

## **Hilton and YTL Hotels expand luxury and lifestyle portfolio in Thailand and Japan**

Hilton and YTL Hotels have announced multiple strategic property agreements that will expand Hilton's presence in Asia by introducing LXR Hotels & Resorts to Thailand and the Tapestry Collection by Hilton to Japan. As part of the collaboration:

- The Rawai Phuket and Kasara Niseko Village will join the LXR Hotels & Resorts portfolio
- The Green Leaf Niseko Village will join the Tapestry Collection by Hilton pipeline
- Hinode Hills Niseko Village is set to join the Curio Collection by Hilton

### **A New Luxury Debut in Phuket**

The Rawai Phuket will debut on the southern tip of Phuket, offering a tranquil beachfront setting with easy access to island excursions. With 275 rooms, the property is slated to open by 2027, strengthening Hilton's luxury footprint and providing a unique experience for discerning travelers seeking an immersive adventure.

### **Niseko Village: A Premier Ski Destination**

Located within the Niseko Village Ski Resort at the foot of Mount Annupuri, the three new properties provide direct access to world-class ski slopes:

- Kasara Niseko Village is a conversion of the eight-villa Kasara Niseko Village Townhouse
- The Green Leaf Niseko Village is a conversion of an existing 200-room hotel
- Hinode Hills Niseko Village will mark Hilton's second Curio Collection property in Japan

All three properties are scheduled to open by the end of 2025, contributing to Japan's growing luxury and lifestyle hospitality segment.

### Industry Leaders' Perspectives

Clarence Tan, Senior Vice President, Development, Asia Pacific, Hilton, stated: "These new signings with YTL Hotels highlight the strong conversion appeal of our luxury and lifestyle brands and our ability to reposition assets to deliver exceptional returns. The properties meet rising consumer demand for adventure and unique experiences in highly sought-after locations."

Dato' Mark Yeoh Seok Kah, Executive Director, YTL Hotels, added: "Each property will transform its destination, providing elevated stay options backed by Hilton's strong global distribution and brand power, perfectly positioned to capture increasing tourism flows in Asia."

### Hilton Honors Benefits

All three new properties will participate in Hilton Honors, offering members exclusive benefits, including:

- Flexible payment options combining Points and money
- Member discounts
- Free standard WiFi
- Access to the Hilton Honors mobile app

These new additions will further Hilton's mission to offer distinctive, locally inspired experiences through its collection of over 20 LXR Hotels & Resorts, 170 Tapestry Collection hotels, and 180 Curio Collection properties globally.