



TRAVEL TRENDS: THE PROFILE OF THE 2023 APAC TRAVELER

2023 is the year of the evolved traveler. Understanding the needs of guests is the first step towards creating exceptional experiences and delivering stellar hospitality. This lies at the heart of what we do at Hilton. Our portfolio of 18 world-class brands provides travelers with diverse offerings and unique amenities, all coupled with Hilton's signature hospitality. In this new Golden Age of Travel, it's never been more important to consider where you stay.

Travelers will turn to travel for deeper, more engaging human experiences and connections. Travel will become a gateway to discovering different perspectives and rich traditions.



Discover authentic Southern Thai cuisine at Conrad Koh Samui

Overlooking the Gulf of Thailand from a secluded hill on Koh Samui's southwestern tip, [Conrad Koh Samui](#) offers a luxurious beachfront getaway with mesmerizing sunset and ocean views.

Integral to Hilton's commitment to sustainable tourism is the hotel's on-site organic Iris Farm, which covers around two acres of land. The farm currently produces approximately 1,300 kilograms of fruits and vegetables and 6,000 chicken and duck eggs every month used in the resort's restaurants and bars, as well as cacao and coffee beans for chocolate bars and ice cream. The hotel plans to have its vegetable demands met through the farm by 2025. At the farm, guests can embark on an exclusive tour to experience how its expert farmers grow vegetables and fruits organically, and try their hand at collecting eggs, composting and harvesting vegetables.



Make your own Kaisendon with fresh seafood at Hilton Odawara Resort and Spa

Set near the Hakone Mountain foothills, [Hilton Odawara Resort and Spa](#) is a tranquil resort boasting views of Sagami Bay. The resort offers a varied breakfast buffet that makes the most of local ingredients, such as fresh vegetables delivered from contract farmers in the suburbs. Guests can also try their hands at making their very own Kaisendon (seafood bowl) with fresh seafood from the sea near Odawara, or enjoy a wide variety of other dishes and dressings unique to the city to get energized for their day ahead.



Travel back in time with Hilton Melbourne Little Queen Street

Housed in the splendidly-restored early 1930s Equity Chambers, [Hilton Melbourne Little Queen Street](#) is a modern 244-room hotel that pays tribute to the decade's glamor and grandeur, while providing modern travellers with contemporary comfort. This re-transformed heritage building has a colourful past and is significant in the history of Melbourne. Guests have the opportunity to take a self-guided tour through the public space in the hotel where they can discover some of the fascinating stories of the building, including its original features, and experience a journey back in time.

The hotel's location on the corner of Little Queen and Bourke Streets provides easy access to the city's recreational and cultural attractions like the Bourke Street Shopping Mall, Queen Victoria Markets, and the National Gallery of Victoria.



Live out a Maldivian adventure at Waldorf Astoria Maldives Ithaafushi

Nestled among white sands and crystal blue waters, [Waldorf Astoria Maldives Ithaafushi](#) offers the idyllic setting for guests to explore the wonders of the Maldives against the backdrop of azure skies and the endless blue of the Indian Ocean. Various activities for all generations unlock local treasures - from diving with manta rays and thrilling water sports to dining at tree top restaurant Terra and enjoying the romantic spa treatments under the stars.



Enjoy an unrivaled retreat at DoubleTree by Hilton Weerawila Rajawarna Resort

Conveniently situated in the southern part of Sri Lanka - Tissamaharama, [DoubleTree by Hilton Weerawila Rajawarna Resort](#) puts travelers close to wildlife splendors, culinary delights, and mesmerizing lakeside views. The resort is just a short drive away from wonderful attractions like Yala National Park and Safari, Kataragama Temple, Kirinda Temple, and Birds Park Hambantota, where guests can truly experience the beauty of Sri Lanka.

Travelers will recognize travel as an essential part of their wellness routine, and will look for destinations and authentic travel experiences that address their holistic wellness needs.



Rejuvenate the mind and body at Hilton Maldives Amingiri Resort & Spa

[Hilton Maldives Amingiri Resort & Spa](#) is set on a stunning tropical island surrounded by lush greenery and turquoise waters, with overwater villas, private pools and all the comforts for guests to feel genuinely at home.

Wellness-minded travelers get to enjoy undisturbed downtime and a host of treatments at the Amingiri Spa, including gentle yoga, meditation or Hammam rituals inspired by the ancient ceremonies of Turkish baths.



Indulge in exquisite moon-inspired spa treatments at Conrad Tokyo

Located atop the Shiodome skyscraper, [Conrad Tokyo](#) overlooks Tokyo Bay and the ancient Hamarikyu Gardens. At the 29th floor of the hotel sits its signature lunar-themed spa studio Mizuki, which offers different treatments according to the age of the moon at the time of treatment. Guests can escape to one of 10 private spa rooms and indulge in a massage, facial, or body treatment, or sip herbal teas in the relaxation room while appreciating new-found tranquillity.



Journey towards a more sustainable future with Conrad Maldives Rangali Island

Nestled in the South Ari Atoll, renowned for its abundant flora and fauna, [Conrad Maldives Rangali Island](#) is a tropical island paradise, with unparalleled views of the Indian Ocean that connect guests with the charm of the Maldives.

In line with Hilton's [Travel with Purpose](#) strategy, the resort offers guests the opportunity to contribute to positive environmental and social impact. Guests are given the opportunity to purchase Parley Kits, which contribute to the removal of marine plastic waste, through its partnership with the Parley Global Clean Up Network, a hydroponics project to promote sustainable farming. The resort also has its own coral propagation programmes, as well as a young girls apprenticeship programme to support local youths.

Travelers will want to be taken care of more than ever — with a renewed appreciation for the most basic tenet of hospitality: to feel cared for.



Enjoy VIP treatment at DoubleTree by Hilton Perth Waterfront

Featuring panoramic views of Perth's city skyline and a rooftop infinity pool, [DoubleTree by Hilton Perth Waterfront](#) greets all its guests with its signature warm chocolate chip cookie. Hilton Honors members Gold-tier and above are welcomed with a complimentary bottle of red, with a personal welcome card, right in their rooms. DoubleTree by Hilton Perth Waterfront guests celebrating a special occasion also receive equally special treats – like a complimentary bottle of sparkling wine!



Personalized luxury at Waldorf Astoria Xiamen

Located in Xiamen's commercial district and connected to premium shops at Paragon Shopping Mall, [Waldorf Astoria Xiamen](#) is an urban oasis with cultivated gardens, a spacious pool, and two putting greens. Each guest receives beautifully hand-painted postcards featuring the hotel and other famous Xiamen attractions. Guests who are keen to discover the city are treated to bespoke Xiamen cultural exploration tours, specifically tailored to their preferences.



Start your day with specially curated Thai favorites at Hilton Pattaya

Boasting sweeping ocean views, [Hilton Pattaya](#) is adjacent to Central Pattaya – Southeast Asia's largest beachfront shopping center.

As a treat to Hilton Honors Gold and Diamond members, Hilton Pattaya curates small breakfast amenities, which include a reserved table and special desserts featuring famous Thai favorites such as the "Khao Tom Mud" steamed sticky rice wrapped in banana leaves, "Kanom Gluay" steamed banana with fresh coconut, and "Kha Nom Pang Sang Kha Ya" steamed toast with pandan custard.

The hotel also serves other local favorites made with local ingredients, immersing guests in the culture as they start their day.

Travelers will want frictionless travel innovations that are both technology and human-led to reduce travel's strongest tension points.



Creating seamless guest experiences at Hilton Singapore Orchard

[Hilton Singapore Orchard](#) offers a prime spot for exploring the city's premium shopping and entertainment district. Guests experience bespoke service at this 1,080-room hotel, which is equipped with technological enhancements and seamless digital touch points. The hotel offers 24/7 real-time digital messaging that connects guests and guest assistants, as well as mobile ordering for in-room dining. For the convenience of larger traveler groups, the hotel's nearly 250 sets of connecting rooms can be booked and confirmed online.



Personalize events with innovative offerings at Hilton Okinawa Sesoko Resort

Overlooking the white sands and crystalline waters of Sesoko Beach, the [Hilton Okinawa Sesoko Resort](#) is a tranquil and relaxing getaway in Okinawa.

Equipped with banquet rooms, multilingual Team Members, expert planners, and built-in A/V technology, the hotel is the perfect setting for large-scale events. All-inclusive programs are also tailored for invited guests, which include planned meal periods, all-day snacks, after-hour drinks, and a wide variety of activities - from beach cleaning to traditional music lessons.



Plan cutting-edge and frictionless meetings and events at Hilton and Hilton Garden Inn Bengaluru Embassy Manyata Business Park

[Hilton](#) and [Hilton Garden Inn](#) Bengaluru Embassy Manyata Business Park brings a unique hospitality offering to North Bengaluru. The dual-brand hotel and convention centre form Hilton Hotels Embassy Manyata, and is situated within close proximity to important commercial business districts. With 619 rooms, Hilton Hotels Embassy Manyata is amongst the biggest hotel complexes in the country.

The complex provides direct access to nearly 60,000 square feet of convention space and offers seamless scalability for physical and hybrid events powered by advanced event technology solutions.