

## **Hilton sees continued growth in Q1 2024 and surpasses 800 trading hotels in Asia Pacific**

In the first quarter of 2024, Hilton's RevPAR grew 7.9% in Asia Pacific versus 2019 levels on top of a strong 2023. The rise is backed by steady growth in leisure and business travel, the continued rise of the pan-Asian traveller, and ongoing strength in international arrivals. China's outbound travel showed further signs of recovery, with Southeast Asia and Japan benefiting from inflows, while Hilton's hotels in Singapore and Australia gained from major international music acts.

With 43 new properties opened in Q1, Hilton increased its trading estate to over 800 hotels in Asia Pacific, inching closer to its goal of exceeding 1,000 hotels by 2025. The hotel announced the openings of La Festa Phu Quoc, Curio Collection by Hilton, the brand's entry into Vietnam, as well as Hilton Saigon, the debut of its flagship brand in the country's largest city. They also launched DoubleTree by Hilton Bengaluru Whitefield, its sixth property in India's Silicon Valley. Further, 41 hotels were signed in the quarter, including four Conrad Hotels & Resorts properties, adding to the company's growing luxury pipeline. Hilton also announced its highly anticipated entry into the luxury lifestyle space by acquiring a majority controlling interest in Sydell Group to expand the NoMad Hotels brand to high-end markets around the world.

India continued to perform well in Q1 with a strong booking pace and RevPAR growth. Demonstrating Hilton's reaffirmed commitment to the country, Hilton announced a global brand ambassador partnership with Indian actress and entrepreneur Deepika Padukone, extending its 'Hilton. For The Stay.' global marketing platform.

In March, Hilton celebrated the first anniversary of its GIG project in China. The project has grown from a pilot in two cities to a flexible employment model providing competitive GIG opportunities to more than 6,300 individuals across 100 cities. Hilton also announced its fifth consecutive win as one of the Best Workplaces for Women in China and its third consecutive win as the top hospitality company to work for in the Philippines by Great Place to Work®, a testament to its exceptional people-first culture.

With this in mind, recent appointments have bolstered Hilton's leadership team with extensive experience and dynamic perspectives. These included Nong Xia, President of Development for Greater China & Mongolia; Maria Ariizumi, Vice President of Development for Southeast Asia; Joseph Khairallah, Area Vice President and Head of Japan, Korea, and Micronesia; and Candice D'Cruz, Vice President of Luxury Brands for Asia Pacific.