

Hilton and Vista Hospitality Group partner to Bring the First Curio Collection by Hilton Property to Melbourne

255-key Next Hotel Melbourne to join Curio Collection by Hilton

SYDNEY – 9 OCTOBER 2023 – [Hilton](#) (NYSE: HLT) today announced the signing of the first Curio Collection by Hilton property in Melbourne, in partnership with Vista Hospitality Group.

Next Hotel Melbourne will join the global portfolio of 140 individually remarkable **Curio Collection by Hilton** properties around the world, by end of 2023.

The flagship property for Vista Hospitality Group, Next Hotel Melbourne is a 255-key premium upper upscale hotel that has received design acclaim for its interiors and is located within Melbourne CBD's prestigious 80 Collins precinct, home to high fashion and hospitality hotspots. It offers a refined aesthetic inspired by world travel and the local neighborhood of Collins Street couturières, China Town, and the original site for the city's Horse Bazaar.

The elegantly understated rooms, suites and Executive Lounge have cemented Next Hotel Melbourne as a commanding city base for discerning business and leisure guests. 'La Madonna' – a restaurant and bar housed within the hotel - has also achieved Chef's Hat accolades.

Guy Phillips, senior vice president, Development, APAC ex Greater China, Hilton, said, "We are thrilled to partner with Vista Hospitality Group for the first time to bring Next Hotel Melbourne into our unique Curio Collection by Hilton brand.

"Curio Collection by Hilton is a global collection of hotels that are hand-picked to offer guests one-of-a-kind experiences, each with personalities unique to the city they call home. This signing is testament to our belief in ensuring we have a variety of brands in our key destinations that suit the divergent needs of today's travellers and showcases our commitment to growing our portfolio of hotels in Australasia."

The addition of Next Hotel Melbourne to the Curio Collection by Hilton will mark the third Hilton brand to enter the Melbourne market, joining Hilton Melbourne Little Queen Street and DoubleTree by Hilton Melbourne Flinders Street.

Jordan Rodgers, VP Operations & Development, Vista Hospitality Group, said of the signing: "Our renowned Next brand has allowed us to establish a unique business-meets-boutique property – and joining the esteemed Curio Collection by Hilton is validation of Next Hotel Melbourne's distinct style of hospitality. It also heralds an exciting new chapter for Next's story, giving us the ability to leverage Hilton's global loyalty program, Hilton Honours as well as Hilton's powerful commercial engine."

Next Hotel Melbourne marks the second Curio Collection by Hilton property in Australia, joining West Hotel Sydney, and a trading portfolio of 29 Hilton branded properties across Australasia.

Vista Hospitality Group is a joint venture between Pro-invest Group and Next Story Group with Pro-invest the managing partner of a seven brand portfolio across 15 properties including luxury brand 'Next', and its flagship Melbourne hotel. Their market leading approach to hotel management provides for partnering with best fit global brands to bring operational advantages.

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For more information, please visit stories.hilton.com or nexthotelmelbourne.com.

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About Hilton

Hilton (NYSE: HLT) is a leading global hospitality company with a [portfolio](#) of 22 world-class brands comprising nearly 7,300 properties and more than 1.1 million rooms, in 123 countries and territories. Dedicated to fulfilling its founding vision to fill the earth with the light and warmth of hospitality, Hilton has welcomed more than 3 billion guests in its more than 100-year history, earned a top spot on Fortune's 100 Best Companies to Work For list and been recognized as a global leader on the Dow Jones Sustainability Indices for six consecutive years. Hilton has introduced several industry-leading technology enhancements to improve the guest experience, including Digital Key Share, automated complimentary room upgrades and the ability to book confirmed connecting rooms. Through the award-winning guest loyalty program Hilton Honors, the more than 165 million members who book directly with Hilton can earn Points for hotel stays and experiences money can't buy. With the free [Hilton Honors app](#), guests can book their stay, select their room, check in, unlock their door with a Digital Key and check out, all from their smartphone. Visit stories.hilton.com for more information, and connect with Hilton on [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#) and [YouTube](#).

About Curio Collection by Hilton

[Curio Collection by Hilton](#) is a global portfolio of more than 140 individually remarkable hotels hand-picked to immerse guests in one-of-a kind moments in the world's most sought-after destinations. Each hotel in the Curio Collection evokes a bespoke story through distinctive architecture and design, world-class food & beverage and curated experiences, while providing the benefits of Hilton and its award-winning guest loyalty program [Hilton Honors](#). Experience Curio Collection by Hilton by booking at curiocollection.com or through the industry-leading [Hilton Honors app](#). Hilton Honors members who book directly through preferred Hilton channels have access to instant benefits. Learn more about Curio Collection by Hilton at stories.hilton.com/curio, and follow the brand on [Facebook](#), [Instagram](#) and [Twitter](#).

About Vista Hospitality Group

[Vista Hospitality Group](#) is a multi-dimensional management company created to respond to a new era of investment in the Australasian hotel sector. A joint venture between Pro-invest Group and Next Story Group, it provides an industry first suite of integrated resources tailored to suit all stages of the hotel lifecycle along with a market leading white label and third-party management offering. Vista currently operates a portfolio of seven proprietary and global brands from mid-market to luxury including Next, Ink, Sage and Country Comfort and global hotel brands voco, Hotel Indigo and Sebel across 15 properties in Australia.