

Hilton Garden Inn Continues Expansion and Signs Agreement to Open First Hotel in Perm, Russia

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Through a franchise agreement with Hotels of Ural Ltd., the agreement will involve the conversion of the existing Plaza Olympia hotel to the new Hilton Garden Inn Perm which is scheduled to open in late 2008.

'Bringing the Hilton Garden Inn brand to Russia is very exciting because it shows that hotel guests are looking for a new kind of lodging option whether travelling for business or leisure,' said Adrian Kurre, senior vice president -- brand management, Hilton Garden Inn. 'We look forward to introducing our Hilton Garden Inn core brand attributes like the Garden Sleep System(TM) bed, Herman Miller Mirra(R) chair and complimentary Wi-Fi in guestrooms and public space. In addition, the hotel will feature a full service restaurant and 24-hour Pavilion Pantry--both offering a variety of food and beverage offerings.'

Over the next ten years, Hilton anticipates it will open more than 70 Hilton Family Hotels across Russia, not only focussing on Moscow and St. Petersburg, but also actively looking at opportunities in key regional cities.

Welcoming the announcement, Wolfgang M. Neumann, President of Hilton Hotels - Europe, said: 'Russia is one of our key strategic development markets and there exists a huge potential for hotel growth in key cities across the country. In Perm there are no internationally branded hotels and just 600 available rooms, so it is clear to us that that quality accommodation is in short supply. We believe that the ever-popular Hilton Garden Inn brand is the perfect fit to meet demand in this market.'

Today's announcement also reflects the expansion of the innovative Hilton Garden Inn brand across Europe, with plans to open new European properties including three locations in Italy, in Bari, Matera and Lecce, Rzeszow, Poland and Frankfurt, Germany in the next 24 months.

Located in the Ural region, more than 621 miles (1,000 km) from the Russian capital, Perm has a population of over one million people and is considered to be an important industrial center. The 104-room Hilton Garden Inn Perm will be centrally situated just a short drive from the airport and city center. In addition, the hotel also will offer leisure and business travelers a bar and restaurant as well as 2,690 square feet (250 square meters) of conference and meeting facilities, business center and complimentary parking.

Separate from this agreement, Hilton's first hotel in Russia will be the 275-room Hilton Moscow Leningradskaya, which is scheduled to open early next year. Hilton has recently announced plans to develop approximately 50 new hotels encompassing selected brands within the Hilton Family of Hotels in Russia, as part of two multi-unit deals expected to be signed this year. The company has also recently revealed it expects to open a new hotel in neighbouring Baku in 2010.

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