

Doubletree by Hilton to Launch in Russia

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Doubletree by Hilton Novosibirsk expected to open in Fall 2008

Hilton Hotels Corporation (HHC) has today announced that it has entered into a franchise agreement with ZAO Russkaya Kompaniya Razvitiya (a wholly owned subsidiary of the London & Regional group) to introduce the Doubletree by Hilton(TM) hotel product in Russia.

This agreement forms part of a 'Strategic Development Alliance' with London & Regional Properties Limited (L&R) which (once formalised) is expected to introduce approximately 25 new hotels across Russia, encompassing selected brands within the Hilton Family of Hotels.

Scheduled to open towards the end of 2008, the upscale, full service hotel Doubletree by Hilton brand will debut in Novosibirsk, Russia's third largest and fastest growing city, marking Hilton's rapid expansion into the country with three different hotel brands launching this year.

'Today marks a historic occasion for us at Hilton, with the debut of our first-ever Doubletree by Hilton(TM) development in Russia,' explained Wolfgang M. Neumann, President of Hilton Hotels - Europe. 'This announcement cements our intention and commitment to grow our presence in key strategic markets such as Russia, where we firmly believe there is huge potential for hotel growth in key cities across the country. We have no doubt that the Doubletree by Hilton(TM) brand is the ideal fit to meet demand in this country, and underscores our strategy to integrate our successful Hilton Family of Hotels(R) brands into growth markets throughout Europe.'

Located some 3,000 km from the Russian capital, Novosibirsk is considered to be an important business hub, and is known as a major commercial and scientific centre. With a population of over one million inhabitants, Russia's third largest city has established itself as the cultural heart of Siberia and is served by Novosibirsk Tolmachevo Airport (OVB) with regular flights to Europe, Asia and other Russian cities.

Occupying a prime location, just off the city's central Lenin Square, the newly-built Doubletree by Hilton Novosibirsk will offer 188 guest-rooms, and will form part of a mixed use development. The hotel will offer leisure and business travellers a bar and restaurant, a health club, as well more than 370m2 of flexible conference and meeting facilities, business centre and complimentary parking.

Hotels across the Doubletree by Hilton portfolio pride themselves on a longstanding tradition of distinctively designed properties that reflect the local area, the warm welcome of the brand's legendary chocolate chip cookie at check-in, the rewards of the prestigious Hilton HHonors(R) loyalty programme and a unique and caring commitment to the communities in which they operate. Doubletree by Hilton looks forward to expanding its unique worldwide spirit of hospitality in Russia with the same core attributes, along with impeccable service with a sense of contemporary style and individuality.

'Doubletree Hotels continues to expand its upscale, full-service hotel portfolio at a solid pace. This newest hotel agreement in Novosibirsk, Russia reinforces our pride in Doubletree by Hilton being recognised by hotel owners and developers as a dynamic, credible and lucrative hotel brand for hoteliers around the world,' commented Dave Horton, senior vice president - brand management for Doubletree Hotels. 'The Doubletree by Hilton Novosibirsk will support Siberia's business and tourism growth, as it welcomes guests to experience the diversity that makes this region of Russia such an incredible place to visit.'

Today's announcement also reflects the further expansion of the Hilton Family of hotels across Russia. Hilton's first hotel in Russia will be the 275-room Hilton Moscow Leningradskaya, which is scheduled to open in early May. The company also plans to debut its mid-priced brand Hilton Garden Inn in the Russian city of Perm by the end of the year. Through an anticipated agreement with London & Regional, Hilton is primed to develop 25 new properties across Russia, encompassing selected brands within the Hilton Family of Hotels. Throughout the next 10 years, Hilton anticipates it will open more than 70 hotels across Russia, not only focusing on Moscow and St. Petersburg, but also actively looking at opportunities in key regional cities.

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