

Hilton Hotels Corporation Announces European Debut of the Legendary Waldorf=Astoria Brand

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Hilton Hotels Corporation (HHC) today welcomed the former Rome Cavalieri Hilton to the prestigious Waldorf=Astoria Collection. The landmark property, which will be known as the Rome Cavalieri, marks the debut of HHC's luxury brand in Europe.

'Today's announcement underscores our commitment to strengthen and grow our portfolio of one-of-a-kind indigenous properties in a variety of destinations across the globe,' said Ross Klein, HHC's Global Head of Luxury and Lifestyle Brands. 'The introduction of The Waldorf=Astoria Collection in continental Europe marks the beginning of an aggressive growth strategy which will bring these authentic and unique products and guest experiences into markets where we believe there is significant growth potential in the luxury and lifestyle sectors. Rome Cavalieri brings the core values of The Collection to life through its distinct character, location and charm.'

'Located in the heart of one of the World's greatest cities, for decades Rome Cavalieri has been synonymous with style and opulence, offering its guests a truly world-class hospitality experience-a testament to the world-renowned Hilton brand,' said Wolfgang M. Neumann, Hilton Hotels, Area President - Europe. 'It is therefore very fitting that this magnificent and unique hotel is reborn as a Waldorf=Astoria Collection property, and as our first in Europe, continues to set the standard for luxury properties across the region.'

A legend in the Italian hospitality industry, Rome Cavalieri opened its doors to international travellers some 45 years ago and has gained an enviable reputation as one of the Eternal City's leading hotels. Uniquely situated in an elevated position within a 15-acre private Mediterranean park, the 370-room property affords stunning panoramic views across Rome's historic centre and Vatican City.

Following re-branding, Rome Cavalieri will add a number of enhancements to its stunning facilities and services, while still providing the outstanding service for which it is recognised. As part of a multi-million dollar investment, the hotel will offer a third outdoor swimming pool within its extensive grounds as well as a completely renovated state-of-the-art Congress Centre, with its own separate entrance.

Guest rooms and amenities

Each of the 370 guest rooms and suites open onto private balconies with the majority having views of Rome or the private park surrounding the hotel. The spacious and well appointed 50 m² deluxe rooms are sumptuously furnished with the finest fabrics and complementary artwork. Designed with guests' comfort and rest in mind, rooms feature a 'floating feather bed,' as well as luxurious marble bathrooms. All rooms are equipped with the very latest in-room technology, including LCD flat screen televisions and high-speed internet access and wireless connectivity, which is also available throughout the hotel.

Rome Cavalieri also features 25 luxurious suites ranging from 80 - 450m² in size, individually decorated and styled to showcase valuable antique furniture and paintings. The hotel's Penthouse and Planetarium Suites are among the most lavish accommodations in Italy and offer private 200m² terraces with breathtaking views of St Peter's Basilica. For those staying in the hotel's suites or Imperial rooms, the exclusive Imperial Lounge can be accessed via a private elevator and offers complimentary breakfast, light lunch and afternoon tea as well as refreshments throughout the day.

The hotel is also acclaimed for its highly prized collection of paintings, period furniture, statues and artefacts which are exhibited throughout its public areas and suites. Three of Giovanni Battista Tiepolo's most important paintings take pride of place in the Tiepolo Lounge & Terrace in the hotel lobby.

Italy's largest, most lavish spa and fitness facility

Throughout the hotel, guests can enjoy a wealth of facilities and experiences designed for leisure and active pursuits. Rome Cavalieri is home to the Cavalieri Grand Spa Club, encompassing over 2200m² of pampering, relaxation and fitness. Comprised of ten treatment rooms, the Cavalieri Grand Spa Club offers a wide menu of treatments ranging from La Prairie facials to traditional massage, as well as two saunas, whirlpool and a Turkish bath. For the more energetic, a fully equipped gym and fitness class programme is available in addition to indoor and outdoor pools, floodlit tennis courts and an 800m fitness trail within the hotel's spacious grounds.

Award-winning dining with an Italian flavour

The property is home to the acclaimed 'La Pergola' and is the only hotel in Italy to boast a Michelin-rated three star restaurant. Under the direction of celebrated chef Heinz Beck, it is situated on the hotel's top floor roof garden, combining an unforgettable gourmet experience with spectacular sweeping views of the city. The hotel also features a variety of dining and entertainment options - inside and out - for guests to choose from.

One of Europe's conference and meetings hot spots

Whether it is a large conference event, business meeting or incentive trip, the Rome Cavalieri's unique location and architecture, combined with first class facilities and professional service allows the hotel to offer a flexible venue of more than 8,700m² - catering for up to 2200 guests - that is not only one of the largest and most modern in Europe, but also truly

unique to this magical location. For smaller events the hotel offers 30 meeting rooms and breakout areas equipped with state-of-the-art technology and serviced by dedicated Events Managers.

Location

Rome Cavalieri enjoys sweeping views of the city and is just a short drive from the Vatican and city centre. Rome's numerous cultural and historical attractions are close by and the city's Fiumicino international airport is a 32km drive away. The hotel provides a complimentary shuttle bus for guests to and from the Spanish Steps in the city centre, and can also arrange a private chauffeur service.

In addition to the Rome Cavalieri, The Waldorf=Astoria Collection(TM) also operates five other properties - four in the United States, comprising the inspiration for the brand, the legendary Waldorf=Astoria(R) in New York, Arizona Biltmore Resort & Spa in Phoenix, Arizona, Grand Wailea Resort Hotel & Spa in Maui, Hawaii, and La Quinta Resort & Club in Southern California. In addition, it also operates the 46-suite Qasr Al Sharq or 'Palace of the Orient' in Jeddah, Saudi Arabia.

Today's news also reflects The Waldorf=Astoria Collection's fast moving international expansion, having recently announced plans to introduce the first Waldorf=Astoria Collection hotel in Israel. Situated close to the historic Old City, The Palace Jerusalem - The Waldorf=Astoria Collection, is anticipated to open in 2010 following an extensive renovation and interior rebuilding programme.

The company is also developing brand new Waldorf=Astoria hotels and residences in key cities around the world including, The Waldorf=Astoria Orlando in Florida and Dakota Mountain Lodge in Park City, Utah, both due to open in 2009, as well as The Waldorf=Astoria Sarasota in Florida and the proposed The Waldorf=Astoria Beverly Hills in California, which are scheduled to open in 2010.

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