

Hilton Hotels Corporation Continues Expansion in Italy with Agreement to Open Hilton Garden Inn
Bologna/San Lazzaro
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Hilton Hotels Corporation today announced that it has signed a franchise agreement with DIMATOUR to open the new Hilton Garden Inn(R) Bologna/San Lazzaro in Italy.

The 152-room property which is expected to open in September 2008 is set to increase the mid-price hotel brand's growing presence in Italy, joining the Hilton Garden Inn(R) Florence Novoli, the Hilton Garden Inn(R) Rome Airport and the Hilton Garden Inn(R) Matera. Two additional Hilton Garden Inn properties are scheduled to open in the cities of Bari in Summer 2008 and Lecce in 2009.

Welcoming the announcement, Wolfgang Neumann, president of Hilton Hotels - Europe, said, 'With 11 existing Hilton Family properties located in key Italian destinations and regional centers as well as agreements in place to open six more, the addition of this new Hilton Garden Inn hotel in Bologna reaffirms our commitment to providing our world-class portfolio of quality hotels across Italy and throughout Europe.'

'Travelers looking for a new kind of lodging option has provided Hilton Garden Inn with a wonderful opportunity to introduce our mid-priced brand to new markets like Bologna,' said Adrian Kurre, senior vice president - brand management, Hilton Garden Inn. 'Our hotels offer an ideal combination of quality and affordability for both corporate and leisure guests.'

Located in northern Italy, Bologna is famed for its Renaissance architecture and perhaps best known as the home of Ducati and Lamborghini. The city is well served by air, rail and road transport links and is host to numerous international and national exhibitions and trade fairs. The newly built Hilton Garden Inn Bologna/San Lazzaro will be situated in the San Lazzaro area, a short drive from the city center and will offer guests a fitness area, as well as a restaurant, bar and spacious meeting facilities.

The Hilton Garden Inn Bologna/San Lazzaro announcement reflects the Hilton Garden Inn brand's fast moving expansion across the region, with plans to introduce new properties in four more European countries in the next 24 months, including Rzeszow, Poland, Frankfurt, Germany, Diyarbakir, Turkey, as well as Perm, Russia.

Hilton Hotels Corporation currently operates 11 hotels in Italy with locations in Rome, Sicily, Venice, Milan, Florence and Matera. In addition to the Hilton Garden Inn Bologna/San Lazzaro, the company is expecting to open five more Hilton Family hotels by 2009 that includes the opening of Europe's first Doubletree by Hilton property, which is set to open in Milan in Fall 2008.

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