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Hilton Worldwide to Introduce Curio to Reykjavik

Reykjavik Consulate Hotel and Iceland Parliament Hotel to Join Curio – A Collection by Hilton

REYKJAVIK, Iceland & MCLEAN, Va.--(BUSINESS WIRE)-- [Hilton Worldwide](#) (NYSE: HLT) has reached an agreement with longstanding partner Icelandair Hotels to bring [Curio - A Collection by Hilton](#) to Reykjavik with two new city center hotels.

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Hilton Worldwide (NYSE: HLT) has reached an agreement with longstanding partner Icelandair Hotels to bring Curio - A Collection by Hilton to Reykjavik with two new city center hotels, Reykjavik Consulate Hotel (shown) and Iceland Parliament Hotel. (Photo: Business Wire)

Reykjavik Consulate Hotel and Iceland Parliament Hotel will be the latest hotels developed in

collaboration with Icelandair Hotels - a wholly owned subsidiary of Icelandair Group. The hotels will join Hilton Reykjavik Nordica, which opened in 2007, and the world's first [Canopy by Hilton](#), currently under construction in downtown Reykjavik, and due to open in Summer 2016.

Patrick Fitzgibbon, senior vice president, development, EMEA, Hilton Worldwide said: "Icelandair has been instrumental in showcasing Iceland as an upscale leisure destination, supporting a 25% growth in tourism over the past 12 months, and welcoming more than 1.3 million visitors in 2015. In joining Curio – A Collection by Hilton, the hotels will appeal to visitors seeking local experiences and Icelandic hospitality, while also benefitting from Hilton's superior commercial engine and global distribution. These hotels build on Curio's early success in Europe, bringing impressive heritage properties for the modern traveller to the brand's growing footprint in the region."

Magnea Thorey Hjálmarsdóttir, managing director, Icelandair Hotels said:

"We're proud to showcase Iceland's beauty to international guests, and these two properties support our ambitions to provide sophisticated accommodation in Reykjavik. In introducing Curio to our established portfolio, we will bring a new style of premium hospitality to this legendary part of Reykjavik."

Reykjavik Consulate Hotel, Curio Collection by Hilton

Reykjavik Consulate Hotel will join luxury and upscale Curio properties in cities around the world, including the recently opened Reichshof Hamburg, and properties under development

in London, Paris, Dubai and Istanbul. Situated meters from the Harpa Conference and Concert Hall, the hotel is expected to welcome its first guests in 2018.

Consistent with the capital's eclectic architecture, the development will restore a number of traditional properties and reflect the Icelandic aesthetic. Amongst these is the building which housed Thomsens Magasin – Reykjavik's first department store. Detlev Thomsen was the German consul for Iceland and in welcoming the first foreign dignitaries in the 19th Century, established a lasting legacy of international hospitality on the island.

With 50 guest rooms, the hotel's interiors draw influence from Reykjavik's heritage, with natural building materials used throughout. The hotel's spa will incorporate an original 19th century stone wall, and its interior reflects the tradition of natural bathing in Icelandic culture.

Award-winning restaurateur and Icelandair Hotel's Executive Chef, Stefan Vidarsson, will oversee the restaurant and bar concepts at both hotels, serving authentic Nordic cuisine and the highest quality ingredients.

Iceland Parliament Hotel, Curio Collection by Hilton

Directly opposite Reykjavik's parliament building and the city's main square, which plays host to public celebrations throughout the year, The Iceland Parliament Hotel will offer 160 stylish guest rooms and suites when it opens in 2018. The development plans also include provision for a museum on the ground floor, which will publically display Iceland's long history of democracy.

Iceland Parliament Hotel's elegant presidential suite on the top floor of the building will capture the imagination of distinguished luxury travellers, with 360 degree views of the harbour and Reykjavik, whilst the city center's only luxury spa will provide a sanctuary for visitors and local residents alike. The hotel will complement the Reykjavik Consulate Hotel in providing a number of high-end catering and conference facilities.

Dianna Vaughan, global head, Curio – A Collection by Hilton said:

"These remarkable hotels, which will differ considerably in look and feel, celebrate the diversity of the Curio collection. Reykjavik's vibrant cultural scene and stunning natural surroundings make it the perfect city destination for upscale travelers, and The Reykjavik Consulate Hotel and Iceland Parliament Hotel will be anticipated additions to our global portfolio of more than 80 properties open or in various stages of development."

Reykjavik Consulate Hotel will be located on Hafnarstraeti, whilst Iceland Parliament Hotel will be located on Thorvaldsensstraeti. More information about Curio – A Collection by Hilton may be found at curio.com. Media can access high resolution images and more information by visiting news.curio.com.

About Curio – A Collection by Hilton

Curio – A Collection by Hilton™ (curio.com) is a global set of remarkable upscale and luxury hotels hand-picked for their unique character and personality; each one a part of the city they call home. Curio guests are passionate, independent-minded travelers seeking local and authentic experiences who value the added peace-of-mind that comes with the Hilton name and award-winning Hilton HHonors program. Curio joins a portfolio of world-class brands from Hilton Worldwide, a leading global hospitality company. Come discover the

latest stories at news.curio.com, connect with us on [Facebook](#), [Instagram](#) and [Twitter](#) or inquire about development opportunities at hiltonworldwide.com/development.

About Hilton Worldwide

Hilton Worldwide (NYSE: HLT) is a leading global hospitality company, comprised of more than 4,600 managed, franchised, owned and leased hotels and timeshare properties with more than 758,000 rooms in 100 countries and territories. For 96 years, Hilton Worldwide has been dedicated to continuing its tradition of providing exceptional guest experiences. The company's portfolio of 13 world-class global brands includes Hilton Hotels & Resorts, Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Canopy by Hilton, Curio - A Collection by Hilton, DoubleTree by Hilton, Embassy Suites by Hilton, Hilton Garden Inn, Hampton by Hilton, Tru by Hilton, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations. The company also manages an award-winning customer loyalty program, Hilton HHonors®. Hilton HHonors members who book directly through preferred Hilton channels have access to benefits including free standard Wi-Fi, as well as digital amenities that are available exclusively through the industry-leading Hilton HHonors app, where HHonors members can check-in, choose their room, and access their room using a Digital Key. Visit news.hiltonworldwide.com for more information and connect with Hilton Worldwide on [Facebook](#), [Twitter](#), [YouTube](#), [Flickr](#), [LinkedIn](#) and [Instagram](#).

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