

## TRAVEL AND HOSPITALITY

# Hilton updates global high-end travel advisory program

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*The program was previously known as Hilton Impresario. Image credit: Hilton*

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By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

American multinational hospitality company Hilton is expanding its high-end offerings.

On Aug. 20, the brand introduced Hilton for Luxury, a global luxury travel advisor program exclusive to its slate of prestige stays, including Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, LXR Hotels & Resorts, NoMad Hotels and Signia by Hilton. Admission to the initiative is by invitation only.

"As our luxury portfolio continues to grow, Hilton for Luxury represents our ongoing commitment to providing elevated and seamless solutions for our top travel advisors," said Frank Passanante, senior vice president and global head of sales at Hilton, in a statement.

"Through this program, both advisors and their clients can benefit from Hilton's industry-leading offerings to enhance the luxury travel experience."

## Luxe experiences

The program was previously launched as Hilton Impresario, now receiving several updates alongside the new name.

With the reintroduction, Hilton for Luxury is enhancing its slate of offerings, including support from a dedicated luxury concierge desk and a new private [website](#), increasing connectivity between clients and the company. Each hotel will also have staff, dubbed "Hilton for Luxury Ambassadors," ensuring program-specific benefits and amenities are utilized.

### *Hilton presents Hilton for Luxury*

Alongside elevated on-site care, members can expect double Hilton Honors points, complimentary breakfasts for two guests, early check-in and late check-out, room upgrades and the "best available rates."

In the future, a dedicated rewards program will run in tandem with Hilton for Luxury, introducing new ways for clients to heighten their stays.

Earlier this summer, hospitality group IHG Hotels & Resorts expanded its on-site offerings as well, taking its fight against jet lag global ([see story](#)).

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