

Anything but generic.



Hilton's vibrant new independent hotel collection brand catering to the growing upscale market segment

Tapestry Collection by Hilton is a portfolio of original upscale hotels that caters to guests seeking reliability and value in their independent hotel choices. Each hotel will maintain its individual character, and guests will never experience the same thing twice – yet each stay is backed by the reassurance of the Hilton name and award-winning Hilton HHonors program.

tapestriycollection.com | news.tapestriycollection.com

T A P E S T R Y
COLLECTION
BY HILTON™



Quick Facts

- Targeting the growing upscale market segment
- **Hilton's 14th brand** and second collection brand, joining the upper upscale Curio—A Collection by Hilton
- To date, Tapestry Collection by Hilton has signed letters of intent or franchise licensee agreements with **xx original hotels**. These hotels are in markets including **CITY, CITY and CITY**
- By **YEAR**, Tapestry Collection by Hilton is expected to have **xx properties with xxxx rooms in xx countries**
- Hilton's footprint continues to grow. Hilton brands are now in **104 countries**, and serve **over 60 million Hilton HHonors members**
- More information at news.tapestrycollection.com
- For development opportunities: tapestrycollection.com
- Connect with Tapestry Collection by Hilton on social

 facebook.com/tapestrycollection

 [@tapestrycollection](https://instagram.com/tapestrycollection)

 [@tapestryhilton](https://twitter.com/tapestryhilton)

Vibrant and Original

A "tapestry" is a one-of-a-kind, woven piece of art. Tapestry Collection by Hilton is the ideal name for our new brand as each hotel is an original, independent property with its own style and personality that enables travelers to weave their own story. No two tapestries—or Tapestry Collection by Hilton hotels—are alike.

Independent

Tapestry Collection by Hilton caters to the increasing number of travelers who enjoy original upscale hotels. Each property within the collection is independent and will maintain that independent spirit, ensuring that guests will never experience the same thing twice.

Supported by Hilton

With Tapestry Collection hotels, Hilton takes the guesswork out of shopping for and booking an independent hotel. Tapestry Collection by Hilton provides value, reliability and peace of mind to travel independently while enjoying the benefits earned from the award-winning Hilton HHonors loyalty program.

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