

Hilton expands luxury and lifestyle portfolio across Asia Pacific

Hilton has crossed a significant milestone in its luxury and lifestyle portfolio, now operating over 160 hotels across the Asia Pacific. The expansion comes amid increasing demand for unique, experience-driven stays, with the company expecting to grow its supply by at least another 50 per cent in the coming years.

Last month, Hilton marked the debut of its lifestyle brand in the region with the opening of Motto by Hilton Hong Kong Soho. The property offers a connected hotel experience through cleverly designed guest rooms, dynamic public spaces and locally inspired food and beverage options. This follows the recent launches of Waldorf Astoria Osaka and Secan Hotel Qingdao, Curio Collection by Hilton, both of which underscore the group's growing presence in the segment.

“Asia Pacific continues to be an engine of growth for Hilton's luxury and lifestyle brands. The appetite for distinctive, experience-led stays is stronger than ever, and Hilton is proud to lead the way in shaping the future of hospitality in this vibrant region,” said Alan Watts, President, Asia Pacific, Hilton.

Over the next 12 months, Hilton's pipeline includes several key openings such as Waldorf Astoria Shanghai Qiantan, Canopy by Hilton Shanghai Belfry Plaza, KROMO Bangkok, Curio Collection by Hilton, Kahavadi Chiang Rai, Curio Collection by Hilton, and Nivata Koh Samui, Tapestry Collection by Hilton. The company's expansion will continue with Waldorf Astoria Bali — its first in Indonesia — debuting in 2027, alongside the openings of NoMad Singapore and Canopy by Hilton Makati in the Philippines in 2026.

“Hilton brands lead the industry in terms of rooms under construction in this region. In Asia Pacific we are on track to double our presence of Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts and LXR Hotels & Resorts properties in Asia Pacific, while debuting NoMad and Signia by Hilton and expanding our lifestyle brands which are seeing surging interest from owners

across the region,” said Clarence Tan, Senior Vice President, Development, Asia Pacific, Hilton.

Hilton’s longer-term plans include seven new Waldorf Astoria Hotels & Resorts properties in Kuala Lumpur, Hanoi, Sydney, Xi’an, Tokyo, Delhi and Bali. Conrad Hotels & Resorts will also strengthen its footprint with new developments in Jaipur, Kuala Lumpur, Nagoya, Bangkok and several cities in China. Meanwhile, LXR Hotels & Resorts will make its debut in Bengaluru, Hiroshima and Xi’an, with Signia by Hilton set to launch in India. Curio Collection by Hilton will soon arrive in Bengaluru, Wuxi and Langkawi, while Canopy by Hilton will open in Bangkok and Okinawa.

The company’s growth has been further accelerated by its acquisition of a majority controlling stake in Sydel Group to expand the NoMad brand globally and an exclusive partnership with Small Luxury Hotels of the World, giving Hilton guests access to independent luxury properties across sought-after destinations.

Building on this momentum, Hilton has added over 100 future luxury and lifestyle hotels to its global development pipeline this year. Looking ahead, the company expects to add three new luxury and lifestyle hotels per week in 2025, bringing another 150 hotels into its global portfolio.