

## FACT SHEET

[LXR Hotels & Resorts](#) is a hand-picked collection of independent and spirited luxury properties celebrating the timeless pursuit of personal adventure. Found in the world's most alluring destinations, LXR connects legendary properties into an exclusive network of hotels and resorts that are set apart by individual design, an unrivaled commitment to personalized service, and elegant, yet locally immersive, experiences. Each member of the collection features its own enchanting pedigree, story and character that is steeped in the originality of its locale and provides an indulgent base for the intrigued yet discerning adventurer.

### OUR STORY

Hilton's newest luxury brand, LXR was launched in 2018 to offer a distinctive hotel and resort experience defined by intriguing design, bespoke personal service and vivid array of cultural experiences. This unique collection of properties is designed for sophisticated global travelers who are passionate about exploring new places, seeking out authentic dining experiences and embarking on one-of-a-kind adventures while being pampered by a high level of service and unparalleled amenities. As a testament to the brand's commitment to inspiring guests to experience the world on their own terms, all [LXR Hotels & Resorts](#) are part of the coveted [American Express Fine Hotels & Resorts](#) program.

### ABOUT THE COLLECTION

- **INTRIGUING INDIVIDUAL DESIGN**

Found in the most intriguing corners of the world, each LXR property features its own unique architectural design truly indicative of its location and storied past. From ROKU Kyoto being nestled in the historic 28.6-acre Shozan Resort Kyoto and boasting ancient Japanese designs, art and architecture, to Biltmore Mayfair uniting 20th-century grandeur with modern architectural details in a prestigious neighborhood, each legendary property maintains its own rare and refined history and pedigree while providing a base of exploration and discovery for the today's traveler.

- **BESPOKE, PERSONAL SERVICE**

Defining bespoke, world-class service is at the core of LXR's unique approach to hospitality and comes to life through individual interactions and the ability to understand our guests' desires. The world's most distinguished travelers look for hotels where service is intentional, personal and meets their specific needs. This is true at Susona Bodrum, where guests set out on a day private excursion to the Halikarnassos Peninsula's oldest and most untouched Etrim Village to learn about Turkish carpet making and natural dying and weaving techniques. Or at Mango House Seychelles where guests can book deeply immersive and educational local experiences LXR that spark their individual interests, whether a guided rugged adventure or being pampered by a dedicated crew during an overnight cruise. Guests will

feel a natural connection to each destination from the moment they step foot on the property, furthered by the heartfelt connection created by the LXR team and local people.

- **COLORFUL CHARACTERS & CULTURAL EXPERIENCES**

Every LXR stay is tailored to create story-worthy adventures, providing guests with exclusive access to tasteful, immersive experiences and culture through the team's extensive knowledge of the locale. In Santa Monica, each guest of Oceana can experience the destination through engaging activities specially curated by the hotel concierge, from private yacht adventures and coastal horseback riding to helicopter rides over Malibu's coast and private culinary tours.

At Zemi Beach House, six oceanfront acres on Anguilla's Shoal Bay East await guests seeking traditional island experiences, like treatments at an ancient Thai house and small-batch rum tastings. And travelers to ROKU KYOTO can try their hand at papermaking using water sourced right from the Tenjin River in Kyoto. LXR delights in the surprise and opportunity to take guests off the beaten path to discover the nuances of the people and the place in which they stay.

## **PORTFOLIO AND GROWTH**

LXR Hotels & Resorts currently encompasses 11 world-class destinations across five continents. The brand is continuing to selectively expand its presence with a high-quality pipeline of properties in various stages of development across the Americas, Europe, Middle East/Africa, and Asia Pacific. Our current and forthcoming hotels are listed below.

### **LXR LOCATIONS**

#### **Americas**

Crockfords: Las Vegas, USA

Hotel 1000: Seattle, USA

Oceana Santa Monica: Los Angeles, USA

Zemi Beach House: Shoal Bay East, Anguilla

#### **Europe**

The Biltmore Mayfair: London, UK

#### **Middle East and Africa**

Habtoor Palace: Dubai, UAE

Katara Hills: Doha, Qatar

Mango House: Seychelles

Maysan: Doha, Qatar

Susona Bodrum: Bodrum, Türkiye

The Plaza Doha: Doha, Qatar



**Asia**

ROKU KYOTO: Kyoto, Japan

**FUTURE LXR LOCATIONS**

Al Nawras Island: Abu Dhabi, U.A.E.

Bali, LXR Hotels & Resorts: Bali, Indonesia

Wadi Hanifah: Riyadh, Saudi Arabia

Waikiki: Hawaii, USA

Tel Aviv: Tel Aviv, Israel

**FOR MORE INFORMATION**

Experience an inspiring stay at LXR Hotels & Resorts by booking at [lrxhotels.com](https://lrxhotels.com) or through the industry-leading [Hilton Honors app](#). Hilton Honors members who book directly through preferred Hilton channels have access to instant benefits. Learn more about LXR Hotels & Resorts at [stories.hilton.com/lxr](https://stories.hilton.com/lxr).

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