



Brand Spotlight



Outset Collection BY HILTON

Outset Collection by Hilton is the company's 25th brand and eighth in its growing Lifestyle portfolio. The new brand underscores Hilton's dramatic growth trajectory and focus on offerings for customers in the fastest-growing segments, particularly the collection and lifestyle spaces. With an increase in guests looking for boutique hotels with an independent identity and experience, Outset Collection provides more unique ways to stay.

[Learn more](#)

Educational Resources

Global Hotels Openings Report

Last month, Hilton introduced 45 new properties, spanning 10 brands worldwide. Notable additions include Signia by Hilton La Cantera Resort & Spa, situated on 550 acres in San Antonio's Hill Country and having recently completed a more than \$40 million renovation. Another highlight is the opening of Waldorf Astoria Helsinki, a landmark property spanning four beautifully preserved historic buildings and marking the luxury brand's Nordic debut.

[Access the full report](#)



Unlimited Rewards \$5 Promotion through 12/31/25

This holiday season, Hilton is making it easier than ever for travel advisors to maximize their earnings. Book qualifying stays at over 8,300 participating Hilton properties worldwide between November 1 and December 31, 2025—with stays completed by year-end and enjoy an additional \$5 bonus for every booking—on top of the standard payout. Not a member, visit TheUnlimitedRewards.com. Register now with promo code **HILTON2025**.

[Register now](#)



Make Every 2025 Booking Count

Help your clients close out the year with memorable stays, and you could end the year with a dream trip of your own. Every eligible booking made in November or December 2025 enters you for a chance to win one of that month's prizes. Your chance to win up to 250,000 Hilton Honors Points—twice! Book through the GDS or any Hilton branded website and submit your bookings details. It's that easy!

[Learn more](#)



Enhanced Stay More, Earn More Hilton Honors Promo

The newest Hilton Honors promotion is now available through December 31, 2025. Through this promotion, members earn **2,500 Bonus Points** on every stay! Plus, there is no limit to the number of Bonus Points you can receive throughout this promotion.

[Register today](#)



Hilton's 2026 Trends Report

In the coming year, travelers are seeking journeys that begin with intention rather than simply a destination. Hilton's newly released 2026 Trends Report reveals a shift in mindset: the question is no longer "Where are we going?" but "Why are we going?" A global study of 14,000 travelers across 14 countries found that next year, people will embrace the concept of the "whycation," where travel is inspired by emotional needs—the desire to rest, the wish to reconnect, and the pursuit of experiences that feel truly meaningful.

[View the full report](#)



Hilton Opens 9,000th Hotel

Hilton reached a major milestone with the opening of its 9,000th hotel earlier this month. In just one year, Hilton has added 1,000 properties to its global portfolio, averaging nearly three openings per day. This expansion reflects strong demand from hotel owners for Hilton's diverse brand portfolio and reliable performance. With over 3,600 hotels in development and ambitious plans to scale in regions like India, Africa, and Saudi Arabia, Hilton continues to solidify its position as a leader in hospitality.

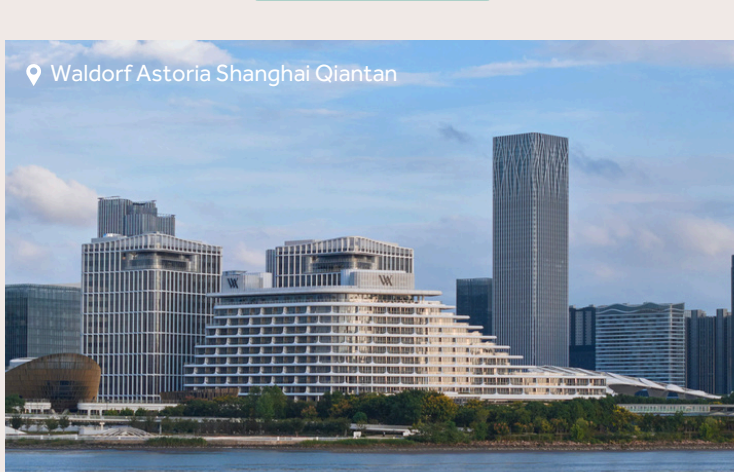
[Learn more](#)



Hilton on Track to Double Portfolio in China

Hilton announced the grand opening of Waldorf Astoria Shanghai Qiantan and celebrated its milestone of 888 trading hotels across Greater China and Mongolia. This achievement reinforces Hilton's position as the largest and fastest-growing international hospitality company in the region with the company on track to double its presence in the region in the coming years.

[Learn more](#)



Hotel Spotlight



Conrad Hamburg

Set within the historic Levantehaus, Conrad Hamburg invites guests to dream different. Art Nouveau elegance meets modern luxury in spacious rooms and suites. Discover the hotel's exceptional history, curated contemporary art, Latin American cuisine at GRETA OTO, and a tranquil spa complemented by Hamburg's longest hotel pool. Steps from Alster Lake and Elbphilharmonie, it's a gateway to the city's worldly spirit—where history and imagination converge.

[Learn more](#)

Events

Register Now for the Upcoming City Hub Events

A City Hub is a complimentary event that provides travel advisors a tradeshow, cocktails and a chance to win prizes!

Tampa, Florida
December 4, 2025

Hotel Alba Tampa
Tapestry Collection by Hilton

[Tampa Advisors register now](#)



We Want to Hear from You



Spreading the Light & Warmth of Hospitality

Have you or a client had an exceptional experience at a hotel within the Hilton global portfolio? We'd love to hear your story if someone went above and beyond to spread the light and warmth of hospitality.

[Submit a story](#)

