

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.

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.





ALAN MARTIN

Senior Development Director Southern Europe & North Africa

In Hilton from 2001 as Regional Marketing Director starts dealing over Italy even before Scandinavia, East Europe and then finally the Mediterranean. Since 2006 he is Senior Development Director Southern Europe & North Africa with a particular focus on Italy where Hilton - as a group - has grown from four to more than 20 hotels open and in pipeline with 4 distinct brands on the Italian territory .

Twelve brands, more than 4,500 properties and more than 155,000 team members among corporate offices, ownership and management property. Hilton Worldwide has been, for 9 years, one of the largest hotel companies in the world. How have you evolved over the years, according to the guests' new requirements?

Our goal is to increase the portfolio of properties in management and franchise, collaborating with the investors to develop new hotels within our 12 brands. For this reason, our development strategy involves hotels in major cities and resorts throughout Europe, working closely with the owners, in order to identify the more suitable brand for every location. To meet the requirements of an increasingly demanding and evolved guests, in the last year we launched our new technological app of digital check-in and room selection, a novelty in the hospitality industry, through which you can choose your room according to your needs from a digital map, on desktops, tablets and mobile devices. Since the launch, we have registered more than 7 million check-ins and the satisfaction of our users is 93%.

Hilton offers brands suitable for every style. What is, if any, the mood that connects these brands?

For us it is important that our guests live the excellence of our services. All our brands offer different experiences, whose common denominator is the very high quality standards.

Do you have an ongoing collaboration with some companies of the contract sector or the architect chooses them for each project?

We do not give any mandate to the owners of the different hotels to rely on particular suppliers, but we offer them advice and suggestions based on our experience. Whatever the chosen supplier, the quality and safety cannot be questioned.

Are you planning to open new hotels, can you give me a preview? Are you focusing on any brand in particular or on specific markets?

Between July and September, Hilton Worldwide has opened 91 hotels and recorded an increase of 13,000 rooms, of which over 25% are conversions from other brands.

For the eight brands that we have in Europe, Middle East and Africa, our program for 2016 is to open, on average, one hotel per week, approximately half of these will be part of the Hilton Garden Inn or Hampton by Hilton brands.

As far as Italy is concerned, we are planning a number of new openings, such as the Hilton Garden Inn in Pistoia, which could be opened in 2016, and the Hilton Catania Capo Mulini Conference Centre & Spa, currently under construction and we expect to be opened in late 2016 / early 2017. The Hilton Lake Como will be an important new addition to our portfolio, when it will open in 2017.

What is the most beautiful and interesting part of your job?

It's a wonderful job, which can be performed at one's best only if you are really fond of it! The entire path, which starts from examining the proposal together with the owner, to the collaboration to evaluate which hotel best fits the local market, is really exciting. Each project in which I was involved has its own personality and it's great to witness its positioning in the market and observe the reaction when they open their doors to welcome their first guests.



HILTON LONDON BANKSIDE

THE NEWLY OPENED 20,509 M2, 292 GUEST ROOM, FIVE STARFLAGSHIP HILTON LONDON BANKSIDE IS A HILTON LIKE NO OTHER HILTON.

Standing proudly in the heart of Bankside, one of the oldest and most culture-rich parts of the capital, the interior design for this £120million hotel is the creation of Dexter Moren Associates architect team, and the combined interior design teams of Dexter Moren Associates &Twenty2Degrees, whose feel for the heritage and character of the area has created a powerful, context rich interiors narrative that offers a unique addition to the Hilton hotel legacy. Ten years ago, when Dexter Moren of Dexter Moren Associates was commissioned to design a hotel to replace the banknote recycling shed on a rare island site on Great Suffolk Street, the initial brief was for a mix of budget hotel, apart hotel, conference and leisure uses, at a time when the post-industrial landscape of Bankside was too run-down to be a suitable site for five-star luxury. Fortunately the regeneration of the area, following The Globe,

Tate Modern and The Shard, enabled an opportunity to combine the initial separate uses into a five star hotel which, when other brands wavered, Hilton agreed to support the developer Splendid Hotels. They too saw the potential for something extra special, displaying the Hilton ethos of quality and service, but taking inspiration from the area and moving beyond the traditional Hilton brand. Dexter Moren Associates and Twenty2Degrees embraced the authentic Bankside neighbourhood as the primary source of inspiration. They mined the rich seam of history and heritage to create a concept that captures the grittiness and texture of the neighbourhood but mixes it with refined nostalgic details and contemporary simplicity. A combination of the concrete brutalism of Southbank, the urban edginess of Bankside, the looming shadow of TATE Modern and the power of the River Thames inspired the force of the narrative and the details of the design. The

material selections were informed by the board-formed concrete in surrounding buildings whilst the layers of graffiti, weathered over time, sit alongside ultra-slick steel and glazed modern constructions. Exterior or interior, the Hilton London Bankside speaks with one design voice. The structure of the hotel’s architecture by Dexter Moren Associates uses two adjoining forms, one low and one tall, each with its own identity and linked by a volumetric glazed entrance and inner light wells. The height and massing relate to existing and proposed neighbours, echoing the urban character whilst creating a distinct visual reference at the junction of Prices Street and Great Suffolk Street. The calmly layered facades of brick, metal and glass create a contemporary feeling, reflecting the tones and character of the surroundings. A lighter tone of brick is in keeping with the traditional local London stock, and a similarly lighter bronze coloured metal cladding, of a more engineered and robust nature, provides an instant sense of quality. The layers of materials create depth and variety whilst retaining a common material language for the two main building forms. The taller block adjoins a neighbouring residential development. Glazing forms the base layer, followed by pearlescent bronze aluminium topped with a prominent brickwork framework containing glass and bronze panels. The lower block similarly expresses a glass internal layer, which is encased by a continuous limestone cloak. The two distinct forms are bound by a ribbon of glass that encircles the building at ground level, giving a visual connection between inside and out, before rearing up once to enclose and assert the hotel entrance on Great Suffolk Street, and again to express the dedicated Ballroom entrance on Bear Lane. Working within Hilton’s guidelines for general performance and materials, the design uses elements such as artwork, lighting and colour to achieve a mix of industrial and intimate throughout the hotel. With refined concepts meeting a ‘London grit’ narrative, the



DEXTER MOREN ASSOCIATES

Dexter Moren Associates is an award winning practice of 50 people working across hotel and residential architecture, urban planning and interior design. It provide an individual approach to each project; it’s passionate, commercially astute and committed to producing beautiful buildings that respond to location & context. Over the last 22 years in business, Dexter Moren has established a world renowned reputation in the hotel sector. Today, it place its design-led ethos of ‘creating places people want to stay’ at the heart of every project it does whether it be a hotel, resort, residential development or sports stadium. The team of talented hospitality designers makes up a quarter of its practice and has been recognised with multiple awards for projects including the luxury boutique Ampersand Hotel, Aperio Bar & Restaurant, and Hotel Indigo Kensington, Kensington Quarter. It aims to create striking interiors that embrace its clients’ aspirations whilst meeting their operational and commercial needs. Its philosophy is to create original and unique designs specific to the requirements of each individual project





colour palette uses subdued tones that are generally de-saturated, without any major colour statements. Limited “pops” of colour are injected into the space with various pieces of furniture, the bespoke William Morris inspired carpets and the artwork and decorative accessories. The Hilton London Bankside’s entrance is located on the main route and “Design Trail” from Southwark Underground station to the Tate Modern. Since the opening of the Tate Modern art gallery and Southwark station on the Jubilee line, Union Street, Great Suffolk Street and Holland Street have linked together to form a key pedestrian route through this area of Southwark. This has been named the ‘Design Trail’ and delineated by orange lampposts.

The Hilton London Bankside is the newest five star hotel in Southwark and the closest to the Tate Modern, responding to the tourism boom in the area over the last ten years, thanks to the development of The Shard, Borough Market, London Bridge station, etc. The hotel is next door to the Kirkaldy Testing Museum – another link to the area’s industrial past- as well as being close to more contemporary cultural venues such as Zandra Rhodes’ Fashion & Textile Museum, White Cube Bermondsey contemporary art gallery and the Science Gallery London due to open in 2016. Other regeneration and refurbishment projects are bringing people and activities to the area. When the London Bridge station rebuilt completes in 2018, it will boast a concourse bigger than the pitch at Wembley Stadium with new retail and station facilities.

HILTON LONDON BANKSIDE

Architectural project:
Interior design:
Lighting:
Furniture:

Dexter Moren Associates
Dexter Moren Associates,
Twenty2Degrees Design
Tom Dixon, Contardi
Lema

The retail offering at Tooley Street is due to undergo a revamp and although the Vinopolis wine venue is set to close at the end of 2015, it will be replaced with a new retail space offering new designer, artisan, and upmarket brands. During the late 18th century, Bankside quickly developed into an industrial environment, with docks, warehouses and wharves. Following industrial decline after the Second World War it remained largely undiscovered, until its recent renaissance as one of London’s prime visitor destinations. At Bankside, individual attractions have been joined up to make a single lively coherent destination, accessible from the City via the Millennium Bridge and forming a natural riverside extension to the east of the South Bank. The area is refreshingly pedestrian friendly and around every corner another cultural highlight reveals itself. In 2015 Bankside became a new Design District and the first south of the river for the London Design Festival.





UPCOMING...



LATE 2015

- DoubleTree by Hilton Yerevan City Centre, **Armenia**
Hilton Zhuzhou, **China**

2016

- Canopy Reykjavik City Centre, **Iceland**
Hilton Garden Inn, Pistoia, **Italy**
Hilton Catania Capo Mulini Conference Centre & Spa, **Italy**
Hilton Edinburgh Carlton, **UK**
DoubleTree by Hilton Glasgow Central, **UK**
Hilton Garden Inn Dublin Custom House, **Ireland**

2017

- Hampton by Hilton Rome East, **Italy**
Hilton Lake Como, **Italy**

2018

- Canopy Baltimore Harbor Point, **Maryland**
Hampton by Hilton Lodz, **Poland**

2020

- Hilton Awassa Resort & Spa, **Ethiopia**

NEXT YEARS

- Canopy West Palm Beach, **Florida**
Canopy Denver | Downtown, **Colorado**
Canopy **Washington, D.C.** | Southwest Waterfront
Canopy New Orleans, **Louisiana**
Canopy Dallas | Uptown, **Texas**
Canopy Chicago | The Loop, **Illinois**
Canopy Minneapolis | Mill District, **Minnesota**

AND MORE*...

• detailed in the following pages

* complete list of upcoming openings is available in our database

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 paintings 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.

