

# Anything but generic.



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

Tapestry Collection by Hilton is a gathering of original upscale hotels that caters to guests seeking reliability and value in their independent hotel choices. Each hotel will maintain its individual spirit, offering guests an experience that is approachable, familiar and different from other hotels. In addition, each stay is backed by the reassurance of the Hilton name and award-winning Hilton Honors program—providing guests the best of both worlds.

[tapestriycollection.com](https://tapestriycollection.com) | [news.tapestriycollection.com](https://news.tapestriycollection.com)

**T A P E S T R Y**  
**COLLECTION**  
BY HILTON™



## Quick Facts

- Targeting the growing upscale market segment
- **Hilton's 14th brand** and second collection brand, joining the upper upscale Curio—A Collection by Hilton
- To date, Tapestry Collection by Hilton has signed letters of intent with **7 independent hotels** in markets including **Syracuse, N.Y.; Chicago, Ill.; Nashville, Tenn.; Warren, N.J.; Hampton, Va.**, and two in **Indianapolis, Ind.**
- Hilton's footprint continues to grow. Hilton brands are now in **104 countries**, and serve **60 million Hilton Honors members**
- The supply of independent properties in the upscale market is estimated to be more than **15,000 hotels globally**, providing ample opportunity for conversions

## Vibrant and Original

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

## Independent

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

## Supported by Hilton

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

## More Information

Media information: [news.tapestrycollection.com](https://news.tapestrycollection.com)

Development opportunities: [tapestrycollection.com](https://tapestrycollection.com)

Connect with Tapestry Collection by Hilton on social media:

 @TapestryCollection

 @TapestryCollection

 @TapestryHilton

## Media Contacts

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