premium resorts and exotic vacation experiences. In 2006 Hilton Hotels Corporation reacquired Hilton International, reuniting the companies for the first time in 40 years and expanding Hilton's portfolio of brands worldwide. In 2007 Hilton Hotels Corporation completed merger with an affiliate of The Blackstone Group's real estate and corporate private equity funds, and in the same year Christopher J. Nassetta joined Hilton Worldwide as President and Chief Executive Officer. In 2009 Hilton Hotels expanded to 76 countries, making it the largest full-service hotel brand in the world. Hilton Hotels Corporation changed its name and logo to Hilton Worldwide and moved its headquarters from Beverly Hills, California, to McLean, Virginia. LightStay™, the proprietary system of measurement was launched as a Brand standard across the portfolio to calculate sustainability performance across the globe.

In 2011 Home2 Suites, a new concept in the extended-stay market, opened its first property in Fayetteville, NC. Hampton Hotels is named the #1 franchise opportunity in Entrepreneur Magazine's Franchise 500® ranking. In 2013 Hilton returned to the New York Stock Exchange, to trade under the same ticker symbol HLT.









# DOUBLETREE BY HILTON YEREVAN CITY CENTRE

The hotel is conveniently located in the heart of Armenia's capital city, and provides easy access to Yerevan's top business and leisure attractions. Zvartnots International Airport is just 15 minutes drive away. This interior design project gave an international suit to one of the main skyscrapers of the city. The concept gave it the name of "The Sign Hotel" in a first moment, before being branded Double Tree Hilton. CaberlonCaroppi Studio chose this name to identify their projectual choice of leaving a mark with a design hotel in this evolving city. This signal so developed into a graphic mark, reproduced in the coordinated image and decorative

details such as each of the 142 suite's door handles. A strong emphasis has been given to comfort and brightness, taking advantage of the amazing view that can be seen through the big the windows designed by Water Ricci's modern architecture. A special attention has been devoted to local culture, the redesign of traditional Armenian geometric decoratives, accompanied by latest trend colors and a suitable for a business target also. To further emphasize this relationship with the city, public areas have been decorated with photos and painting that present Armenia's architecture, food and culture.



## CABERLONCAROPPI ITALIAN TOUCH ARCHITECTS

CaberlonCaroppi Italian Touch Architects studio was founded in 2005 with the aim of mixing and sharing different experiences to create new concepts in hospitality. The studio carries out consultancy for hotel management companies, service companies Real estate development companies, and private clients. The studio has worked on numerous projects for many prestigious international names: Intercontinental (Holiday Inn, Crowne Plaza, Indigo), Hilton (Double Tree, Garden Inn), Starwood (Four Points), Carlson Reizton Hotels Group (Radisson Blu), Marriott (Courtyard by Marriott), Ora Hotel, NH, Italiana Hotels, The Ritz-Carlton, Chik Chik Hotels. Various design products inspired by the hotel project have been created for the catalogues of prestigious Italian brands. In 2006 they participated at the exhibition BDCI "Brands & Designers China Initiative" at the fair of China in Shenzhen and in 2009 they participated at the exhibition CDIF "China International Design & Art Fair" at the fair of China in Beijing. In 2010 with Teamwork and Hospitality Project the architects started "Hotel Innovation Lab", holding workshops for hoteliers in the main Italian locations. In 2010 and 2012 the studio was invited as ambassador of Italian Design to Equip'hotel in Paris with the projects Room 2.0 and then Room under the Moon - Naturally Resort. In 2015 they participate at Feira Internacional de Luanda, Africa, and at the Hotel Show in Dubai with the project Daydream. Since 2007 the architects have been teaching Interior Hotel Design at the Poliarte in Ancona. The studio has held various seminars at the Domus Accademy, Politecnico di Milano, IED, as well as Tsinghua University of Beijing. They have increasingly specialized in Spa and gyms design and from 2013 they opened several international shipyards in Russia, Africa, Kazakhstan and Armenia, including a Hilton Double Tree in Armenia, April 2015, and Chimuco Wellness Centre in Angola. The studio's projects have been published in numerous magazines and trade publications and in 2015 the studio celebrates the milestone of 100 projects in 10 years.

