

# L X R

HOTELS & RESORTS





*LXR Hotels & Resorts represent the most distinctive properties in the world.*

They are set apart by an unrivaled commitment to personalized attention and tailored, luxurious experiences for their guests. Each has its own singular appeal, and delivers bespoke service, comforts, and conveniences that can delight even the most seasoned travelers in a way lodging alone cannot. At its core, this concept is predicated on the fact that luxury cannot be mass-produced.

## **LXR BRAND PROMISE**

LXR Hotels & Resorts delivers profound guest experiences. Each property delivers a singular travel experience native to its place, history, and tradition.

## **LXR BRAND PILLARS**

### **SINGULAR SERVICE**

LXR is luxury that hinges on each individual interaction and delightful experience. It is never mass-produced. Communication is enhanced by both personal and digital interactions.

### **ENDURING LUXURY**

The luxurious base of exploration for the well-traveled, LXR properties are found in the world's most intriguing places. Each has its own fascinating pedigree and story.

### **REMARKABLE EXPERIENCES**

LXR properties transform their extensive knowledge of the destination into custom immersions and excursions that earnestly share the culture, history, and nuances of the area.

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## TRUE LUXURY IS PERSONAL

Our collection is designed for those who crave unrivaled accommodations in environments that speak to the world, yet tell their own story, remaining steadfastly true to their heritage and locality. Our core philosophy ensures that you take center stage—your property remains the hero. LXR Hotels & Resorts serves as a global endorser, providing access to an expanded global audience. We call our approach The World X You (“The World by You”). It’s the idea that every great adventure is a collaboration—a deeper, more authentic connection formed between you, the traveler, and the world you explore.

### THE LXR LUXURY ADVANTAGE

LXR properties have access to both the Hilton Enterprise Performance Engine and the Luxury Advantage program. Together, these services provide owners with the latest tools, forward-thinking strategies, and access to some of the most influential people in the industry to help enhance guest experiences, reward customer loyalty, drive revenue, and maximize efficiency of operations.



## SECURE YOUR LEGACY FOR GENERATIONS TO COME

These valuable benefits are made available to LXR properties through a flexible system of minimum brand required standards that allow your hotel to retain its own unique identity. Guided by the principles of simplicity and flexibility, contracts and standards will include:

### COMPETITIVE AGREEMENTS

in both format and terms for franchise or management.

### FLEXIBLE BRAND STANDARDS

focused on uncompromising luxury experiences that emphasize property distinctiveness.

### MINIMAL ON-PROPERTY BRANDING

focused on maintaining property personality while quietly reassuring guests of the quality of the hotel.

L X R  
HOTELS & RESORTS

AN UNPARALLELED COLLECTION COMING SOON

Singular Service | Enduring Luxury | Remarkable Experiences

THE WORLD  
X  
YOU

Hilton

W  
WALDORF ASTORIA

L X R CONRAD

canopy

Hilton

CURIO  
COLLECTION

DOUBLE TREE

TAPESTRY  
COLLECTION

EMBASSY  
SUITES

MOTTO

Hilton  
Garden Inn

Hampton

tru

HOMEWOOD  
SUITES

HOME2  
SUITES

Hilton  
Grand Vacations

Hilton  
HONORS