



CONRAD  
HOTELS & RESORTS™





CONRAD MALDIVES RANGALI ISLAND



## CONRAD® HOTELS & RESORTS

To contemporary travelers, Conrad is the brand of luxury hotels where you can truly be yourself because Conrad offers a world of style, service and connection.



CONRAD ISTANBUL



CONRAD MALDIVES RANGALI ISLAND

CONRAD BRAND



## SMART LUXURY

Sophisticated style. Personalized service. Global connections.  
A unique travel experience that is the preferred choice of  
business and leisure travelers, offering the perfect combination  
of sought-after destinations, luxury and individuality.





CONRAD TOKYO

## WORLD OF STYLE

Luxurious surroundings. Dramatic, clean, sweeping lines and stylish design at every exquisite view. Internationally inspired, alive with energy.



CONRAD BANGKOK



CONRAD BALI





CONRAD PUNTA DEL ESTE





CONRAD CENTENNIAL SINGAPORE

## FLAWLESS SERVICE

Tailored to each guest and consistent in delivery. Conrad service is there at the very moment you require it. Guests can be at their very best every vital moment of the business day.

## CONNECTED

On the pulse of a high-tech business world. Demonstrating an atmosphere that is conducive to connecting with those around you – or simply being by yourself – as you unwind as part of a successful day.



## A PROUD AND UNIQUE HERITAGE

A modern, contemporary and sophisticated brand born out of the inspiration of visionary Conrad Hilton. The formation of Conrad Hotels began an innovative chapter in the history of Hilton Worldwide, more than 70 years after Conrad Hilton opened his first hotel.





CONRAD BALI



CONRAD MALDIVES RANGALI ISLAND



Conrad Hilton believed in the philosophy that as hoteliers “it has been and continues to be our responsibility to fill the earth with the light and warmth of hospitality.”

Conrad Hotels, the portfolio of luxury hotels in the world’s most distinctive business and resort destinations, has honored this philosophy since its inception and continues to do so in a growing number of exquisite hotels and resorts.



CONRAD SAN JUAN CONDADO PLAZA



CONRAD SAN JUAN CONDADO PLAZA

## CONRAD GUEST PROFILE

Conrad guests are sophisticated individuals that are confident in what they want and know how to get it. Elite and connected global business travelers select Conrad for its inspired surroundings, highly desired destinations and the ability to create a unique experience for both business and leisure travel.

Guests choose Conrad for its vibrant spaces, intuitive service and subtleties of style that create an environment connected to their appreciation for individuality and modern-world sophistication. Conrad makes luxury smart as well as styled, for every moment of our guest's stay.



CONRAD HONG KONG



CONRAD BANGKOK

**BUILDING SMART LUXURY**





## GLOBAL DEVELOPMENT

Conrad is entering the most exciting period of its history, a time of dynamic growth with bold plans to substantially increase its portfolio by opening a host of new luxury hotels and resorts in strategic destinations around the world. There are over fifteen projects under development in North America, Europe, Middle East and Asia Pacific.





CONRAD TOKYO

## GROWTH STRATEGY

Whether it's a thriving urban environment or an exclusive island retreat, every Conrad property is committed to offering contemporary travelers the same experience – smart luxury, a world of style, service and connection. Our approach to expanding the reach of the Conrad brand is purposeful and features two key strategies.

We will grow the Conrad brand by including new build properties and strategically converting existing hotels to the brand – hotels which share the Conrad spirit of individuality and commitment to service, hotels which further the brand's reach in the world's premier locations and most sought-after resort destinations.



CONRAD INDIANAPOLIS



CONRAD CAIRO



CONRAD INDIANAPOLIS



CONRAD MALDIVES RANGALI ISLAND



CONRAD MIAMI



CONRAD DUBLIN



## SMART LUXURY AT WORK

MEETINGS | With hotels in key business hubs like Tokyo, Brussels, Chicago, Miami, Hong Kong and Singapore, Conrad Hotels & Resorts provide guests with a seamless meeting experience. Conrad meeting guests stay connected with state of the art, tech-savvy amenities and enjoy a flawless experience from start to finish.



CONRAD CHICAGO



RESTAURANTS | Conrad Hotels & Resorts offer outstanding culinary arts at destinations across the world. From a business dinner to a romantic rendezvous, Conrad guests enjoy a vast array of locally inspired choices in award-winning eateries with equally impressive wine selections.



## SMART LUXURY ELEVATED

SPA | A more creative, personalized and destination-inspired portfolio of rejuvenating treatments create a truly unique and memorable spa experience for our guests. The spa amenities at Conrad Hotels & Resorts around the world have been enhanced and upgraded to meet the needs of business and leisure guests alike.





CONRAD BANGKOK



CONRAD CENTENNIAL SINGAPORE



## SMART LUXURY BY DESIGN

**GLOBAL DESIGN TEAM** | Some of the world's most luxurious, inspired and glamorous spaces come to life at the hands of our Global Design Team, an integral part of the Architecture and Construction Team. This focused group of architects and interior design experts lead the design process for all new construction, renovations and conversions, providing owners with a fully integrated design response.

**ARCHITECTURE AND CONSTRUCTION TEAM** | From concept to completion, our Architecture and Construction Team ensures that a relevant and fully coordinated hotel is delivered to ownership.





CONRAD TOKYO

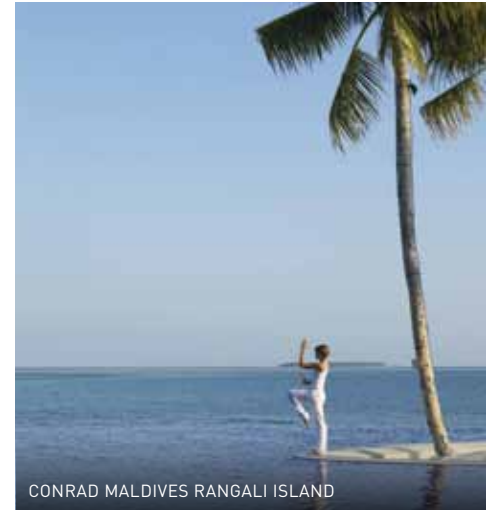


CONRAD MALDIVES RANGALI ISLAND



FOOD & BEVERAGE CONCEPT TEAM | Exceptional menus reflective of the world's most desirable destinations are one hallmark of our innovative Food & Beverage Concept Team. This dynamic group develops food and beverage concept solutions, providing turn-key and progressive concepts including market studies and concept briefs. Our Food & Beverage Concept Team also acts as a conduit to third party restaurateurs and world-renowned chefs to help hotels increase their food and beverage visibility.

GLOBAL SPA TEAM | Creating a place of tranquility, luxury and relaxation is an art form that our Global Spa Team has mastered. Our specialist team of regionally located spa experts can transform an ordinary space into an extraordinary spa experience, providing our owners with fully integrated development and operational spa solutions. Services include feasibility analysis, concept and business model creation, spa planning, design guidelines and support, pre-opening and launch services, standard operating procedures and specialist spa management resources.



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## PARTNERSHIP STRATEGIES



CONRAD ISTANBUL

## COMMERCIAL SUCCESS

Conrad Hotels & Resorts enjoy invaluable support from the Hilton Worldwide platform, benefiting from a variety of services and resources. This global network supports the brand priorities, brings added focus to the brand on a worldwide basis and ensures that hotel projects become a commercial success.



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CONRAD PUNTA DEL ESTE



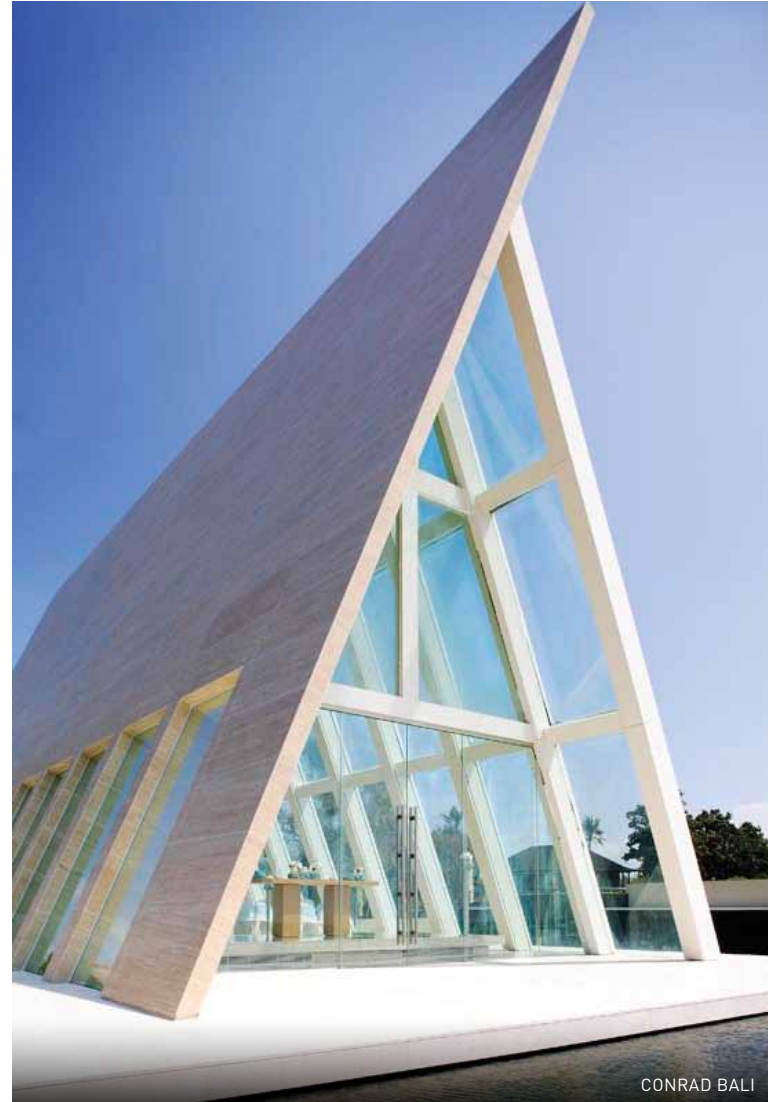
CONRAD TOKYO



CONRAD MIAMI

## BRAND SUPPORT

The Brand Team provides strategic and tactical support through marketing, sales, brand performance support and product innovation. The functional leaders of the Brand Team are engaged with each new and existing property, ensuring the hotel is capitalizing on and benefiting from the numerous enterprise resources within Hilton Worldwide and the Conrad brand.





## REVENUE MANAGEMENT

The principles of Revenue Management are universal. It is a rational, disciplined decision-making process for maximizing revenue while managing risk under current and anticipated market conditions. The combination of the most robust technology and a wealth of revenue management expertise at Hilton Worldwide ensure that we maximize performance and growth.



CONRAD CENTENNIAL SINGAPORE

## HILTON RESERVATIONS & CUSTOMER CARE

The Luxury Desk at HRCC receives calls from customers wishing to inquire or book Conrad Hotels & Resorts and Waldorf Astoria Hotels & Resorts. Luxury hotel sales and customer care are much like the luxury hotel experience; it takes a dedicated and highly trained team to make a meaningful connection with the client to ensure that the finest details are covered and to provide a consistent brand experience.



CONRAD CHICAGO



CONRAD BANGKOK



## GLOBAL ONLINE SERVICES

As the online hospitality marketplace has evolved, Hilton Worldwide has led the industry in creating and implementing commercial online solutions that drive revenue to our hotels and owners.

Hilton Worldwide's network of eCommerce specialists, located in strategic areas around the globe, delivers increased revenues and expeditious program and change implementation for all hotels in the portfolio. This constant innovation of our online presence is achieved through the deployment of world-class tools and simple yet highly effective techniques.

Our demand generation team focuses on attracting the right customers through industry leading online marketing techniques. The creation of content-rich hotel sites, best practice rate retailing and search engine optimization ensures strong visibility and improved conversion.

In summary, the eCommerce team works as a key commercial and strategic driver for Hilton Worldwide and achieves success through the development of innovative hotel solutions. The team manages the execution of all key online services, and through regular consultation and reporting ensures delivery is monitored and optimized.





CONRAD SAN JUAN CONDADO PLAZA

## HILTON WORLDWIDE SALES & LUXURY BRAND SALES TEAM

The sales strategy of Conrad Hotels & Resorts is to maximize the benefit of the vast Hilton Sales Worldwide network alongside the highly specialized and experienced Luxury Brand Sales Team, whose sole goal is to sell Conrad and Waldorf Astoria. The Hilton Sales Worldwide Team, comprised of over 180 team members, provides global account coverage and enterprise-wide sales programs and incentives. As a major part of this global network, the Luxury Team focuses on luxury-specific accounts as well as ensuring that all sales team members in the network have the knowledge and tools to effectively sell Conrad and Waldorf Astoria.



The Hilton Sales Worldwide Team, in support of all brands including Conrad, is structured to manage all accounts specifically, that is to recognize each individual client's needs. There are a number of diverse teams within the network such as Business Travel Sales, Group Sales, Travel Industry Relations and Strategic Account Management, that focus on high-yielding account types to drive market share.







CONRAD BRUSSELS



CONRAD MIAMI



CONRAD BALI



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