

TRAVEL AND HOSPITALITY

Hilton to expand luxury footprint in Asia Pacific

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The industry giant will quadruple its reach within the market once the plans are completed. Image credit: Hilton

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

American multinational hospitality company Hilton is expanding within a key region of business.

The corporation is accelerating the growth of its luxury footprint in Asia Pacific, with plans to surpass 150 high-end properties within the market in the coming years. Its strategy includes complimenting existing openings with fresh concepts and bolstering brands already active in the area.

"Demand for our luxury brands is on the rise, as owners and developers continue to seek out premium returns and trusted partners in destinations across Asia Pacific," said Alan Watts, president of Asia Pacific at **Hilton**, in a statement.

"From Tokyo to Maldives, Shanghai to Jaipur the luxury segment is growing exponentially and Hilton's luxury brands are poised to capture the significant opportunity across the region."

Strategic investment

With the current plan, Hilton will quadruple the size of its luxury portfolio in APAC compared to its total of high-end offerings at the end of last year.

Waldorf Astoria, Conrad and LXR, which are already active in the region, will open more locations as a part of the strategy. In partnership with Hilton ([see story](#)), hotel group Small Luxury Hotels of the World will also expand its APAC presence.



Small Luxury Hotels of the World and the corporation have an ongoing business relationship. Image credit: Hilton Image credit: Hilton

"Waldorf Astoria will more than double its presence in APAC over the coming years, from six to 13 hotels and we'll add another 21 Conrad Hotels & Resorts properties to our existing 27," said Clarence Tan, SVP of development in Asia Pacific at Hilton, in a statement.

"Our growth momentum demonstrates owner confidence in the strength of our brands and capabilities in managing iconic properties in gateway cities and destination resort locations."

Over the next two years, Waldorf Astoria will open new lodging locations in Osaka, Kuala Lumpur, Sydney, Shanghai, Tokyo, Xi'an and Hanoi. Meanwhile, Conrad will expand across multiple tourist hotspots in China.

Hilton is accelerating its regional growth strategy due to the shifting demands of consumers within APAC, with travel taking precedence over other high-end purchases. According to the company's 2024 Trends Report, three-quarters of respondents from respondents across China, India, Japan, and Singapore expressed a desire to learn more about their respective cultures and other Asian lifestyles through trips.



Regional consumer demands are dictating the luxury push. Image credit: Hilton Image credit: Hilton

"There is a fascinating amalgamation of trends taking place in Asia Pacific, with travelers keen to explore who they are in a thoughtful and sustainable way by seeking out authentic, hyper-personalized experiences that enable them to seek personal improvement," said Candice D'Cruz, VP of luxury brands in Asia Pacific at Hilton, in a statement.

"As these trends intersect, we are excited to be offering cutting-edge experiences that surprise, delight and inspire our guests."