

Hilton Hotels & Resorts Ends 2007 with a Bang: More Than 50 Renovations, 18 New Builds and Eight Conversions Propel Brand to the Forefront in 2008

2008-01-07

Hilton Partners with Designer Paul Bevis on Turn-Key Concepts for 2008 Renovations

In 2006 Hilton Hotels & Resorts announced a plan to reinvigorate the brand with the acquisition of Hilton International and more than US\$1 billion in physical improvements to the brand's more than 500 hotels worldwide. Just over a year later Hilton is poised to enter 2008 following more than 50 multi-million dollar hotel renovations completed or underway in 2007, including enhancements to the Hilton Anatole in Dallas, the Hilton Buenos Aires, the Hilton Times Square in New York City, and the Hilton Oceanfront Resort on Hilton Head Island, South Carolina.

'We're big believers that change is good and we want each guest to have a consistently great experience at any Hilton Hotel around the globe,' said Jeff Diskin, senior vice president - brand management, Hilton Hotels. 'That's why over the past year and a half we've been making big changes at many of the more than 500 Hilton Hotels and Resorts around the world. Whether a guest stays with us once a year or once a week, our guest rooms and public areas are designed to help travelers make the most of their stays, whether they travel for work or pleasure.'

Also in 2007 Hilton and its collaborators built 18 brand new properties featuring contemporary designs and the full suite of Hilton offerings and amenities, including Hilton Fitness by Precor and the Hilton Serenity Collection of bedding and bath products. These properties differ in both location and personality with destinations ranging from the Hilton Ft. Lauderdale Beach Resort and the Hilton Warsaw Hotel & Convention Center in Poland, to the Hilton Dallas Southlake Town Center and the Hilton Molino Stucky in Venice, Italy.

In addition, the brand added eight new converted properties to its portfolio, including the Hilton Bentley Miami/South Beach, the Hilton Prague Old Town, Hilton Burlington Vermont and the Hilton Providence in Rhode Island.

In 2008, several large Hilton hotels are scheduled to complete their renovations including the Hilton Anaheim in California, the Capitol Hilton in Washington D.C. and the Hilton Atlanta. There are currently more than 85 new builds and conversions expected, including the Hilton Iguazu Falls in Argentina, the Hilton Santa Fe Golf Resort & Spa at Buffalo Thunder and the Hilton San Diego Convention Center.

Looking Forward to 2008

To help provide easy design solutions for new Hilton hotel owners and to prepare for continuous Guest Experience improvement across its portfolio, Hilton is collaborating with Bevis Design Associates (BDA) and its principle, Paul Bevis a Hilton alumnus whose recent projects include the Hilton Barcelona Diagonal Mar, Hilton Residences Bangalore in India, the Hilton Dresden in Germany and the Dusseldorf Hilton.

Hilton and BDA used guest feedback to help develop four fresh, contemporary guest room designs for resorts, airport hotels, city center and leisure destination properties. The designs, which feature several sustainable material options and incorporate more natural light, are available to Hilton hotel owners, who will be able to price the room cost and order materials directly from HiltonFranchise.com.

'I'm thrilled to be working with the Hilton brand - a name synonymous with hotels and hospitality - to create designs that reflect the brand's new, exciting direction,' said Paul Bevis, founder - Bevis Design Associates. 'Hilton's redesigned model guest rooms are sure to become a favorite among business and leisure travelers alike.'

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article30607.html>

© 1998 - 2008 Nevistas and the author.

Brought to you by Hotel News Resource

Distribute your news on our Network

See what all the buzz is about at:

http://www.hotelnewsresource.com/Info-news_account_info.html