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DoubleTree by Hilton Adds Hawaii Conversion to Its Global Pipeline

Hilton Worldwide's Conversion-Focused Brand Reaches 100,000-Room Milestone

MCLEAN, Va.--(BUSINESS WIRE)-- [Hilton Worldwide](#) (NYSE:HLT) announced today the signing of a franchise license agreement to open DoubleTree by Hilton Hilo-Naniloa, which will join [DoubleTree by Hilton](#)'s 100,000-room portfolio and nearly 40,000-room global pipeline. The oceanfront property, formerly the Hilo Naniloa Hotel and Golf Club, will undergo an \$18.5 million large-scale transformation. The 12-story, 3-tower, 388-room property plans to fully convert in December 2015.

"Our development footprint is steadily growing in one of the top leisure markets in the world," said Bill Fortier, senior vice president, development – Americas, Hilton Worldwide. "With limited real estate in Hawaii, our conversion strategy works well as DoubleTree by Hilton is a leader in this approach, offering developers flexibility while maintaining a high level of standards."

Located at 93 Banyan Drive in Hilo, the hotel and golf course cover 70 acres fronting the scenic Hilo Bay at the tip of the Waiakea Peninsula. Guests have post-card perfect ocean and volcano views from 75% of the rooms and easy access to snorkeling and other water activities. The hotel's location on the east side of the Big Island offers convenient access to Mauna Kea Observatory, downtown Hilo, which is a mile away and the Hilo International Airport which is less than three miles away. Doubletree by Hilton Hilo-Naniloa will also be the closest full service hotel to Hawaii Volcanoes National Park, which is home to one of the most active volcanoes on earth, the Kilauea volcano, which has been erupting since 1983. It is located only 30 miles southwest of Hilo and is the second most visited attraction in the state, receiving an average of [1.3 million visitors](#) each year, spending more than \$80M annually.

The hotel is owned by Hawaii-based Tower Development, Inc. Ed Bushor, President of Tower Development stated, "We are more than excited for the City of Hilo and Big Island tourism. Our conversion to the first national hotelier in Hilo and Hilton Worldwide's Doubletree by Hilton brand will change the landscape of tourism and hospitality in Hilo. The most active volcano in the world will now have a first-class Doubletree by Hilton oceanfront resort for worldwide tourists and locals alike to enjoy during their Hilo visit."

The property will feature 20 spacious suites, 5,450 square feet of meeting space plus an additional 7,213 square-foot ballroom to accommodate large scale functions. Other amenities include entertainment venue Willie K's @ The Crown Room, a "farm to table" restaurant serving breakfast, lunch and dinner as well as a health club, golf course and outdoor pool.

In addition to the warm chocolate chip cookie welcome, guests will enjoy other DoubleTree by Hilton brand amenities, including an assortment of gourmet in-room tea and coffee choices from The Coffee Bean & Tea Leaf®, the refreshing Aroma Actives natural skin and body care line and a globally-recognized service culture built on the idea of “CARE,” which stands for creating a rewarding experience for guests, team members and the community.

“We are delighted to open our first DoubleTree by Hilton on the Big Island of Hawaii,” said John Greenleaf, global head, DoubleTree by Hilton. “We look forward to welcoming guests from around the world to this piece of paradise with warm Hawaiian hospitality and our globally recognized service culture that focuses on the little things that make for a memorable visit.”

DoubleTree by Hilton Hilo-Naniloa will participate in Hilton HHonors®, the only hotel loyalty program that allows members to earn both Points & Miles® on the same stay and No Blackout Dates on reward stays.

This hotel will mark DoubleTree’s second hotel in Hawaii, joining the Alana Hotel Waikiki. Hilton Worldwide currently operates seven timeshare properties and nearly 10 hotels open or under development in Hawaii.

For more information about DoubleTree by Hilton, visit www.doubletree.com or news.doubletree.com.

About DoubleTree by Hilton

With a fast-growing, global collection of more than 415 upscale hotels in gateway cities, metropolitan areas and vacation destinations across six continents, every little thing we do at DoubleTree by Hilton inspires us to create a rewarding experience for our hotel guests, our Team Members and the communities we proudly serve. Our hospitality begins with a warm chocolate chip cookie welcome upon arrival and continues with the award-winning Hilton HHonors guest loyalty program, an array of fine services and amenities and our longstanding CARE Culture tradition that empowers Team Members to provide the special comforts and acts of kindness that make the traveler feel human again.

To make reservations at any DoubleTree by Hilton hotel, travelers may visit our brand website at www.doubletree.com. Social media users may connect with us at www.facebook.com/doubletree, www.twitter.com/doubletree and www.youtube.com/doubletreehotels. For the latest news, story starters and fact sheets about our brand, reporters and bloggers may visit our DoubleTree by Hilton Global Media Center at news.doubletree.com.

About Hilton Worldwide

Hilton Worldwide (NYSE: HLT) is a leading global hospitality company, spanning the lodging sector from luxury and full-service hotels and resorts to extended-stay suites and focused-service hotels. For 95 years, Hilton Worldwide has been dedicated to continuing its tradition of providing exceptional guest experiences. The company's portfolio of twelve world-class global brands is comprised of more than 4,350 managed, franchised, owned and leased hotels and timeshare properties, with more than 720,000 rooms in 94 countries and territories, including Hilton Hotels & Resorts, Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Canopy by Hilton, Curio - A Collection by Hilton, DoubleTree by Hilton, Embassy Suites Hotels, Hilton Garden Inn, Hampton Hotels, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations. The company also manages an award-winning customer loyalty program, Hilton HHonors®. Visit www.hiltonworldwide.com for

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