Beat: Business

HILTON CELEBRATES 300-HOTEL MILESTONE IN CHINA MARKET

OPENING OF WALDORF ASTORIA XIAMEN

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USPA NEWS - On December 15, leading international hospitality management company, Hilton (NYSE: HLT), marked a new milestone in China market with the opening of its 300th hotel in the country ““ Waldorf Astoria Xiamen. The landmark opening introduces an incredible new luxury hotel option for travelers in Fujian province, while also highlighting Hilton's continued commitment to building upon its already extensive portfolio in China market““ its single largest market outside the US.

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Hilton CEO Chris Nassetta said in a video greeting message, "Throughout our 101 year history, we work closely with our partners to open the right hotels in the right markets at the right time, sharing the light and warmth of hospitality with our guest wherever they may be. China is Hilton's second largest market globally and a key part of our growth strategy. Opening our 300 hotel here is certainly an exciting moment and part of our effort to open 1,000 hotels in the country by 2025. It's clear that Waldorf Astoria Xiamen and its team members are perfectly positioned to create unforgettable experiences for luxury travelers."

"The opening of Waldorf Astoria Xiamen is an important benchmark for all of us at Hilton, and we could not have asked for a better partner than Paragon Intel Group. Its expertise in hotel investment, management and operations, and attentiveness to quality, has helped bring this stunning property to life. Strong partnerships like these are what enabled Hilton to continue to be Asia's fastest-growing hospitality company, with 1 in 5 rooms under construction in Asia Pacific, and 1 in 3 in China, carrying the Hilton flag -- a huge leap from just 100 properties three years ago," expressed in a greeting message by Alan Watts, President, Hilton Asian Pacific.

"This milestone opening by Hilton during such an unprecedented and challenging time for the global hospitality industry is a strong testament to the incomparable resilience and potential of the China market," said Qian Jin, area president of Greater China and Mongolia, Hilton. "As an industry leader, Hilton is committed to contributing to the sustainable development of China's travel and tourism industry, winning together with our partners, and creating more value for our guests. We are thrilled to celebrate this 300th hotel milestone and look forward to achieving our 1,000-hotels-in-China-market goal by 2025."

- Hilton remains committed to growth in China market

Since entering China in 1988, Hilton grew quickly in the country, winning over guests with its renowned signature hospitality. Hilton's growth in China market accelerated further in recent years, growing from 100 hotels 3 years ago, to the recent 300-property milestone. Hilton targets to manage 1000+ hotels in China market by 2025, with a Hilton Honors loyalty program membership of 50 million members, and 100,000 Team Members.

As it has grown, Hilton has also provided a wide range of accommodation options for guests in China market. Currently, 10 out of Hilton's 18 brands have already landed in China market, covering various market segments from luxury, to lifestyle to focused service brands ““ designed to fully satisfy the individual needs of different consumers. Hilton has been gradually expanding from first-and-second-tier cities to third-and-fourth-tier cities to cultivate a new generation of travelers. In the high-end luxury space Waldorf Astoria has already arrived in Beijing, Shanghai, Chengdu and Xiamen, with more cities that draw high-end consumers to be introduced in the near future.

With travel demand returning, Hilton is seeing continued faith in the hospitality sector across Asia Pacific, especially in China market, where the tourism industry has bounced back from challenges and is growing from strength to strength. The luxury sector remains critical for domestic tourism as travelers look to reconnect with family and friends and enjoy local destinations in lieu of international travel.

- A new luxury option in Xiamen

As an icon of hospitality with a history of over a century, Waldorf Astoria has been creating a unique sense of place with a relentless commitment to personal service and culinary excellence in landmark locations around the world. Each property aims to deliver unforgettable experiences and offer a strong sense of arrival with impressive public spaces worthy of hosting history. Guests can also expect True Waldorf Service from the moment they book their stay to the moment they check out.

Located in the heart of Xiamen - a city renowned for its beauty - Waldorf Astoria Xiamen fills a key space in the luxury sector. The hotel is connected to luxury shopping and lies adjacent to the beautiful Lianhua Park, allowing guests to enjoy stunning city and garden views, exquisite dining, and relaxing amenities. Each spacious guest room and suite features lavish marble bathrooms, floor-to-ceiling windows, and luxurious appointments. Suites offer unparalleled panoramic views and additional space for a truly unforgettable stay in Xiamen.

"With Waldorf Astoria Xiamen, we have the perfect representation of what a Waldorf Astoria property should be - epitomizing the pinnacle of luxury, and providing our guests with the unforgettable experiences that they have come to expect of the brand," said Qian Jin, "With exquisite accommodations, enticing amenities and signature True Waldorf Service, we look forward to welcoming guests Waldorf Astoria Xiamen in the near future."

* Photos Cover : Hilton Celebrates 300-Hotel Milestone in China Market with Opening of Waldorf Astoria Xiamen

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