

Hilton acquires majority controlling interest in Sydell Group

Hilton has revealed its acquisition of a majority controlling interest in Sydell Group (“Sydell”) with the aim to expand the NoMad Hotels brand from its established London flagship location to upscale markets globally. This move marks Hilton's foray into the rapidly expanding luxury lifestyle hotel market, characterized by meticulously crafted brands known for exceptional food and beverage, interior design, and service.

Over the past decade, Sydell, under the leadership of founder Andrew Zabler, has pioneered seven dynamic lifestyle brands, including award-winning hotel concepts such as NoMad, The Line, Freehand, and The Ned. Sydell will oversee the design, branding, and management of the NoMad brand, while Hilton will spearhead all development efforts. The NoMad brand will be fully integrated into Hilton’s commercial platforms, including Hilton Honors, while all NoMad properties will remain independently owned.

Hilton anticipates the development of up to 100 NoMad properties globally over time, with around 10 already in advanced stages of discussion with Sydell. “The addition of NoMad to our expanding brand portfolio will introduce new offerings for guests seeking unique luxury experiences in some of the world’s most coveted destinations,” stated Chris Silcock, President of Global Brands and Commercial Services at Hilton. “By pairing an established brand concept primed for expansion with Hilton’s commercial expertise, we are accelerating our growth in the luxury lifestyle segment.”

Silcock continued, “Combined with our recently announced exclusive partnership with Small Luxury Hotels of the World and our planned acquisition of the Graduate Hotels brand, Hilton is at the forefront of the hotel industry, introducing innovative luxury and lifestyle offerings that cater to evolving guest preferences and provide new opportunities for property owners.”

Each NoMad hotel integrated into Hilton’s network will deliver a distinctively local luxury experience, immersing guests in the vibrant atmosphere of some of

the world's most desirable neighborhoods. NoMad Hotels strike a balance between grandeur and intimacy, fun and elegance, and classic and playful, offering a unique blend of luxury and lifestyle throughout the stay, with special features such as unique local art collections in each guest room.

NoMad's flagship property, NoMad London, will be available for booking to Hilton guests later this year, with plans for further expansion into top global markets. NoMad Las Vegas will undergo rebranding to a new flag in the coming months and is excluded from the transaction.

“We are thrilled to embark on this new chapter for Sydell as we partner with Hilton to expand the NoMad brand worldwide,” said Andrew Zabler, founder and CEO of Sydell. “Rooted in the concept of the hotel as a great home, the NoMad brand is dedicated to offering guests accessible luxury, exceptional design, and award-winning food and beverage. Hilton's expertise in luxury and lifestyle, combined with its track record in brand expansion, presents an exciting opportunity. We look forward to witnessing NoMad expand into sought-after neighborhoods worldwide.”

NoMad will provide Hilton travelers with a sophisticated option for luxury accommodations in some of the world's most iconic locations, complementing the company's growing portfolio of luxury brands, including Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, LXR Hotels & Resorts, and Signia by Hilton. Hilton has recently announced an exclusive partnership with Small Luxury Hotels of the World, expected to elevate Hilton's total luxury inventory to 600-700 properties in the coming years.

NoMad will be integrated into Hilton Honors, Hilton's award-winning guest loyalty program, offering members instant benefits, including flexible payment options, exclusive discounts, free standard Wi-Fi, and access to the Hilton Honors mobile app. Hilton remains committed to providing customers with the perfect stay for every travel occasion through its diverse portfolio of industry-leading brands and exclusive partnerships, which aim to create unforgettable experiences for guests worldwide.