

The 2022 Traveler: **Emerging Trends and** **the Redefined Traveler**

A REPORT FROM HILTON



There is no doubt that the pandemic changed the travel experience.

Cleanliness protocols took center stage as the world's top health and sanitization experts collaborated with hospitality companies to implement enhanced standards at record speeds.



Flexible cancellation policies were extended instantaneously, and loyalty programs protected their most frequent travelers by extending status eligibility.



The contactless experience became an expectation, increasing the adoption of innovations, like digital keys and contactless payments, at rates faster than could have been predicted.



Culinary and catering teams reimaged the on-property food and beverage experience overnight, and the event planning community reinvented the industry playbook.

As people began to travel again, they found new products, programs and initiatives which answered the questions:

How has travel changed?

What should I expect?



In early 2021, the company showcased its leadership in having achieved a decade of innovation in just one year.

Hilton London Canary Wharf, London, UK

As a global hospitality company, Hilton steered the industry in responding, turning adversity into opportunity.

And today, the spotlight continues to be placed on the company and industry, with many asking:

What now? What does the future hold?



As Hilton leaders look towards 2022, they are also looking back on 100+ years of hospitality. And, regardless of the state of the world, it's never been about the things or the innovations that paved the way for the future. **It's been about the people.**

And the reality is: The pandemic may have changed travel, but what's even more important is recognizing that the pandemic changed *people*.

It changed the way people live day-to-day, their priorities and their passion points. Within those shifts is a glimpse of the future of travel, shaped by the people who travel.

Hilton has welcomed more than 3 billion guests since the first hotel opened in 1919.

Since the company's founding, leaders within the company have intimately and passionately tracked the shifts in the traveler's mindset over the years – their tastes, their passions and their lifestyles. [The innovations have followed.](#)

This report highlights current and future consumer trends that Hilton industry experts anticipate will redefine the 2022 traveler and the travel experience.

These insights are all-encompassing, shared by Hilton team members across Food & Beverage, Commercial Services, Wellness, Digital Innovation, Brands, Design, Special Events and Marketing as well as confirmed through internal booking and revenue data, guest feedback, third-party research and more, as noted within.



In Summary: **The Profile of the 2022 Traveler**

While this report details various micro insights and data driving change, four consistent themes emerged that encapsulate the new, pandemic-changed traveler:



**Amid Chaos,
People Found
Efficiencies –
And Will Be
Looking for the
Same in Travel**



**Overall Focus
on Wellness
Will Span
Beyond the
Gym**



**They Nurtured
New and Existing
Passions and
Will Have More
Refined Tastes
and Preferences**



**A New Sense
of Caring Has
Emerged And
Is Expected to
Strengthen**

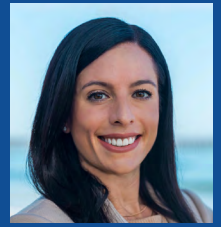


Chris Nassetta
President and
Chief Executive
Officer, Hilton

“The world – and the hospitality industry – went through so much in the last two years. And as we’ve uncovered in this report, travelers’ needs and interests have shifted too. At Hilton, we’ve been incredibly focused on delivering the experiences our guests are looking for, through every up and down we’ve faced. As we look to the future, I am so optimistic about what lies ahead. Travel is certainly returning, and we’re excited to build on that momentum.”

Foreward

Dr. Kate Cummins, PSY.D.



The pandemic's impact on the travel industry has been well documented. However, it's equally important to recognize the psychological impact the pandemic had, and will continue to have, on travelers for years to come.

A study on mental distress among U.S. adults concluded that people were eight times more likely to fit criteria for serious mental distress in 2020 compared to 2018¹. Connections were lost, face-to-face communication was erased and at-home restrictions affected even the most social, well-traveled people all over the world. Our communities that once thrived on in-person connection, communication and exploration turned inward to a state of unknown fear and anxiety. Life as we knew it suddenly came to a screeching halt.

Many people pondered what really mattered in life, what changes they needed to make and what choices to alter. Travelers lost their valuable outlet or coping mechanism that once kept them in a state of balance, restoration and growth within their psychological well-being: taking flight and landing in hotel lobbies to explore the world around them.

At large, psychological well-being is anticipated to be restored in 2022, and travel will play an integral role. As travelers look to prioritize the meaning and purpose of life, they will turn to companies such as Hilton to provide safe spaces that help them achieve the balance and growth they crave and have been missing during the past two years.

“The traveler may have changed, but the benefit of travel remains the same – increased emotional health and wellness, and after a tough two years, that’s something we all need.”

Hilton's 2022 global trends report demonstrates the resiliency of the human condition. Although people were placed in a state of constant sympathetic nervous system stimulation due to fear, they persisted by finding comfort in what kept them grounded—including pet adoption, establishing new fitness or meditation routines, or getting acquainted with unfamiliar ingredients and global flavors in their own kitchens.

Recognizing the changing needs of travelers, Hilton is responding by offering more pet-friendly accommodations, contactless technologies and day-rate workspaces. These are just some of the many innovative initiatives documented in this report.

The traveler may have changed, but the benefit of travel remains the same – increased emotional health and wellness, and after a tough two years, that’s something we all need.

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Pet Lovers will Pack an Extra Suitcase

Stepping into 2022, there is a new, important traveler to consider: the family pet.

Since the beginning of the pandemic, according to the ASPCA, approximately 23 million U.S. homes welcomed a pet since the beginning of the pandemic, which accounts for nearly 1 in 5 households.² And according to a recent survey by Mars Petcare, 65% of those households are interested in future travel alongside their new four-legged companions.³



A total of 3.2 million households in the UK have acquired a pet since the start of the pandemic, according to the Pet Food Manufacturers' Association.⁴



Additionally, 7 in 10 Gen Z or Millennial pet parents say they are more likely to travel in the future if pets are welcome.³



According to Packaged Facts, a higher – and, in most cases, dramatically higher – percentage of pet owners reported spending more on their pets in 2020, with a 35% increase compared to previous years.⁵



And the future is written in the facts:

Recent 2021 Hilton booking data shows that the “pet-friendly” booking filter has been the #3 most used search filter on [Hilton.com](https://www.hilton.com).

A rise in pet travel is an anticipated reality beyond just the U.S., UK and Canada. European markets saw similar pet adoption rates within the past two years and anticipate demand for future pet travel to increase significantly in 2022. Certain markets in Asia Pacific – like China, Australia, Thailand, Japan, Philippines and Singapore – are also reporting increased spikes in pet ownership.



While many hotels around the world have catered to both cats and dogs in creative and Instagram-able ways before, people are now looking for accommodations that are 100% “pet-friendly” instead of simply “pet tolerant.”

Trend-setting brands like [Home2 Suites by Hilton](#) and [Canopy by Hilton](#) have paved the way for a future of paw-sitive experiences for both pets and their owners.

Since the 2014 launch of [Canopy by Hilton](#), Hilton’s vibrant lifestyle brand that takes inspiration from the neighborhood, it has welcomed guests’ four-legged family members with its “Paws in the Neighborhood” program. All pet guests receive access to a bed, food and water bowls, as well as a BARK bag filled with treats, a toy and guide to pet-friendly neighborhood activities.

[Home2 Suites by Hilton](#) also welcomes the whole family – pets included – whether for a quick trip or an extended stay.



Matt Schuyler
Chief Brand and
Communications
Officer, Hilton

“Being pet-friendly is an important attribute of a growing number of our Hilton brands, like Home2 Suites. As that brand expands to new markets, we’re proud to offer pet-friendly accommodations to our guests, especially in places like China, where pet ownership is a growing trend.”

Additionally, this September, Hilton announced a [collaboration with Mars Petcare](#), the world’s largest pet care company, to set a new standard for pet-friendly travel, starting with Hilton’s extended stay brands – **Homewood Suites by Hilton and Home2 Suites by Hilton**.

In addition to the pet-friendly programming and benefits that will come from the relationship with Mars Petcare, by January 1, 2022, Homewood Suites will join Home2 Suites to become 100% pet-friendly across its portfolio of hotels in the U.S. and Canada, and both brands will roll out consistent pet fees. **By 2022, Hilton’s extended stay brands will offer pets and their pet parents more than 1,000 hotels and 110,000 rooms to choose from across North America.**

In the UK, according to a Hilton survey: **80% of respondents stated the pandemic would have been a lot harder for them without their cuddly canine.**

As restrictions ease, a quarter of dog owners are looking to prioritize their pet's happiness more than before, with 60% looking to repay their pooches for their valiant lockdown efforts by showering them with treats and some much-deserved TLC.

In response, in 2021, Hilton unveiled [a mouth-watering new dog menu](#) to provide travelers in the region the UK and Ireland with an easy way to show their canine pals they care. The bespoke menu is available to guests and their beloved pets across [32 of Hilton's pet-friendly hotels](#) in that region.

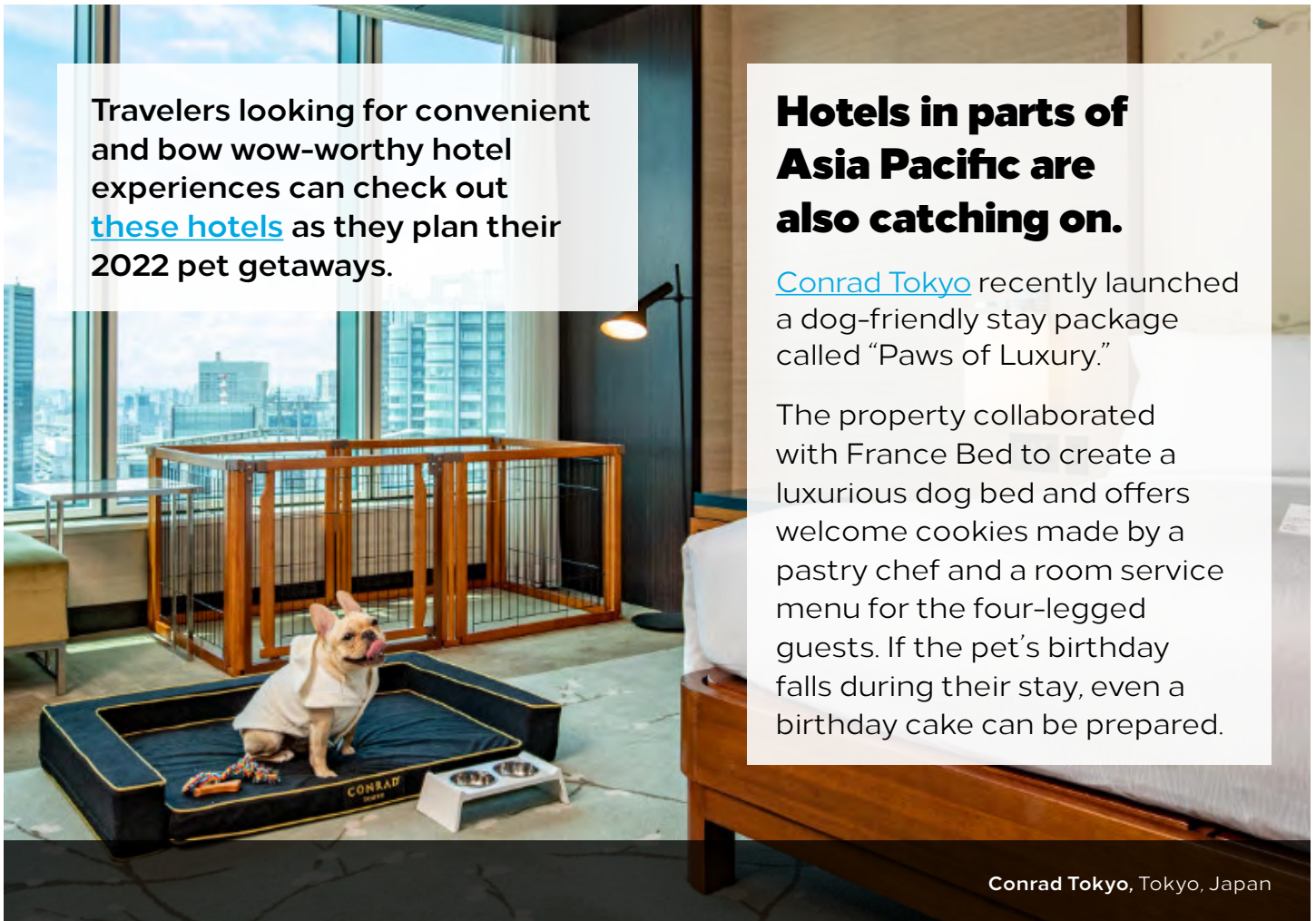


Travelers looking for convenient and bow wow-worthy hotel experiences can check out [these hotels](#) as they plan their 2022 pet getaways.

Hotels in parts of Asia Pacific are also catching on.

[Conrad Tokyo](#) recently launched a dog-friendly stay package called “Paws of Luxury.”

The property collaborated with France Bed to create a luxurious dog bed and offers welcome cookies made by a pastry chef and a room service menu for the four-legged guests. If the pet's birthday falls during their stay, even a birthday cake can be prepared.



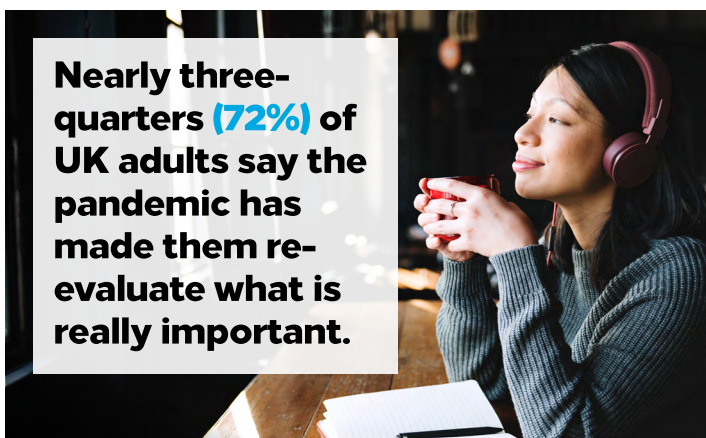
Conrad Tokyo, Tokyo, Japan

People Will Want to Put in the Miles (and Points) to Reconnect

In 2021, families and friends began slowly re-emerging from their pandemic bubbles with a unified goal: to reunite and reconnect.

56%
INCREASE IN
HILTON
HONORS POINT
REDEMPTIONS

This is expected to become the driving force of travel and events throughout 2022. Hilton saw a more than 56% increase in members redeeming Hilton Honors Points during January to August 2021 compared to the same time period in 2020. These spikes are most likely – and unsurprisingly – driven by the lack of opportunities to travel in 2020 and the ability to finally take that long awaited vacation.





Travelers booking trips together consider connecting hotel rooms to be important. Before this year, easily confirming a connecting room wasn't so easy – it required calls to the hotel and multiple follow-ups.

That's why earlier this year Hilton globally introduced [Confirmed Connecting Rooms by Hilton](#), allowing individuals to easily book and instantly confirm two or more connecting rooms directly on Hilton.com or when booking through the Hilton Honors app at the majority of their hotels around the world.

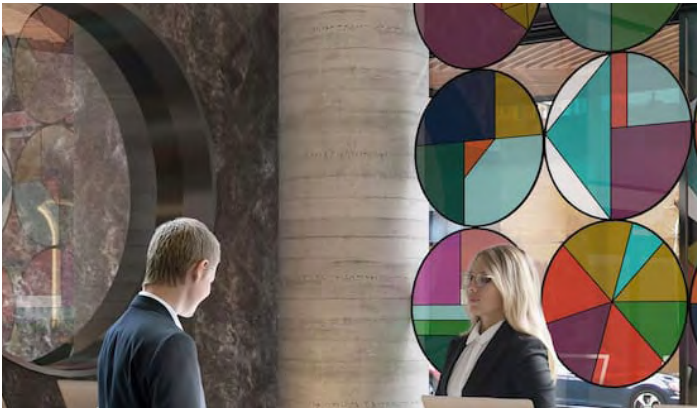
From a design perspective, Hilton experts also understand that once inside the four walls of a hotel, reconnections could look different depending on guests' varying comfort levels when it comes to space.

With lobbies being the central meeting point within hotels, as travelers return, many will notice a reconfiguration of those high traffic common areas to accommodate the needs of every type of traveler, as well as a mixture of both sanitization stations and seating throughout.

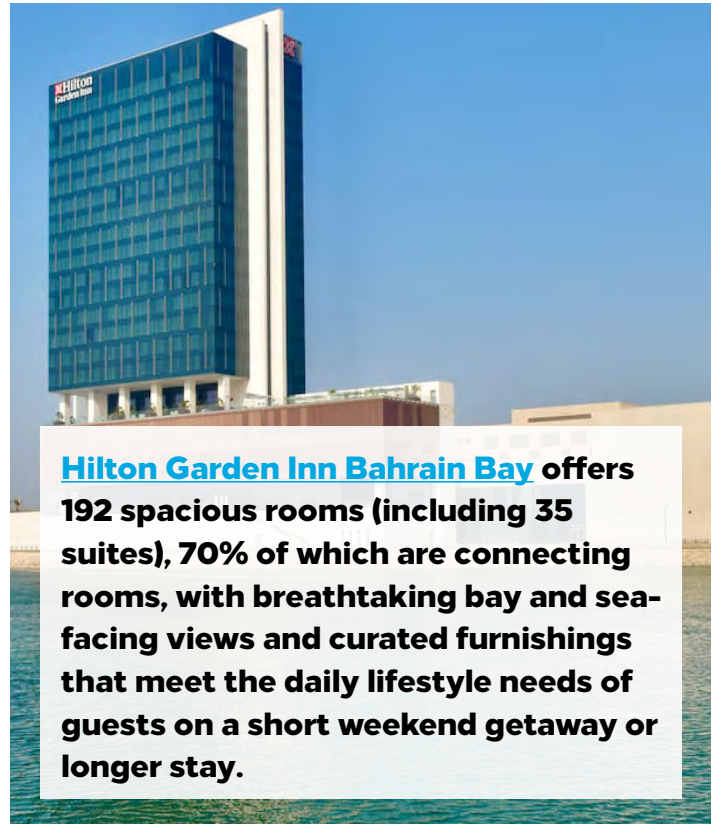


Business travelers are also missing in-person connection. According to a [recent survey commissioned by Hilton and Morning Brew](#) of more than 7,000 of the news site's business-savvy readers, 87% of respondents say they miss hopping from city to city to pursue their work and more than half (54%) believe the importance of building "in real life" relationships is more apparent than ever.

Travelers who are looking to hit the road in 2022 should consider the following hotels to enhance their travels.



Motto by Hilton New York City Chelsea offers 19 sets of connecting rooms, which give guests the ability to book up to three unique connecting rooms together, including a king bunkie, which features a king flex bed that stows into the wall, as well as a king.



Hilton Garden Inn Bahrain Bay offers 192 spacious rooms (including 35 suites), 70% of which are connecting rooms, with breathtaking bay and sea-facing views and curated furnishings that meet the daily lifestyle needs of guests on a short weekend getaway or longer stay.



Tru by Hilton Orlando Convention Center Area is centrally located between Walt Disney World, SeaWorld and Universal Studios and features 259 rooms, 126 of which are connecting rooms – the highest number of connecting rooms in the brand’s portfolio—to provide families with a fun place to come back to and relax after a day of adventure.



Set within beautiful gardens on the tropical Hainan Island along a private, white sandy beach, **Hilton Sanya Yalong Bay Resort & Spa** is an ideal destination for families or friends travelling in groups.

Additional travel inspiration can be found [here](#).

People Will Gravitate Towards Convenient and Contactless Experiences

While life during the pandemic became increasingly more complicated, people found convenience amid the chaos.

And as the world re-emerges, many expect to maintain those efficiencies outside of their home and in their everyday life.



Chris Silcock
Executive Vice
President and Chief
Commercial Officer,
Hilton

“When the pandemic hit, we knew we needed to act fast. We quickly accelerated our efforts to ensure our guests had seamless and contactless experiences around the world - before arrival, at check-in and in their guest room.”

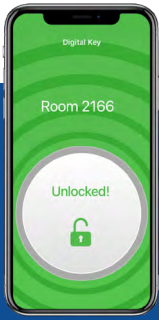
Dynata, the world’s largest first-party data platform, and decision science agency Blackbox Research recently conducted a study examining the feelings, preferences and expectations of 10,195 people across 17 countries regarding travel in a post COVID-19 era.⁷ **The study suggested that contactless travel will be a new benchmark expected by travelers, with 76% indicating that their preferred travel destinations would have airports offering reliable touchless identity and contactless clearance experiences.**



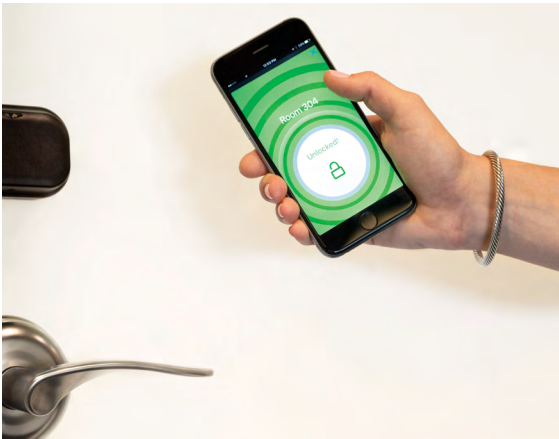
Before the pandemic, Hilton was already the industry leader in contactless experiences, with the [Hilton Honors app](#) offering Digital Check-In, Digital Key, Digital Check-Out and in-room control at hotels in all of its brands.

Through the Honors app, guests have the option to use their phone to select their room from a floor plan at check-in, unlock their room and access other areas of the hotel that require a key (such as fitness centers and pools).

In addition to advancing the current app features, Hilton introduced contactless payments at more than 3,500 hotels during the pandemic, allowing guests to pay for their room and on-property services with their mobile phones, smart watches or by tapping their credit cards.



Since its 2015 launch, Hilton's Digital Key has expanded rapidly, leading the industry – it's now available in more than 81% of Hilton's 6,700+ hotels and has been used to open more than 152 million doors. Nearly all new hotels adopt Digital Key before they open. Going into 2022, the company is regularly delivering more than 1 million Digital Keys per month to its guests.



As an enhancement to the industry-leading Hilton Honors app, Hilton also recently introduced its new Digital Key Share technology.

Digital Key Share allows Hilton Honors members to share their Digital Key with family and friends safely and securely. Building on the accelerated adoption of Digital Key, this feature eliminates the need to stop by the front desk to request a physical room key, enhancing the contactless arrival experience.



At both the newly-opened [Hilton Cancun](#), an All-Inclusive Resort and [Hilton Tulum All-Inclusive Resort](#), instead of the paper wristbands indicating the type of stay guests booked, guests will now have a more durable, tech-smart wristband, Easygoband, which enables guests to open their room once they check-in at the front desk.

The band can also authorize contactless payments outside of all-inclusive offerings. Guests will settle-up their account at the conclusion of their stay, but the experience at the resort will be easy to navigate with the help of this new technology.

Hilton Tulum, Tulum, Mexico

The Workday and Office Will be Redefined

As health-focused headlines increased and people spent an unprecedented amount of time within the same four walls of their homes, remote workers began reassessing their surroundings while faced with limitless uncertainties.



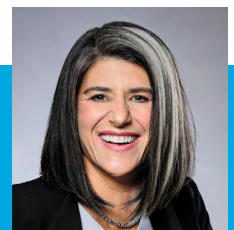
Life changed. The way people worked changed as well.

Brave trailblazers packed up their apartments or condos, sold their houses and moved away from big cities so they could spread out, breathe fresh air and improve their day-to-day life. **Others quickly followed.**


Those who didn't move realized they could jet to a beach during the winter and maintain the same virtual background, creating the workcation: Working remotely from a more desirable location. Others who stayed put, while also trying to keep their sanity, took advantage of programs like [WorkSpaces by Hilton](#), a work-from-hotel day-rate solution for both corporate customers and individuals seeking private office space to increase efficiency in their workday.



“The disruption of the traditional workplace created a need in many people’s lives for privacy, quietness and space that they had never experienced before. When introduced in 2020, WorkSpaces by Hilton filled that need. As we look to 2022, knowing the uncertainties of the pandemic, we anticipate an increased interest in this offering.”



Lara Hernandez
Senior Vice
President Global
Brand Planning and
Innovation, Hilton



For those who moved away, in 2021, there were work and life circumstances that brought them back or required them to seek out extended stay accommodations.



Bill Duncan
Senior Vice
President and
Global Category
Head, Hilton

“The adaptability and flexibility that Hilton’s all suites brands provide creates

a multipurpose environment that allows guests to utilize our spacious suites for a multitude of stay occasions. For example, our suites can be used as an office, family living room or kitchen, all in the same trip. Whether guests are traveling for business, leisure or both, we empower guests to maintain their lifestyle and offer a true home away from home, whether for a quick trip or extended stay.”

Recent Hilton reservations data shows an approximate 30% increase (compared to 2019) in extended stay room nights (extended stay = 7+ days) as the remote worker has started to travel back to the corporate office for meetings or other occasions.

Additionally, resorts and non-urban hotels represented three quarters of Hilton’s revenue mix in 2021. Resorts promoting work-from-hotel packages expect the workcation trend to only increase in popularity as they plan for 2022.

The emergence of remote work will create a new segment of customer travel that will expand upon the traditional corporate travel schedule, blending weekdays and weekends into workcations in ways we haven’t seen before.

Beyond pent-up emotional demand and new reasons for travel, the change in the workplace is also creating pent-up PTO hours around the world.



Smaller teams, increased workloads and other priorities – including securing healthy living conditions and online learning – led to significant decline in employees utilizing their PTO.

While some began closing their laptops in favor of sand and sun during the 2021 summer months, taking PTO and time off work to destress and reconnect with others is anticipated to be a priority for many in 2022.

Hilton Seychelles Northolme Resort & Spa, **perched on the hilltops of north Mahé and** **nestled amongst lush greenery, offers the** **ideal working environment.**

Available for stays of 10 nights or more, the workcation package welcomes guests to stay in one of the hotel's Grand Oceanview Pool Villas – a tree house-style villa with panoramic views and a private infinity pool and expansive terrace where your desk can be set up for an enviable working backdrop. For more leisurely days, guests can enjoy a romantic candlelit dinner – either poolside, in-villa or on the beach – and one of the hotel's famous floating breakfasts in their private pool, both of which are part of the package rate.

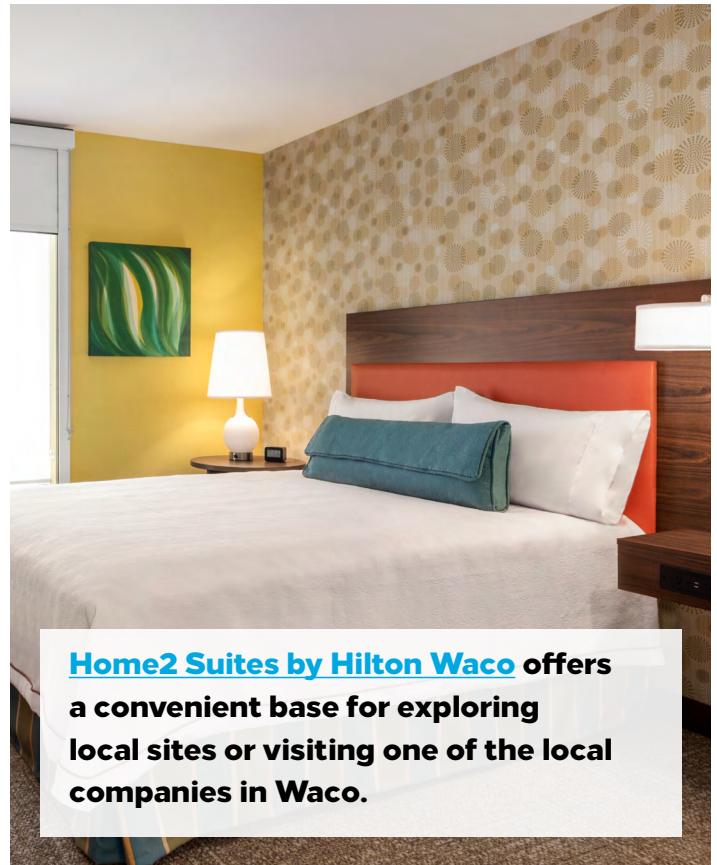


Hilton Seychelles Northolme Resort & Spa, Mahé, Seychelles

Travelers looking to book an extended stay or workcation – or just finally take their PTO – in 2022, should check out the following properties.



Hilton Aruba Caribbean Resort & Casino is the perfect destination for those who want to work under natural sunlight, fresh tropical breezes, white sand and lush palm trees.



Home2 Suites by Hilton Waco offers a convenient base for exploring local sites or visiting one of the local companies in Waco.



Homewood Suites by Hilton New York/Midtown Manhattan Times Square-South, NY is within walking distance to iconic Times Square, award-winning Broadway shows and Madison Square Garden events so extended stay guests can take advantage of being in the heart of the Big Apple.



With 131-rooms and apartments designed for short and longer stays, **Fellows House Cambridge, Curio Collection by Hilton** features room types named after notable Cambridge fellows such as Kipling, Newton and Attenborough.

Additional inspiration can be found [here](#).

Travelers will Aim to Travel and Eat More Sustainably

Reducing one's carbon footprint when traveling will be increasingly top of mind for travelers moving into 2022, in addition to being a key business goal for Hilton.

More than ever, guests are looking at brands that are eco-conscious and doing their part in communities around the world.

According to Accenture, 86% of travelers want to travel more sustainably, but only half of that number manage to do so often.⁸ American Express' Global Travel Trends Report indicated that 72% of respondents agree that they are passionate about traveling to destinations to help boost tourism revenue and the local economy, and 77% agree they want to be more conscious about supporting small, local businesses while traveling.⁹



For more than a century, Hilton has stayed true to its Founder Conrad Hilton's noble premise that travel can make the world a better place and to deliver on its mission to spread the light and warmth of hospitality.

Hilton recognizes the success of its business is linked to its ability to operate and grow sustainably – like reducing the carbon footprint of hotels and incorporating environmental considerations into operations across the business – from food and beverage outlets to event parameters and sustainability tracking.



Tom Walters
Senior Vice
President, Food &
Beverage, Hilton

“The food and beverage industry in the Americas took a big hit, but they have also rallied and shown their resilient spirit as well as innovation throughout the pandemic. Our food and beverage communities have developed closer ties to their neighbors, who helped them get through the pandemic, and that is increasingly reflected in their menus, producing more local and sustainably sourced dishes and experiences than ever before. In addition to delivering the culinary experiences people have been craving, even more importantly, it’s about helping each other and supporting local communities, including working together to reduce food waste, band together to be resourceful whenever possible and so much more.”

This is true in other regions as well.

In the UAE, Hilton recently launched the [“Growth of the UAE” menu](#) to coincide with the UAE’s 50th anniversary. Dishes on the menu are made almost entirely from locally sourced ingredients, which is remarkable given the area’s climate and desert terrain. Similarly, at [Conrad London St. James](#), the newly renovated [Blue Boar](#) offers quintessentially British dishes, using seasonal British produce.





Erica Gordon
Senior Vice
President and
Global Head,
Public Affairs
and ESG, Hilton

“As one of the world’s largest hotel companies, at Hilton we recognize that we have a critical holistic responsibility

to protect local communities and the planet so that the destinations where we operate can remain vibrant and resilient for generations to come. [Travel with Purpose](#) is our Environmental, Social and Governance (ESG) strategy to drive responsible travel and tourism globally. In 2018, we set 2030 goals to double our investment in social impact and cut our environmental footprint in half, beginning a journey to redefine sustainable travel.”



In addition, Embassy Suites by Hilton, Hampton by Hilton, Hilton Garden Inn, Home2 Suites by Hilton and Homewood Suites by Hilton have partnered with [Clean the World](#), the world’s largest organization to recycle hotel soap and bath amenities. Furthering Hilton’s 2030 target to send zero soap to landfills, these brands will provide recycled hygiene products to help save the lives of those in need. Today, 88% of Hilton’s portfolio is participating in soap recycling, including 100% of North American hotels. Through Hilton’s partnership with Clean the World and other organizations, soap has been recycled into more than 16 million new bars that have been donated to those in need around the world.



Clean the World®

For travelers looking to book sustainably focused trips in 2022, they should consider the following Hilton properties.



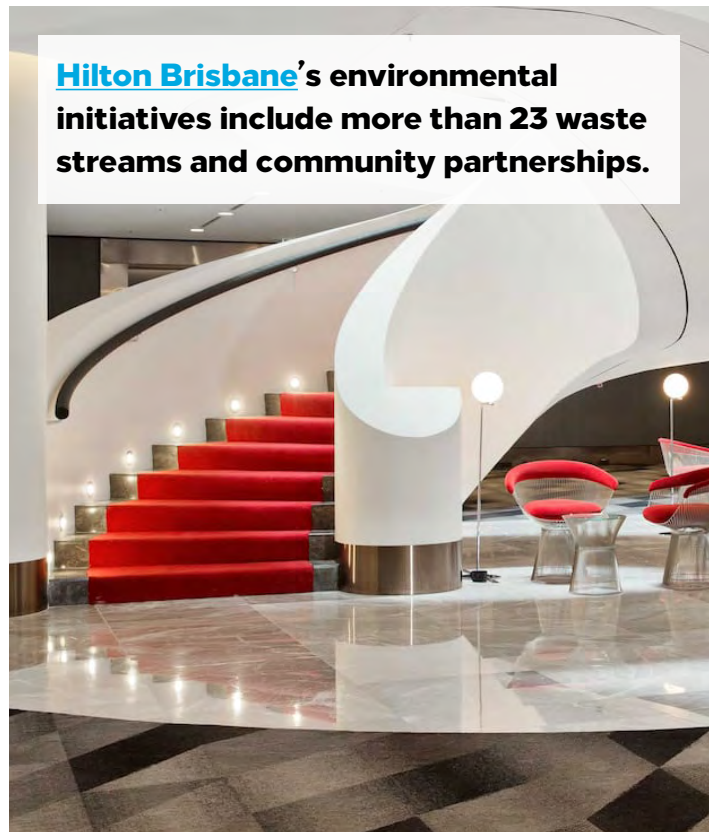
[Conrad Washington D.C.](#), located in downtown Washington, D.C., launched a new rooftop concept, **[Summit the Rooftop at Conrad](#)**.



[Hilton Garden Inn Faroe Islands](#) embraces the archipelago's own sustainable tourism strategy. The hotel's commitment to sustainability starts from the top: the roof is covered in grass, allowing for ultra-efficient insulation and a building that seamlessly blends into the local environment.



[Hilton London Bankside](#) features London's first vegan hotel suite.



[Hilton Brisbane](#)'s environmental initiatives include more than 23 waste streams and community partnerships.



Leading the farm-to-table experience is [Conrad Koh Samui](#), which launched the inspirational Iris Farm during the midst of the pandemic to provide a wide range of organic herbs and vegetables to the hotel's bars and restaurants. The farm generates up to 950 kilograms of produce in a month for team member meals and guest dining experiences and composts 2,000 kilograms of food waste per month. In addition, the hotel also imparts eco-friendly farming techniques and offers meaningful guest engagement activities for young and seasoned travelers.

[Click here](#) for additional property ideas.
Also, [read more](#) about how to travel more sustainably.

The At-Home Foodies and Mixologists will be Packing their Passions

In 2020, people became sourdough bread connoisseurs and baked the [DoubleTree Cookie](#) for the first time ever.

They dabbled with virtual wine tastings and culinary classes into 2021. Throughout the past two years, many found virtual and self-taught tastings and cooking experiences important and therapeutic to relieve stress and build connections.



While many countries were locked down, there was comfort in tasting the world from home – and restaurants and hotels found success in offering those experiences to locals and guests.

As more people travel, both for business and leisure in 2022, culinary experiences and trips are expected to be in higher demand than ever before.



Adam Crocini
Senior Vice
President and
Brand Head, Food
& Beverage Brands,
Hilton

“People right now are actively seeking out culinary experiences when they go on vacations. When visiting our luxury and resort properties, guests are especially interested in food tutorials or private chef lessons on how to create local specialties like the best curry or fresh pasta.”

As part of True Waldorf Service, [Waldorf Astoria Maldives Ithaafushi](#), arranges tailored culinary experiences for guests, depending on their interests, whether allowing children to create their own pizzas at the Pizza Bar or having a hands-on experience in the Glow kitchen, snipping herbs from the garden and creating a garden-to-table dish.



Travelers looking to redeem their Hilton Honors Points for experiences should browse the list of offerings from [Hilton Honors Experiences](#).

From sold-out concerts to incredible culinary and sports events or intriguing travel packages, there is something for every passion.

For example, members can redeem Hilton Honors Points through the end of 2022 for access to [Conrad Maldives Rangali Island's Ithaa](#), the world's first undersea restaurant located five meters below the Indian Ocean. With 180-degree panoramic views of vibrant coral gardens, diners can choose between a glass of champagne or a non-alcoholic mocktail and light canapés while under the sea.

Travelers looking for unique on-property food and beverage experiences should consider the following Hilton properties and [Hilton Honors experiences](#) as they book their 2022 adventures:



For example, the culinary team at [Hilton McLean Tysons Corner](#), adjacent to Hilton global headquarters in Virginia, just designed a new seasonal menu that features simple ingredients that are locally and regionally sourced.

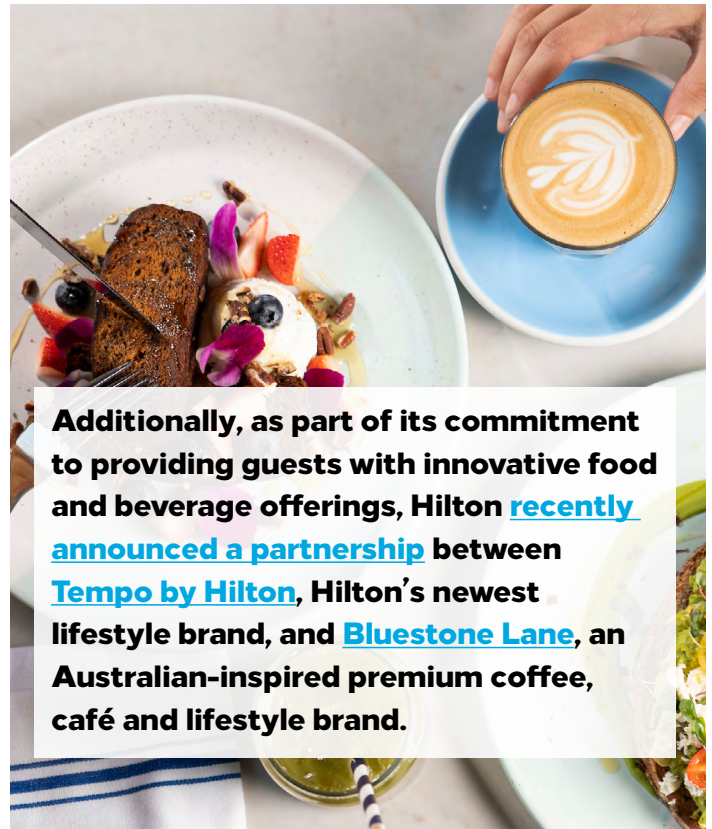


Tom Walters
Senior Vice
President, Food &
Beverage, Hilton

“With the increase in culinary education and sophistication, people are paying closer attention to the ingredients, preparation and sourcing of their food. People want to understand what’s in their food, and they want it to be clean.”



Similarly, [The Monsaraz San Diego, Tapestry Collection by Hilton](#) is home to Westerly Public House from Executive Chef Jesse Paul who hails from the Wooden Spoon where he was famous for his zero waste kitchen.



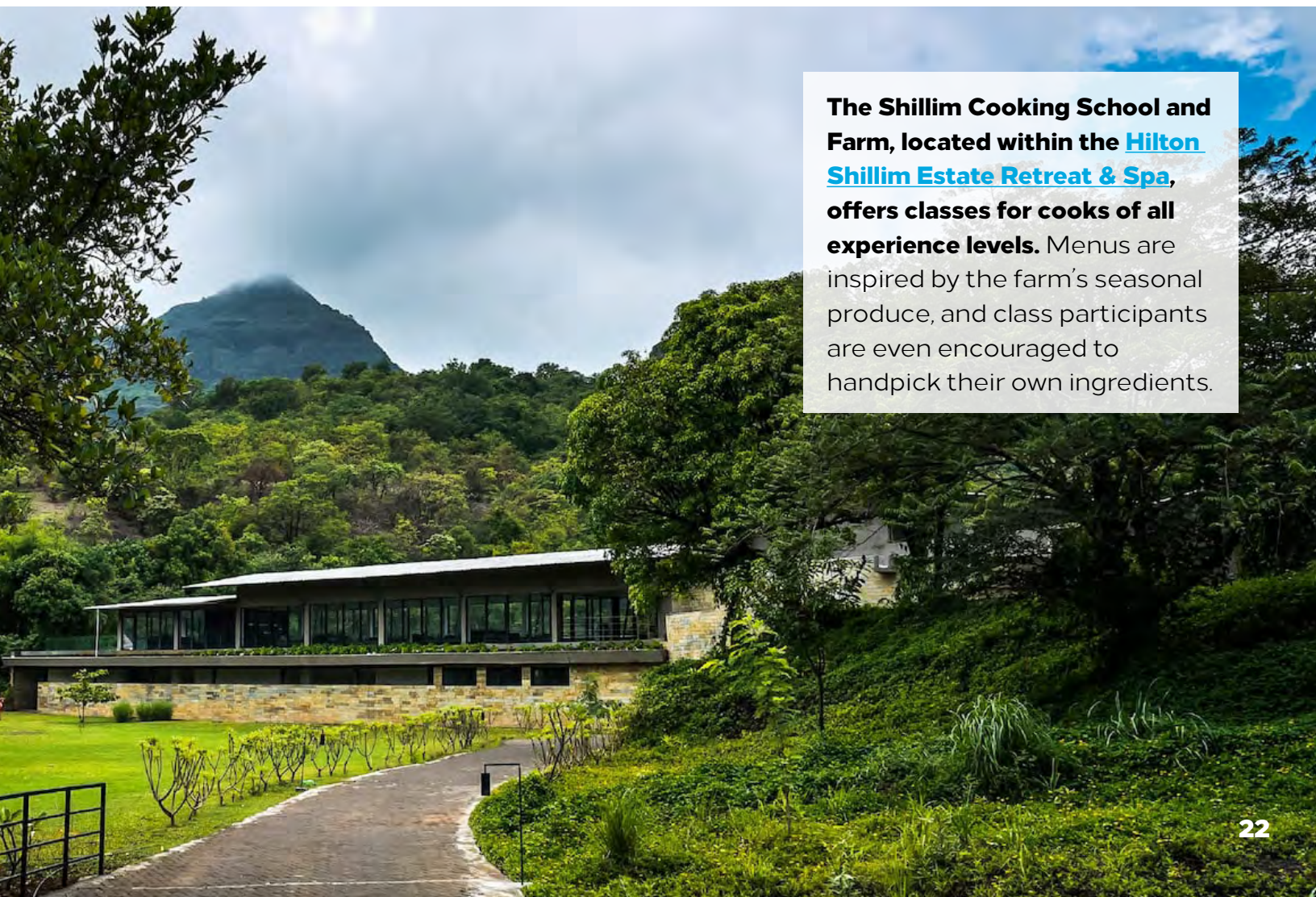
Additionally, as part of its commitment to providing guests with innovative food and beverage offerings, Hilton [recently announced a partnership](#) between [Tempo by Hilton](#), Hilton’s newest lifestyle brand, and [Bluestone Lane](#), an Australian-inspired premium coffee, café and lifestyle brand.



The Nerul River Boating Experience at [Hilton Goa Resort](#) takes visitors on the scenic Nerul River for a chance to lay crab nets and fish with bamboo sticks.



Guests staying at [Hilton Los Cabos Beach & Golf Resort](#) can get professional mixing tips in the resort's Fire & Smoke Cocktail Class at Enclave Beach Club Bar.



The Shillim Cooking School and Farm, located within the [Hilton Shillim Estate Retreat & Spa](#), offers classes for cooks of all experience levels. Menus are inspired by the farm's seasonal produce, and class participants are even encouraged to handpick their own ingredients.

Tequila and Gin Tastemakers, Low-to-No ABV Drinks Expected to Gain Popularity

Drink preferences continue to shift throughout the years, changing the way restaurants and hotels curate beverage menus and experiences.

The sober curiosity movement, for instance, with low-to-no ABV alcoholic beverages, is gaining momentum around the world with more people mindful of their health and drinking habits.

In fact, according to the Social Standards' July 2020 COVID-19 Insights: Food & Beverage Report, the “non-alcoholic [category] grew 22% year-over-year (comparing May-Jul 2019 to May-Jul 2020).”¹¹

In the Americas and in parts of Europe, sales of low-to-no alcohol cocktails are generally increasing because of consumers' increased attention and mindfulness about their well-being. Hotels across the Middle East are expanding their adoption and support of the company's “Cocktail Zero” menus, with hotels including [Waldorf Astoria Dubai International Finance Centre](#) (DIFC), [DoubleTree by Hilton Dubai M Square](#), [Hilton Doha The Pearl Hotel & Residences](#) and [Hilton Riyadh Hotel & Residences](#).



TEQUILA VOLUMES HAVE GROWN 209%

When it comes to trending spirits, tequila sales are dramatically outpacing the pre-pandemic bar shelf leader, bourbon. This is especially true in the U.S., Central and South America, and Australia. In fact, according to the Distilled Spirits Council of the United States (DISCUS), specifically Americans cannot get enough of Mexico's native spirit. Since 2002, Tequila volumes have grown 209% with an average rate of 6.5% per year, and in 2020 alone, 22.2 million 9-liter cases were sold.¹²

The Hilton Food & Beverage team credits this trend to the growing number of international celebrities signing and endorsing tequila brands, as well as the complexity of the spirit. Additionally, the speed to market for tequila is more favorable than its spirit counterparts. Tequila requires less aging than bourbon, which can require 5-10 years before the product is ready for bottling.

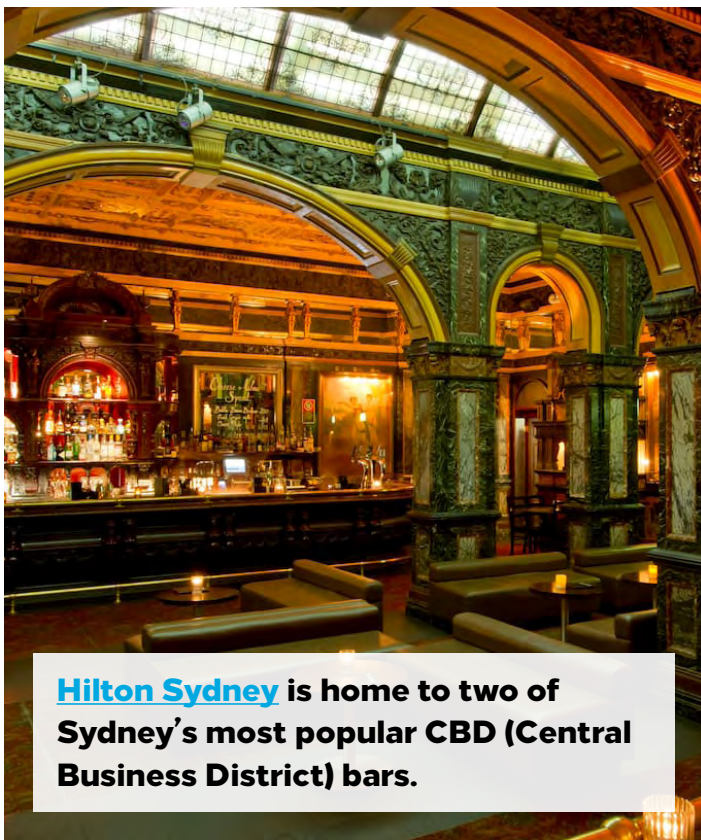
But in some parts of Southeast Asia and Europe, people are embracing gin more than tequila, and the spirit is expected to increase in popularity into next year. Especially in Southeast Asia, cocktail drinkers are gravitating towards gin and tonics more than ever before. The refreshing combination of ingredients, along with a fresh garnish, pairs perfectly with the warm, tropical climates of the region. Additionally, the wide selection of both gin and tonic brands allows people to further personalize their drinks based on taste preferences.



Emma Banks
Vice President,
F&B Strategy &
Development,
Europe, Middle East
and Africa, Hilton

“Consumers today are looking for products that can help them live a more sustainable and socially responsible life. Hilton has committed to halve its environmental footprint by 2030 and we have been looking at how we can support our commitment through all parts of our menus. So now, when there is greater demand for gin than ever, we are stocking the world’s first climate-positive gin. Guests visiting our OXBO restaurants within Hilton London Heathrow Airport, Hilton Reading, and the soon-to-open Hilton Woking can enjoy a gin that goes beyond achieving net zero carbon emissions, and actually creates an environmental benefit by removing additional carbon dioxide from the atmosphere.”

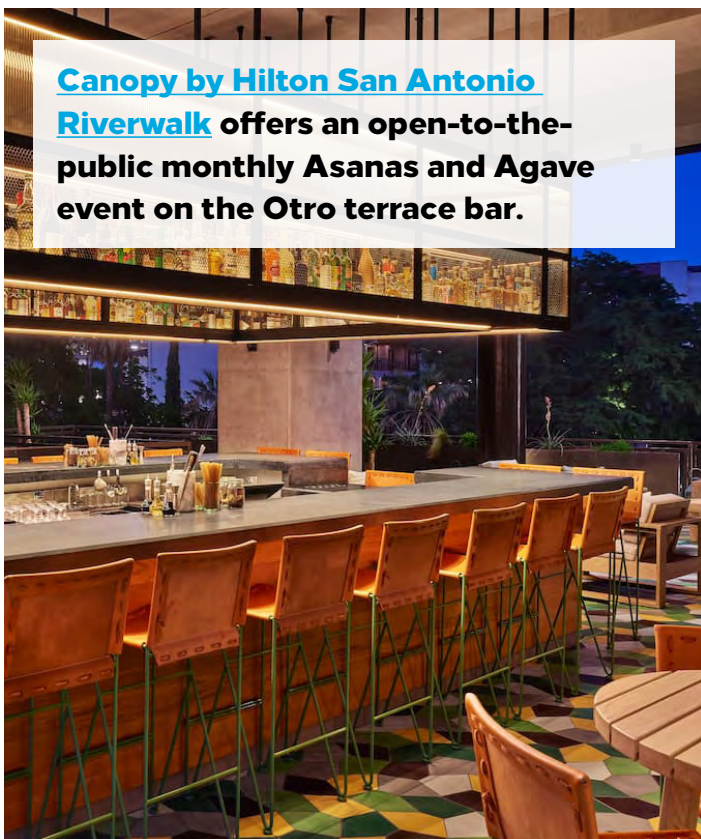
Travelers looking to test these beverage trends on their next trip should check out the following hotels.



Hilton Sydney is home to two of Sydney's most popular CBD (Central Business District) bars.



Arizona Biltmore, A Waldorf Astoria Resort offers a playful lineup of spirit and cocktail flights at Renata's Hearth, which are even served by a "flight attendant" on weekends.



Canopy by Hilton San Antonio Riverwalk offers an open-to-the-public monthly Asanas and Agave event on the Otro terrace bar.

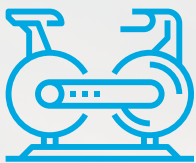


Conrad Centennial Singapore's Lobby Lounge and The Terrace was one of the first locations in Singapore to jump onto the G&T trend back in 2018 with its Gin Experience.

People Will Seek Out Places that Address Holistic Wellness

During the past two years, people changed the way they exercised dramatically, resulting in increased sales of in-home fitness apps and equipment and the introduction of new fitness routines.

In July 2020, respondents of a Freeletics survey indicated that they had invested an average of \$95.79 in their at-home fitness during the previous three-months.¹³



And the interest in at-home equipment only strengthened as the pandemic dragged on.

At the end of fiscal year 2020, Peloton reported triple digit increases in revenue, fitness subscriptions and workouts.¹⁴ The world was still sweating, just in new ways.

Throughout 2021, Michael and his team have seen that travelers are focusing on their overall wellbeing, beyond just fitness. People are putting in the time and effort to living a more health-centered life – even while on the road. From a hotel perspective, that means infiltrating wellness into every aspect of the stay experience, beyond just the gym and spa.



Dino Michael
Senior Vice President, Global Category Head, Luxury Brands, Hilton

“We used to build gyms and fitness experiences that were always aspirational and new – above what guests experienced day-to-day. With more advanced at-home equipment and access to limitless, high-quality on-demand fitness, guests and fitness enthusiasts are looking to hotels to not provide them with new solutions but rather to meet them where they are at: providing the level of equipment and experience that they have in their home or in their everyday life so they can maintain their chosen routine.”

Wellness continues to be all about finding balance in travel routines.

According to the Global Wellness Institute, this holistic view of wellness is also leading to the growth of wellness tourism, which is forecasted to be a \$919 billion industry by the end of 2022.¹⁵



[Tempo by Hilton](#), the company's newest lifestyle brand slated to start welcoming guests in 2023, will help travelers to both power up for their day and unwind after a long day. Properties will offer signature coffee fuel bars, state-of-the-art fitness centers with product experiences from renowned brands, along with signature "Power Down" content featuring curated assortments of morning and bedtime rituals.



Years before the pandemic, Hilton introduced [Five Feet to Fitness™](#), the biggest change in the fitness hospitality space in 20 years, which is now more relevant than ever. In addition to utilizing the fitness centers offered on Hilton properties, guests can opt to pursue fitness and well-being on their own terms and in the privacy of their own hotel room. This revolutionary in-room wellness concept allows road warriors and exercise enthusiasts who select this type of room category to maintain their fitness routines with the help of more than 11 different pieces of equipment and accessory options within only five feet from their bed – hence, the name "Five Feet to Fitness."



Holistic wellness looks different depending on the region and type of guests the hotel typically welcomes, but what travelers should expect is more focus and creative innovations in the coming year. For instance, guests at [Waldorf Astoria Maldives Ithaafushi](#) can tap into a wellness concierge for advice and guidance on how to ensure a mindful and rejuvenating break. Additionally, guests suffering from elevation sickness or disturbance at [Hilton Bogota Corferias](#) can relax with a soothing tea as well as utilize gym equipment, both designed to reduce the effects of elevation on the body and mind.



Larry Traxler
Senior Vice
President and
Global Head,
Architecture and
Design, Hilton

“In addition to leaning into the trend of biophilia, we are hearing more and more that our guests

are craving social human communal engagement, while still social distancing. Many individuals want to be alone but not lonely, as they enjoy sharing public spaces with others. We are more consciously designing and re-configuring common areas, like the lobbies and lobby bars, to meet those evolving needs, creating inspiring spaces that both energize and encourage connections. This includes layering spaces with furniture and decorative elements while ensuring the air is safer than ever.”

Looking to take a wellness-minded vacation in 2022? Check out these hotels.

The new [Tierra Luna Spa](#) at the reimagined [Arizona Biltmore, A Waldorf Astoria Resort](#) is reinventing the modern spa experience with treatments that are centered on desert botanicals, cosmic connection and dynamic recovery. The holistic spa is designed to integrate seamlessly into its desert setting for a sense of openness that connects strongly to the cosmos. Utilizing indigenous mud, desert herbs and native scents, the spa's innovative treatments range from the Float Dream Massage and Lucid Awakening to an Alchemy Mud & Crystal Body Treatment featuring an onsite astrologist.

At [Canopy by Hilton Chengdu City Centre](#), located in the commercial and historical heart of Chengdu, China, guests can enjoy a workout with a view at the 32nd floor fitness center, overlooking the city skyline.



Hotels are also incorporating elements that are scientifically designed to create feelings of warmth and relaxation as well as renewed energy and focus.

Travelers will begin to see more:



Nature: Wellbeing is enhanced by engaging the senses of sight, smell and sound with nature.

Ambient sounds and aromas of nature can be programed to subconsciously increase joy, energy and calmness.

Green walls, embalmed plants, sounds of or view of water, natural light, and nature-focused artwork all address the increasingly popular trend of biophilia, or desire to bring the feel of the outside in. Many properties throughout the Hilton portfolio, including [Hilton Cleveland Downtown](#) and [The Beverly Hilton](#), have already embraced this trend and continue to receive positive reviews.



Natural light: After two years of working from patios, porches and even beaches, travelers are going to be craving natural light more than ever while on the road. They will see natural – and almost natural – light being incorporated more into common areas and meeting spaces at hotels. In fact, [Resorts World Las Vegas](#) boasts 250,000 square feet of flexible meeting and banquet space, which include unique rooms featuring stunning floor-to-ceiling windows with views of the Strip, as well as outdoor terraces and a rooftop deck.



Indoor/outdoor rooftop bars:

With celebrations and reconnections on the rise, you'll see the increase in demand for rooftop bars that have both indoor and outdoor spaces that enable guests to take in spectacular views while enjoying trend-forward refreshments and company, like [Canopy by Hilton Portland Waterfront](#) and [LondonHouse Chicago, Curio Collection by Hilton](#).

Travelers searching for Hilton properties with exceptional wellness experiences should check out:

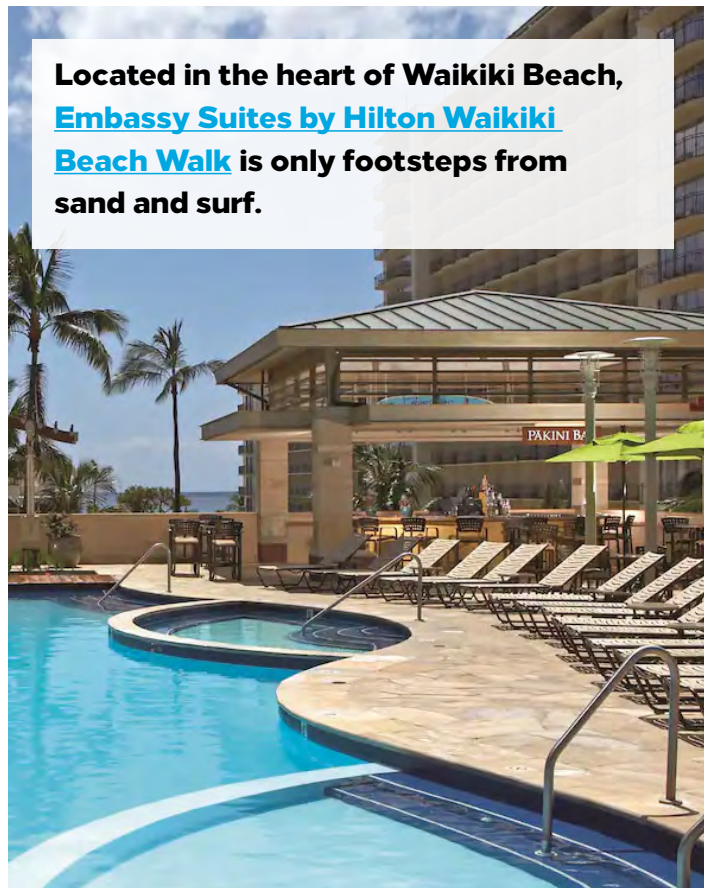
[Hilton Shillim Estate Retreat & Spa](#), a one-and-a-half-hour drive from Pune in India, is nestled in an unspoiled mountain range.



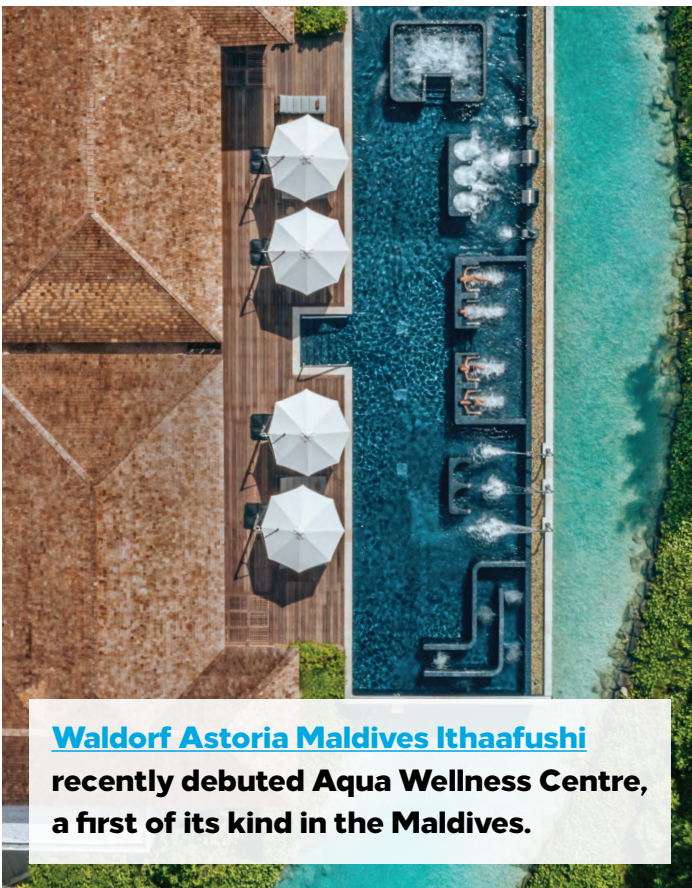
[ROKU KYOTO, LXR Hotels & Resorts](#), opened September 2021 and features THE ROKU SPA, which offers a selection of spa therapies and treatments that celebrate Japan's healing traditions in a natural oasis of tranquility and calm.



Located in the heart of Waikiki Beach, **[Embassy Suites by Hilton Waikiki Beach Walk](#)** is only footsteps from sand and surf.



[Waldorf Astoria Maldives Ithaafushi](#) recently debuted Aqua Wellness Centre, a first of its kind in the Maldives.



Travelers and Diners will be Leaving their Ties and Tuxedos at Home

While rising in popularity pre-pandemic, people today are looking for more comfortable and approachable travel and dining experiences.

And while many are happy to retire their yoga pants for designer jeans and blazers, tuxedos and gowns are no longer the norm – especially as it relates to luxury travel and dining. This is predicted to become even more of a focus in 2022 as new high-end restaurants and hotels are introduced.



82%

**PERCEIVE
PERSONALIZED
EXPERIENCES AS
MOST DESIRABLE
LUXURY AMENITY**

**According to the
American Express
Global Travel
Trends Report,
the pandemic
has changed**

**people's perception of luxury travel
with personalized experiences (82%),
high cleanliness standards (81%) and
privacy (79%) being the most desirable
luxury amenities among respondents.¹⁶**

People want to have a high-level dining experience but also to be casual, but still sharp, while doing it. People will still expect meticulous service, but they won't want to be in a stiff environment. It's not going to be the norm to see white tablecloths or tuxedos at fine dining establishments anymore.



In Asia, Hilton experts recognize that the luxury traveler has changed since the pandemic started.

And while they might not show up in a tuxedo, they expect flawless service to be executed with the utmost attention to detail.



Nils-Arne Schroeder
Global Brand Head of Conrad Hotels & Resorts, and Vice President of Luxury and Lifestyle, Asia-Pacific, Hilton

“Travellers are craving moments that truly inspire them – whether at a luxury resort with a spectacular mountain view or a private island in the middle of the ocean. They are looking for unique experiences to immerse themselves in, seeking meaningful ways to connect with the different cultures and destinations whilst discovering something new.”

Waldorf Astoria Shanghai on the Bund, Shanghai, China

As the world becomes more global, comfort and personalization are outperforming pretension. New Hilton properties illustrating this renewed approach to luxury that are set to be introduced in early 2022 include:

Conrad Chia Laguna Sardinia will be a family-friendly resort inspired by

Sardinia's local history and culture. The hotel will feature 107 renovated guest rooms – each with either a private garden or terrace that offers incredible views of the Chia lagoon – two restaurants, a lounge and a poolside bar.

Conrad Chia Laguna Sardinia, Sardinia, Italy



Mark Ehrler
Vice President and
Corporate Chef,
Americas, Hilton

“I was born and raised in the French Riviera. I’ve cooked for and served some of the wealthiest

people on the planet, but they were always in casual and relaxed attire. When I moved to New York, we would have nice ties and jackets at the door for patrons who failed to arrive in dress code. This was completely opposite of what I had come to know as luxury. This approach to high-end experiences has always been around – just not everywhere.”

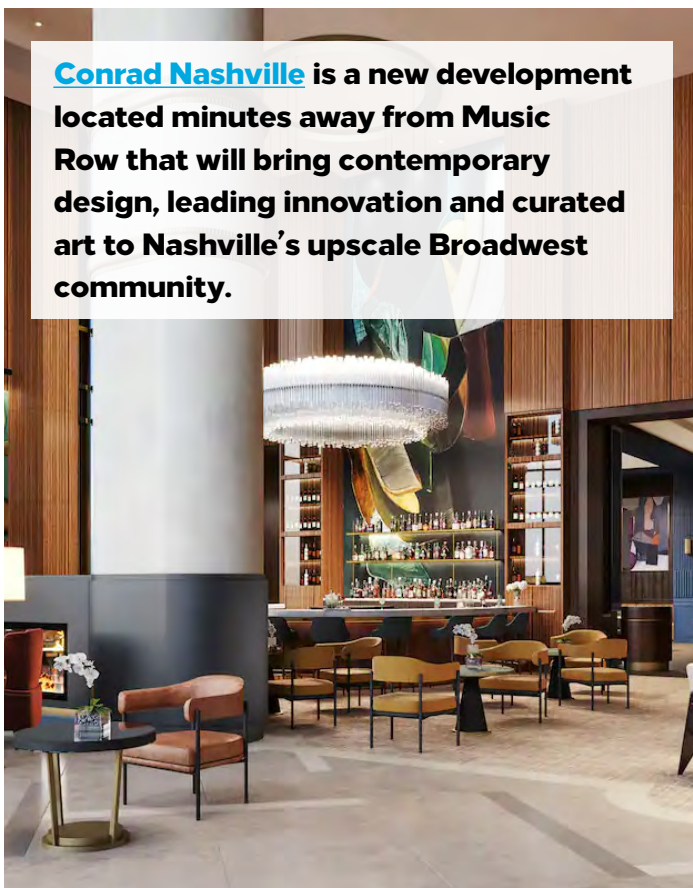
Waldorf Astoria Cancun is set on

100 acres of secluded coastline (and neighboring Hilton Cancun, an All-Inclusive Resort), the 173 well-appointed guest rooms and suites luxury resort will deliver a truly unforgettable experience for guests with breathtaking ocean views, plunge pools and private balconies.





Conrad Rabat Arzana is an exclusive new development on Morocco's Atlantic Coast that will allow people to immerse themselves in the natural beauty of the region, surrounded by lush green gardens, ocean views and scenic walks. Featuring 120 spacious guest rooms, Conrad Rabat Arzana will offer spectacular ocean views from its elevated waterfront location, overlooking a tranquil lagoon and beach.



Conrad Nashville is a new development located minutes away from Music Row that will bring contemporary design, leading innovation and curated art to Nashville's upscale Broadwest community.



Conrad Shanghai will mark the brand's debut in Shanghai, one of the major gateway cities of China, and Hilton's largest Conrad hotel in Asia Pacific.

People Will Reassess Their Loyalties

2021 has become known as the Great Resignation, with a record number of people leaving their jobs to discover new careers, new passions or new priorities.



Jenn Chick
Vice President
and Global Head,
Hilton Honors
and Customer
Engagement, Hilton

“As we look to the future, loyalty programs have an opportunity to be even more thoughtful around creating

connection and relevancy to deepen relationships with their customers. That is why we are committed to listening to our guests’ needs and responding by providing value and flexibility through our 18 world-class brands paired with meaningful benefits, experiences and rewards for our Hilton Honors members. As the travel industry continues to rebound, we remain laser focused on delivering exceptional experiences for our members around the world and recognizing them for their loyalty.”



The workforce has spoken, and it’s clear their loyalty has shifted from external to internal, looking at the jobs and careers that best serve their lives, not the other way around.

55%
OF PEOPLE IN THE
WORKFORCE ARE
LIKELY TO LOOK
FOR A JOB IN THE
NEXT 12 MONTHS

In fact, some 55% of people in the workforce, meaning those currently working or actively looking for employment, said they are likely to look for a new job in the next 12 months, according to Bankrate’s August jobseeker survey, published in August 2021.¹⁷ Nearly 40% of consumers surveyed by Ally Bank in August said they’re considering changing jobs in the next six months, citing remote work, career advancement and flexibility as top desires.¹⁸

This reassessment of loyalty also carries over into consumer behavior as it relates to engaging with companies and traditional loyalty programs. As cited by KPMG International's survey about customer loyalty, "the attributes that keep customers coming back are changing" and varies by country and age groups.¹⁹ Some attributes that influence loyalty include perceived value, shared values, product quality and innovation.

Hilton's award-winning guest loyalty program, Hilton Honors, continues to evaluate and evolve its offerings and benefits to appeal to both their most loyal road warrior as well as the new generation of travelers.

For instance, Hilton Honors recently launched a global enhancement to one of its most valued benefits - space-available room upgrades.

The enhancement will notify elite Gold and Diamond members of a space-available, complimentary room upgrade 72-hours prior to their arrival and will allow the member to select their room. Eligible members will receive an email and Hilton Honors app push notification alerting them of their room upgrade and once received, the member can choose the location of their new, upgraded guestroom using the app's Digital Check-in technology. This enhancement was implemented to recognize and celebrate elite Hilton Honors members.



Hilton remains committed to doing the right thing for its customers as people continue to navigate the changing dynamics of travel and getting back on the road.

Again, leading the hospitality industry, Hilton Honors announced [global extensions](#) to allow members to retain their Points and elite status for a second year, and allow all travelers to earn status more easily in 2022 to provide maximum flexibility to its more than 123 million Hilton Honors members.

For Hilton Honors members looking to earn or burn their Points during their 2022 travels, they should check out some of the most popular hotels (as of June 2021) to redeem their Points:

A photograph of a swimming pool with a light blue tiled deck. Several white lounge chairs with red and white striped cushions are arranged along the pool's edge. Behind the chairs are four large, red and white striped patio umbrellas. The background is filled with lush tropical vegetation, including palm trees and various green plants. A white building with a balcony is partially visible in the upper left. The pool water is clear and blue, with a metal ladder visible in the center-right.

[Hampton Inn by Hilton Grand Cayman](#), located just steps from the pristine coral sands of the award-winning Seven Mile Beach, is the first Hampton in Cayman Islands.

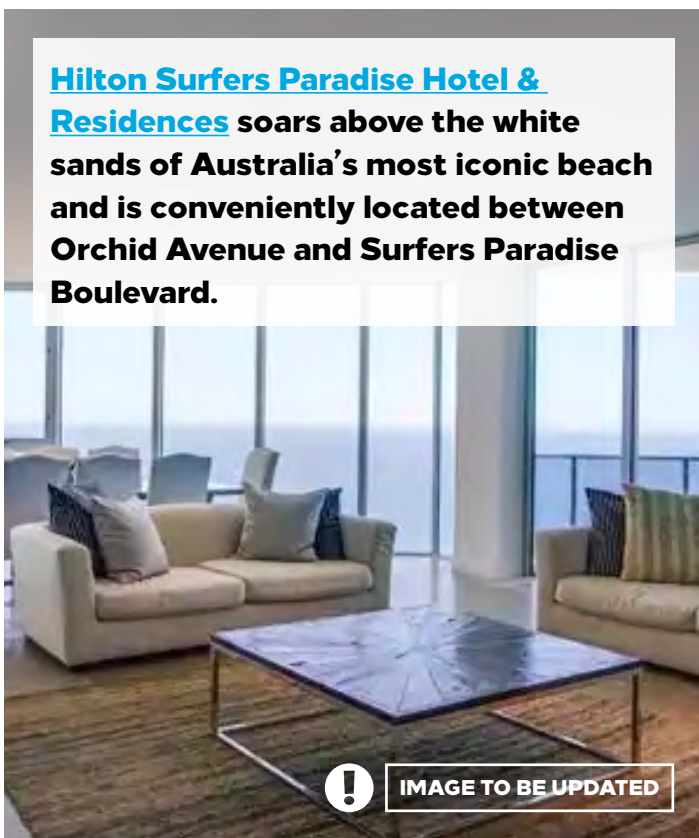
Guests seeking fun-filled activities and entertainment can arrange snorkeling and boat excursions to Stingray City with the hotel's water sports concierge, or hop on a shuttle to nearby beach parks, bars and clubs. When it's time to relax, guests can stop by Hampton Inn by Hilton Grand Cayman's tropical garden pool featuring Ms. Piper's alfresco restaurant and lounge.



Hilton Vallarta Riviera All-Inclusive Resort is situated between the beaches of the Bay of Banderas and the majestic Sierra Madres Mountain.



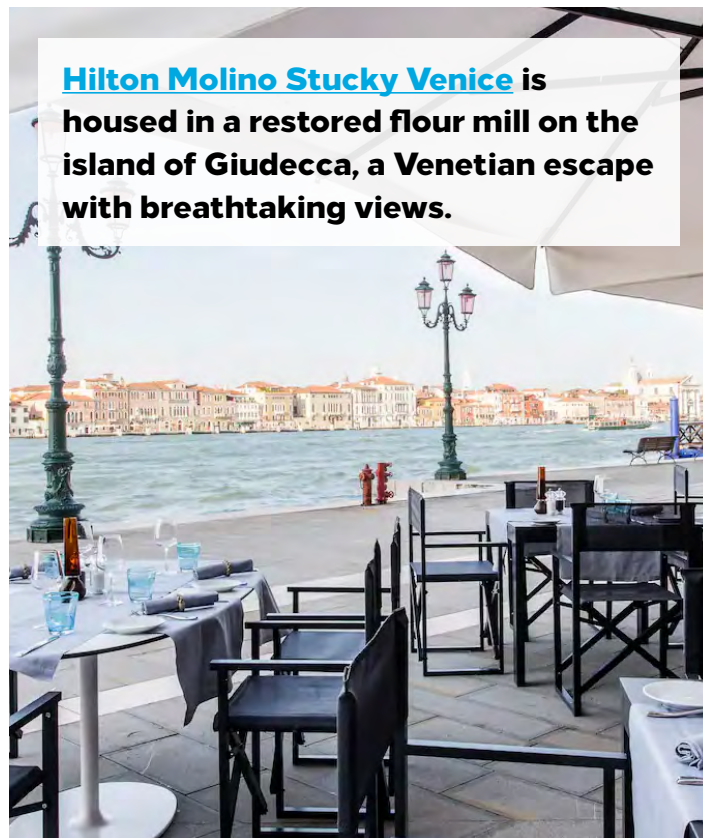
Tru by Hilton Pigeon Forge offers the perfect blend of comfort and convenience nestled in the Smoky Mountains.



Hilton Surfers Paradise Hotel & Residences soars above the white sands of Australia's most iconic beach and is conveniently located between Orchid Avenue and Surfers Paradise Boulevard.



IMAGE TO BE UPDATED



Hilton Molino Stucky Venice is housed in a restored flour mill on the island of Giudecca, a Venetian escape with breathtaking views.

To view additional Hilton properties, travelers can [visit the Points Explorer tool](#) to search their desired destination and the number of Hilton Honors Points needed per night.

People Are Willing to Travel to New Places

As the U.S. saw in the summer of 2021, the pent-up leisure travel demand is real.

Throughout the past two years, couched travelers dreamt big – and as they re-emerge, they are aiming for bigger, better and in some cases, newer experiences.



**NEARLY
80%
OF AMERICANS
PLAN TO TAKE A
WISH LIST TRIP
IN THE COMING
MONTHS**

Nearly 80% of Americans plan to take a wish list trip in the coming months, with close to 60% saying they'll first travel domestically before heading overseas, according to a new survey from Hilton.

The survey also found that nearly half of respondents (49%) said they used the pandemic as an opportunity to save up more money for a dream vacation they have always had on their wish list, while 55% said they plan to spend more than they usually would on their next trip since they haven't traveled in a while: an average of \$2,173.11.

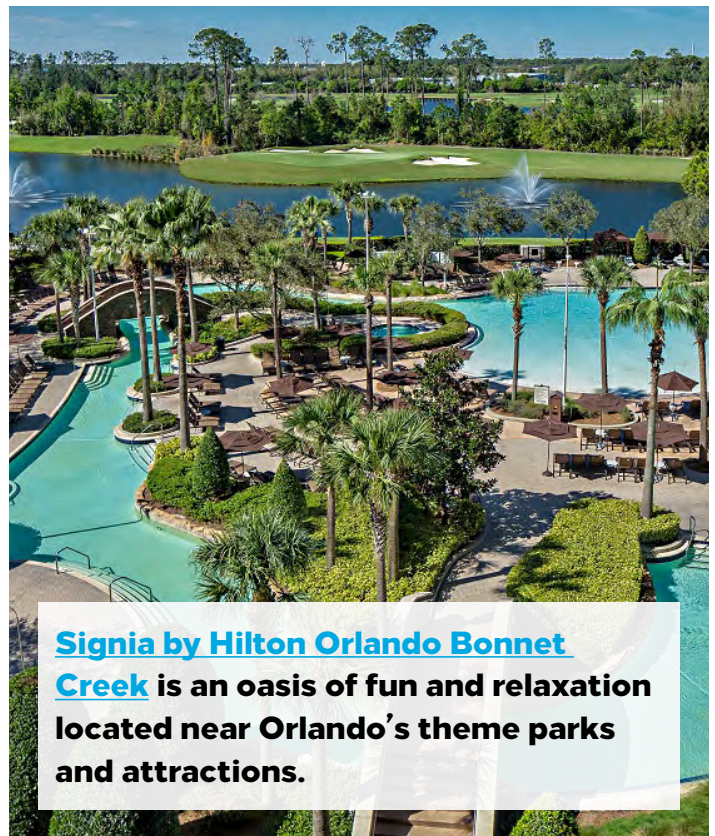
Fifty-nine percent of respondents plan to jump back into travel with a bucket list vacation they would not have considered prior to the pandemic.

Throughout the pandemic, Hilton continued opening new properties in coveted destinations. In 2020 the company opened 414 new properties, more than a hotel a day. In addition to expanding its footprint in destinations that are always in-demand like Vegas, Hilton is also investing in all-inclusive resorts, knowing that this area of travel is growing in demand and importance amongst travelers.

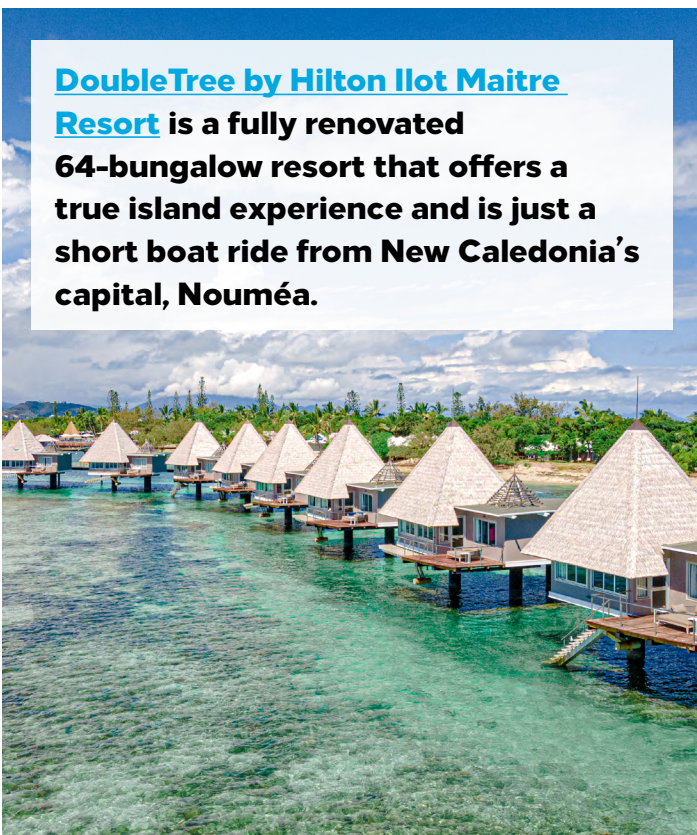
New or newly renovated properties that travelers should consider as they dream of their 2022 getaways include:



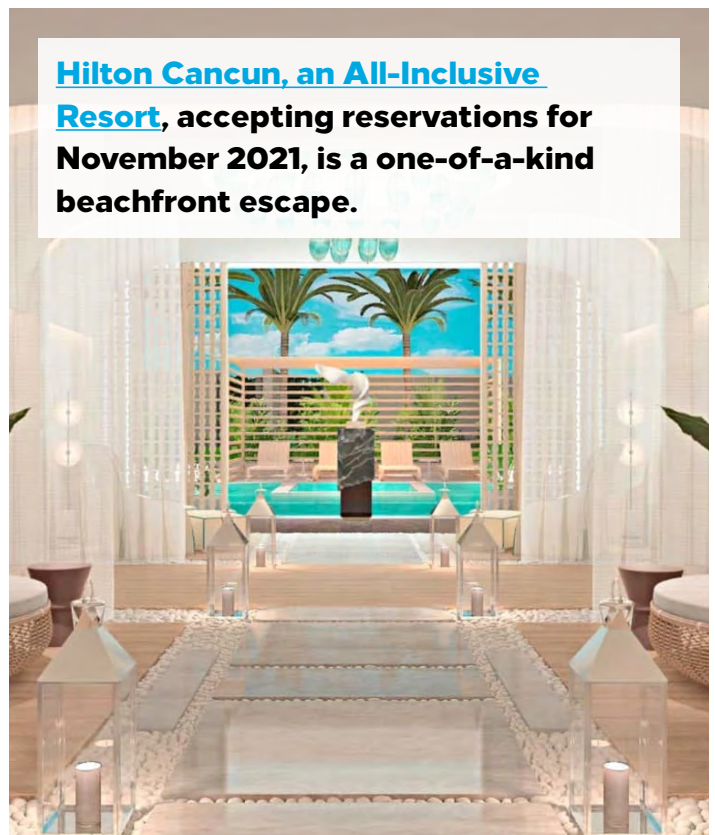
Hilton Tahiti Resort, accepting reservations for November 2021, is minutes from the international airport and Pape'ete Ferry Terminal with connections to Moorea island.



Signia by Hilton Orlando Bonnet Creek is an oasis of fun and relaxation located near Orlando's theme parks and attractions.



DoubleTree by Hilton Ilot Maitre Resort is a fully renovated 64-bungalow resort that offers a true island experience and is just a short boat ride from New Caledonia's capital, Nouméa.



Hilton Cancun, an All-Inclusive Resort, accepting reservations for November 2021, is a one-of-a-kind beachfront escape.



IMAGE TO BE UPDATED

Mangrove Beach Corendon Curacao All-Inclusive Resort, Curio Collection by Hilton

features 399 spacious guest rooms and suites with beautiful views of the expansive pool, the beach or the ocean. Guests can enjoy curated experiences and offerings to accommodate both adventurous travelers, as well as those looking for a tranquil getaway. Travelers can recharge at the resort's idyllic private beach with calm turquoise waters, four picturesque pools and spa cabanas with breathtaking views of the Caribbean Sea. The resort offers nine distinct dining outlets, including pool and beach bars, specialty restaurants, and a cigar and rum tasting lounge. Guests will be able to enjoy additional on-property amenities such as a fitness center and a premium waterpark, featuring six family-friendly water slides, including the infamous King Cobra, the only slide of its kind in the Caribbean.



Virgin Hotels Las Vegas, Curio Collection by Hilton features more than 1,500 rooms and suites with a modern, eclectic design that can best be described as “playful luxury” featuring views of the iconic Las Vegas Strip.

Newly opened in March, the resort features an exclusive spa, a five-acre pool complex including VIP-style cabanas and daybeds along with Mykonos-inspired dayclub, Élia Beach Club, vibrant live entertainment venues, including the Theater by AEG Presents, the state-of-the-art Mohegan Sun Casino, and expansive indoor and outdoor meeting and event space. Guests can also indulge in a world-class portfolio of 15 restaurants and bars including Japanese cuisine at Chef Nobu Matsuhisa's Nobu, Mediterranean and coastal Italian fare at Todd English's Olives and Kassi Beach House from restaurateur Nick Mathers, hand-crafted cocktails at The Shag Room and more.

People Will Party – Just in Smaller Numbers

From weddings to bat mitzvahs and reunions, people are ready to celebrate together – and the pent up party demand is only increasing.



Kelly Knowlen
Vice President,
Sales Engagement
and Special Events,
Hilton

“Beyond the typical event elements, social party planners are focusing on how to design their event with their attendees’ mental

and physical health in mind – from whether or not they should install a dance floor to considering color-coded wristbands to indicate the level of social distancing comfort. The logistics of organizing a party amidst a pandemic are complicated, but people are still celebrating and hosting events in larger numbers every day. We are all craving the connections, and not even a pandemic can stop that. We’re really proud to have created programs like Hilton EventReady that help ease the complication so our party planners can focus on the fun.”

In 2021, while some planners continued to postpone their events, the venues who continued to host events saw event organizers come to terms with smaller, more intimate gatherings that didn’t include everyone on the guest list. And, as a global culture, more invitees than ever before have been okay with RSVPing “no” or joining virtually. **But everyone is in agreement, we’re all long overdue for a party.**

For party planners searching for unique spaces for their 2022 event, check out the following Hilton properties around the world:

Sable at Navy Pier, Curio Collection by Hilton is the first hotel to break ground on one of the city's most iconic and historic landmarks, Navy Pier, offering visitors and party goers unparalleled views of Lake Michigan and the Chicago skyline.



DoubleTree by Hilton Ilot Maitre Resort is an easy 30-minute boat ride away from the capital city Noumea, in the resort's private boat.



The Sound Seattle Belltown, Tapestry Collection by Hilton's stunningly modern 7th-floor Lupine Room offers 748 square feet of state-of-the-art meeting space, ideal for groups from 5 to 50.



Hilton Fukuoka Sea Hawk offers sweeping views of Japan's Hakata Bay and is located next to the Fukuoka PayPay Dome – home of the Fukuoka SoftBank Hawks baseball team – as well as the Lab Forest Fukuoka, an interactive art museum.



Executive Bios



Christopher J. Nassetta **President and Chief Executive Officer, Hilton**

Christopher J. Nassetta is president and chief executive officer for Hilton. He joined the company in 2007. Previously, Christopher was president and chief executive officer of Host Hotels & Resorts, Inc., a position he held since 2000. He joined Host Hotels & Resorts, Inc. in 1995 as executive vice president and was elected chief operating officer in 1997.

Before joining Host Hotels & Resorts, Inc., Christopher co-founded Bailey Capital Corporation in 1991, where he was responsible for the operations of the real estate investment and advisory firm. Prior to founding Bailey Capital Corporation, he spent seven years at The Oliver Carr Company, ultimately serving as chief development officer. In this role, he was responsible for all development and related activities for one of the largest commercial real estate companies in the mid-Atlantic region.

Christopher serves on multiple boards and organizations including: World Travel & Tourism Council, CoStar Group, Inc., Federal City Council, The Economic Club of Washington, D.C., Arlington Free Clinic and The Real Estate Roundtable. He graduated from the University of Virginia McIntire School of Commerce with a degree in finance and currently serves on the McIntire School of Commerce Advisory Board.



Chris Silcock
**Executive Vice President and Chief
Commercial Officer, Hilton**

Chris Silcock is Executive Vice President and Chief Commercial Officer for Hilton. He leads the company's global Commercial team including technology, sales, revenue management, distribution, enterprise data and analytics, marketing, and customer engagement, loyalty & partnerships.

Mr. Silcock has over 20 years of experience with Hilton, and can be credited with leading the company's global sales modernization process, and transitioning revenue management to a data-driven discipline delivering consistent and meaningful market outperformance. Mr. Silcock also created Hilton's first enterprise data and analytics team, bringing advance analytics to the forefront of real-time decision making.

Prior to this role, Mr. Silcock held a number of positions at the company, including Head of Revenue Management and Online and Regional Marketing, and Vice President of Revenue Management. He has also held a number of regional revenue and project roles across the business, as well as several positions at the company's properties. Mr. Silcock began his career with Hilton as a catering and banquet waiter at Hilton Watford.

In addition to his time at Hilton, Mr. Silcock worked in a consulting capacity with several hospitality companies, including large international chains, as well as smaller operators and independent hotels across Europe. He currently serves as a member of the board for Groups360, a leading online marketplace for meetings; he previously served on the board of Roomkey, a joint venture of six global hospitality companies, including two years as the board's chairman. Mr. Silcock holds a bachelor's of science degree in Computer Studies from University of Essex and studied music prior to his hospitality career.



Matt Schuyler
Executive Vice President,
Chief Brand and Communications
Officer, Hilton

Matthew W. Schuyler is the chief brand officer at Hilton and is responsible for positioning the company's portfolio of 18 world-class brands across all 6,700 properties globally. In this role, Matt's focus is to deliver differentiated, consistent, high-quality brand experiences that delight customers and increase returns for owners. His organization includes Hilton's brand leadership and owner support functions, the Hilton supply management organization, and the global communications function.

Prior to this role, Matt served most recently as chief administrative officer, and, previously, for 11 years as chief human resources officer, leading Hilton's global human resources organization. In his 12 years at Hilton, he has driven Hilton's position as one of the world's best workplaces, delivering recognition including #1 rankings for the company's culture and diversity programs around the world. from Pennsylvania State University and a master's degree in Business Administration from the University of Michigan.

Previously, Matt was chief human resources officer and head of corporate real estate at Capital One from 2002 to 2009 and from 2000 to 2002, he held two positions at Cisco. He was senior vice president of human resources from 2001 to 2002 after being the global career services and recruitment leader, where he recruited 26,000 total hires during a 14-month span. He began his career in 1987 at PricewaterhouseCoopers, where he held numerous leadership roles in HR. Matt is currently chair of the Board of Trustees at his alma mater Pennsylvania State University, and he served as a director on the board of Make-A-Wish Foundation from 2011 to 2017. He holds a bachelor's degree in Accounting from Pennsylvania State University and a master's degree in Business Administration from the University of Michigan.



Lara Hernandez

Senior Vice President, Global Brand Planning and Innovation, Hilton

Lara Hernandez is a strategic global leader with over 20 years of experience in the hospitality industry across the Americas, Asia, Middle East, Africa and Europe. Currently based in McLean, Virginia at Hilton's Global headquarters, Lara oversees Brand Innovation and Strategy for the company's portfolio of 18 world-class brands. Prior to this role, Lara served as Hilton's Head of Human Resources for the Asia Pacific region, leading talent development of over 50,000 Team Members with a focus on People and Culture.

Equipped with a strong track record of building teams across diverse cultures, Lara has led and overseen multiple disciplines in the hospitality industry around the world. With a deep expertise in Sales, Brand Marketing, Loyalty, Partnership, Business Development and Operations across both franchised and managed hotel operating models, Lara is skilled at bringing teams together to achieve business goals and is passionate about providing meaningful opportunities to help leaders reach their potential.



Erica L. Gordon

Senior Vice President and Global Head, Public Affairs & ESG, Hilton

Erica Gordon is Senior Vice President and Global Head of Public Affairs & ESG at Hilton, one of the world's largest, fastest growing hospitality companies with more than 6,700 properties across 122 countries and territories. Erica leads a global team managing legislative and regulatory affairs, and driving company strategy on environmental, social and corporate governance programs. In addition, Erica serves as President of the Hilton Effect Foundation, Hilton's primary international philanthropic arm that invests in organizations which have a positive impact on the communities Hilton serves. Erica works closely with elected government officials and staff, regulatory agencies, trade associations, and business coalitions to advance Hilton's policy agenda and "Travel with Purpose" goals.

Prior to joining Hilton in 2012, Erica was the Director of Policy and Government Affairs at Citizens Against Government Waste and served as a Regional Finance Director on Senator John McCain's 2008 presidential campaign. She has also worked for a lobbying firm, Booz Allen Hamilton, and the House Ways & Means Committee, and has been a guest on numerous political talk radio shows.

Erica holds a Bachelor of Arts in Philosophy, Politics and Economics from the University of Pennsylvania and a Master of Public Policy from Georgetown University.



Larry Traxler
Senior Vice President and Global Head, Architecture and Design, Hilton

Larry Traxler joined Hilton in early 2009 and as Senior Vice President, Global Design Services where he is responsible for overseeing the organization's Architecture, Design, Construction and Renovation efforts. Larry also leads Hilton's new brand launches and design refresh initiatives for all 18 brands across the company's portfolio.

Larry and his talented team of global design professionals work closely with developers, owners, operators, architects and designers to ensure that the brand ethos and unique style of Hilton's more than 6,700 properties around the world are attained. He and his team are also actively leading the design strategy and roll out for Hilton's newest brand launches including Motto by Hilton, LXR Hotels & Resorts, Signia by Hilton and Tempo by Hilton.

Prior to joining Hilton, Larry was Vice President, Design & Architecture at Hyatt Hotels. With more than 30 years of hospitality industry experience, his international design expertise spans from early career positions with Jordan Mozer & Associates to his role in Singapore as Design & Managing Director for world-renowned Hirsch Bedner Associates. Throughout Larry's career he has also held design leadership positions at award-winning studios and hoteliers including Wilson Associates and Ian Schrager Hotels.

Larry holds a Bachelor of Architecture degree from the University of Cincinnati's College of Design, Architecture, Art and Planning.



Adam Crocini
Senior Vice President and Global Head, Food and Beverage Brands, Hilton

Adam Crocini currently serves as the senior vice president and global head of food and beverage brands at Hilton where he oversees the strategy, development and innovation for Hilton's Food & Beverage experiences across Hilton's portfolio of 18 world-class brands - from restaurant concept creation and design, to corporate marketing, communications and strategic partnerships. Prior to this position, Adam spent two years as Hilton's vice president of food & beverage strategy development, driving strategic planning for food and beverage offerings across Hilton's Luxury & Lifestyle brands.

Adam, in constant pursuit of personal and professional development, came to Hilton with a combined nearly 30 years of culinary-focused experience within the hospitality industry.

He began his career after graduating from the Culinary Institute of America at the Four Seasons Hotel New York. Adam then quickly progressed to leadership roles at world-renowned restaurants within the Wolfgang Puck Fine Dining Group before joining Marina Bay Sands in Singapore, where he managed a portfolio of celebrity chef restaurants, including Gordon Ramsay, Nancy Silverton and Daniele Boulud. Adam has achieved a multitude of accolades throughout his career, including several Michelin Stars. In 2019, he was named Ambassador to the Culinary Institute of America. Spanning the globe from Maui to Singapore, Adam's career has been focused on creating innovative experiences that pay tribute to his years of hard work and passion for all things culinary.



Dino Michael
Senior Vice President and Global Category Head, Luxury Brands, Hilton

Dino Michael serves as senior vice president and global category head, luxury brands for Hilton. In his role, Dino spearheads brand positioning, strategic growth, innovation and leadership initiatives for Waldorf Astoria, Conrad and LXR Hotels & Resorts. He collaborates closely with hotel operation teams, oversees brand training and culture and leads global marketing initiatives for Hilton's portfolio of luxury brands, most recently overseeing global brand development as vice president for Hilton's luxury portfolio to drive expansion of the brands' international footprint through ensuring the growth of strong relationships between owners, brand and operations. He previously spearheaded global Food & Beverage development, where he led new initiatives and was responsible for the development of Hilton's full service and luxury brands' restaurants and bars.

Dino brings more than 20 years of experience to the hospitality industry, having held senior positions across several high-profile venues in the United Kingdom including branded operations, hotel groups and fine dining venues. His experience includes working with Accor and Guoman Hotels, along with internationally established brands such as Caprice Holdings, Giraffe Concepts and as an independent consultant for a variety of clients. Born in Great Britain, Michael holds an LL.B. from The University of Law London Bloomsbury and is married with three children.



Emma Banks
Vice President, F&B Strategy & Development, Europe, Middle East And Africa, Hilton

Based at Hilton's MEA Regional Office in Dubai, Emma Banks is responsible for F&B strategy and development across EMEA, supporting Hilton's trading and future pipeline of hotels.

Emma ranked #1 in Caterer Middle East's "2020 Women in F&B" Power List. At the end of 2020 Emma was also elected a Member of the Board of Governors and Member of the Board of the Academic Committee of Dubai College of Tourism (DCT). She is also now an advisor on the campaign to make Dubai one of the top gastronomic culinary destinations in the world, which is supported by Her Excellency Laila Suhail, CEO of DTCM.

Emma was appointed Vice President, F&B Strategy & Development, EMEA, Hilton in February 2019.

Emma has a wealth of experience in the Food & Beverage sector. Prior to her role at Hilton, she was at Jumeirah Restaurant Group (JRG) - the dedicated restaurant division of the UAE based Jumeirah Group. Emma started her JRG career as Operations Director in 2013, progressing to Managing Director in 2018.

Her earlier career included operations and business development roles in the UK and the Middle East.

Emma holds a Bachelor's Degree from Leeds University.



Tom Walters
Senior Vice President, Food & Beverage, Hilton

Tom Walters is senior vice president, food and beverage, Americas for Hilton. Prior to taking up this role in 2010, Tom was named President of Morton's of Chicago Steakhouses, followed by President and CEO of Chart House restaurants. Tom also served as vice president of premium catering and national accounts at Aramark and has extensive experience working with luxury hotel brands, such as Ritz-Carlton. He holds a BS in Hotel, Restaurants and Travel Admin from the University of Massachusetts, Amherst.



Bill Duncan
Global Category Head, All Suites and Focused Service, Hilton

Bill Duncan serves as the global head of the All Suites and Focused Service Categories, meaning he oversees Embassy Suites by Hilton, Homewood Suites by Hilton and Home2 Suites by Hilton (All Suites) along with Hampton by Hilton, Hilton Garden Inn and Tru by Hilton (Focused Service).

Bill is a hospitality industry veteran with more than 25 years devoted to all suites hotels. He began his career at Embassy Suites, where he spent more than a decade serving in various management, hotel performance support and sales roles. Previously, Bill served as global head of All Suites Brands and global head of Homewood Suites and Home2 Suites, the extended-stay hotel portfolio for Hilton. Deeply engaged in both professional and civic organizations, he has been recognized for several industry and community awards throughout his distinguished 30-year career, including the Hospitality Sales & Marketing Association's "Top 25 Extraordinary Minds in Sales & Marketing," and the Memphis Corporate Volunteer Council Executive Leadership Award.



Jennifer Chick
Vice President and Global Head,
Hilton Honors and Customer
Engagement, Hilton

Jenn Chick is the vice president and global head of Hilton Honors, the award-winning, 123-million-member loyalty program for Hilton's 18 world-class brands, and customer engagement. Jenn has more than 20 years of experience developing innovative marketing strategies across a variety of industries, including hospitality, travel and consumer packaged goods. In her current role, she is focused on elevating the customer experience and driving acquisition and retention for Hilton Honors, as well as overseeing performance and benefits, setting reward pricing and strategy, and providing overall program management.

Most recently, Jenn served as vice president of marketing execution and operations at Hilton, where she transformed marketing operations through the use of analytics, process optimization, automation and organizational transformation. Prior to joining Hilton, Jenn worked for MarketBridge, McCann-Erickson and Arnold Worldwide in various marketing, sales and advertising roles. She holds an MBA from The Darden Graduate School of Business at the University of Virginia and a B.S. in Marketing from George Mason University. While Jenn can most frequently be found at a roadside Hampton by Hilton with her husband and three children, she always appreciates an opportunity to use her Hilton Honors Points for a special getaway at one of Hilton's luxury resort properties around the world.



Kelly Knowlen
Vice President, Sales Engagement
and Special Events, Hilton

Kelly Knowlen is the vice president of sales engagement and special events at Hilton. In this role, she leads the execution and strategic priorities of Hilton Worldwide Sales customer events, industry events and internal conferences for the Americas. Following the onset of the COVID-19 crisis, Kelly led the commercial workstreams to create and launch Hilton EventReady and CleanStay and the EventReady Playbook, a proprietary tool providing curated resources for teams and event planner customers.

Prior to her current role, Kelly developed and launched Americas Week and Global Week of Sales, two initiatives focused on increasing sales and customer engagement across the enterprise. Kelly began her 28-year Hilton career as a sales manager at DoubleTree Concourse in Atlanta. She was later promoted to director of sales and marketing followed by roles as Regional DOSM and for Hilton Corporate in sales operations, global engagement and events.



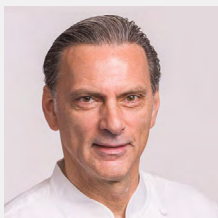
Nils-Arne Schroeder
Global Brand Head, Conrad Hotels & Resorts and Vice President, Luxury & Lifestyle, Asia-Pacific, Hilton

Nils-Arne Schroeder is the global brand head for Conrad Hotels & Resorts, as well as vice president of Luxury & Lifestyle for Hilton in Asia Pacific. Schroeder's extensive experience in the hospitality industry spans more than 30 years across various countries around the world.

In his global role overseeing Conrad Hotels & Resorts, Schroeder is responsible for the strategic growth and development of the iconic brand across the globe. Based out of the company's Asia headquarters in Singapore, he leads the brand innovation, strategic direction and leadership initiatives of the luxury brand's portfolio of more than 60 properties, 22 of which are currently under development, spanning five continents around the world.

As vice president of Hilton's luxury and lifestyle group in Asia Pacific, Schroeder spearheads all people, performance and product initiatives for the Waldorf Astoria Hotels & Resorts, LXR Hotels & Resorts, Conrad Hotels & Resorts, and Canopy by Hilton brands across the region. In this role, he oversees the operations of 33 trading hotels, and is responsible for driving the rapid expansion of the group's luxury and lifestyle footprint of more than 20 properties in the region through ensuring strong relationships amongst the owners, brand and operations teams.

A German national, Nils is married with two teenage kids. He enjoys travelling around the globe with his family, and discovering new destinations, cultures and lifestyles.



Chef Marc Ehrler
Vice President And Corporate Chef,
Americas, Hilton

A native of Antibes, on the French Riviera between Cannes and Nice, Chef Marc Ehrler trained with world-renowned chefs, including Alain Ducasse, Jacques Maximin and Andre Daguin. His cooking style, a tribute to his native land, Provence/Italy, and influenced by his work in the Caribbean, Latin America, Asia, New York, California, and Florida, embraces respect for tradition and simplicity.

A Master of Food Arts, Chef Ehrler has been featured in Wine Spectator, Conde Nast Traveler, Travel & Leisure, Gourmet, Tattler and The New York Times, as well as Lifestyles of the Rich and Famous, the Discovery Channel's "Great Chefs of the World", Best 10 Restaurants in the World, CNN International, Food Network. He has also participated in the James Beard House "Best Hotel Chefs Series" and was a semi-finalist for best chef of the Southwest.

The only chef to have received two AAA 5 Diamonds awards (for two different restaurants within the same hotel), Chef Ehrler received the coveted "Master Chef of France" title in 2002 and been recognized by the Culinary Academy of France.

Prior to his current role as vice president of culinary Corporate Chefs Americas at Hilton, Chef Ehrler was president of culinary development and innovation for NDB brands, corporate chef for Loews Hotels and Resorts, and executive chef at the Loews Miami Beach Hotel, Ritz-Carlton, La Samanna a Rosewood Hotel on the Island of St. Martin, and a number of other notable hotels and restaurants across the globe.

Chef Ehrler was host of the SoBe Wine & Food Festival for eight years and a participant for ten years. He received the Master Chefs of France lifetime achievement the "Toque D'Argent."



Dr. Kate Cummins, Psy.D.

[Dr. Kate Cummins](#) is a California-based clinical psychologist and wanderluster who sees travel as an important component of mental well-being. Dr. Kate enjoys helping clients overcome the mental boundaries in his or her way to find joy on the other end of travel. She offers travel psychology consultation to help people overcome the fear and anxiety connected to getting to the destination of their dreams. From planning the trip to processing the stress of being on an airplane, she helps individuals move through to-do lists and push back fear to overcome travel anxiety. Dr. Kate works with successful, high achieving clients in her private practice to help empower them in decision making. She has been on staff at Stanford University as well as worked in the hospital setting with a diverse population.

Dr. Kate's expertise has been featured in Brit + Co, Bustle, Elite Daily, GQ, Health Magazine, Hello Gigggle, HuffPost, Matador Network, NBC News, Reader's Digest, Woman's Day and more.

The 2022 Traveler: Emerging Trends and the Redefined Traveler

A REPORT FROM HILTON

For more information, contact Colleen Hart, Director, Global Enterprise Communications, colleen.hart@hilton.com.

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COLLECTION

DOUBLETREE

TAPESTRY
COLLECTION

EMBASSY
SUITES

TEMPO

MOTTO

Hilton
Garden Inn

Hampton

tru

HOMEWOOD
SUITES

HOME2
SUITES

Hilton
GRAND VACATIONS

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