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Hilton Deepens its Commitment to Today's Wellness Traveler with eforea spa Refresh

Revitalized spa concept balances simplicity and authenticity

MCLEAN, Va.--(BUSINESS WIRE)-- [Hilton Worldwide](#) (NYSE: HLT) has evolved its legendary offerings to meet the needs of mindful guests by reimagining its spa concept, [eforea spa](#). With 22 eforea spa [locations](#) across the globe and 42 in the pipeline, eforea spa has developed three new treatment enhancements that embrace ancient healing methods and a refreshed treatment menu to compliment the changes to the concept's identity worldwide. A leader in spa and wellness, Hilton Worldwide has more than 400 spas currently open across the full global portfolio with another 119 in the pipeline.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20150715005157/en/>

eforea spa at Hilton Pattaya Relaxation Room (Photo: Hilton Worldwide)

Reengineered Treatment Menu

In addition to the new look and feel, starting this July, eforea spas around the world will be rolling out an updated treatment menu. The new menu includes three unique, carefully-crafted, short-duration Journey Enhancements – treatments packed with ancient healing methods plucked from some of the world's most fabled spa and health cultures. Master Therapist Sean Jordan, in collaboration with Hilton's wellness team and many eforea spa team members, developed these 25-minute mini-treatments, which spotlight regions of the body with condensed areas of nerve endings and tension. The first Journey Enhancement focuses on feet, the second concentrates on the head, face and shoulder, and the third is centered on the neck and scalp. These special treatments are commonly added to full duration services such as the Essentials and Escape Journeys or can be enjoyed individually for those who have limited time.

Guests can also continue to enjoy the two very popular Journey treatment options at eforea spas globally. The **Essentials Journey** is composed of powerful, technologically advanced treatments that are sought after in every part of the world. In addition, each eforea spa location will take a unique approach to a bespoke and localized **Escape Journey** offering, incorporating fresh and local ingredients, products and therapies. Some examples of Escape Journey treatments at eforea spas around the world include:

- The **Espresso Mud Body Detox** at Hilton Short Hills, utilizing coffee bean, honey and Black Silt Clay to deliver a rejuvenating sensory journey.
- The **Georgian Corn & Salt Scrub with Vichy** at the Hilton Batumi offers guests a powerful combination of manual exfoliation using local corn husks, salt and hot water.

“Our guests seek balance more than ever before and turn to us for the latest wellness solutions and methods,” said Ryan Crabbe, senior director of global wellness, Hilton Worldwide. “With our re-inspired eforea spa concept, we take our team members and guests to an even deeper level of understanding of how wellness has the power to leave people feeling healthy and brighter.”

Spa Concept Refresh

With everything from a redesigned logo that acknowledges the power of global fitness trends, refreshed interior design standards, new marketing materials, and a redesigned treatment menu, the concept's new identity evokes warmth, timeless style and aims to make spas more comfortable. The changes give eforea spas at select Hilton Hotels & Resorts, Curio – A Collection by Hilton, DoubleTree by Hilton and Embassy Suites by Hilton hotels a personality that inspires living in the moment.

The rejuvenated treatment menu and revitalized eforea spa concept is customized to fit the personal outcomes that today's wellness guests seek. For more information on eforea spa and the treatments offered globally visit BeEforeaSpa.com. To stay up to date with the latest eforea spa news visit hiltonglobalmediacenter.com/eforea.

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 news.hiltonworldwide.com for more information and connect with Hilton Worldwide at facebook.com/hiltonworldwide, twitter.com/hiltonworldwide, youtube.com/hiltonworldwide, flickr.com/hiltonworldwide, and linkedin.com/company/hilton-worldwide.

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