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Hilton Expands Partnership with YTL Hotels with Four Luxury and Lifestyle Hotels

New agreements accelerate Hilton's growth in luxury and lifestyle segment with plans to introduce

LXR Hotels & Resorts to Thailand, and bring Tapestry Collection by Hilton to Japan



SEPTEMBER 4, 2025 – [Hilton](#) (NYSE: HLT) and YTL Hotels have announced multiple property agreements that will bring LXR Hotels & Resorts to Thailand and Tapestry Collection by Hilton to Japan. The Rawai Phuket and Kasara Niseko Village will join Hilton's [LXR Hotels & Resorts](#) portfolio, The Green Leaf Niseko Village will join Hilton's [Tapestry Collection by Hilton](#) pipeline and the Hinode Hills Niseko Village is slated to join [Curio Collection by Hilton](#). The Japan properties are conversions and are set to join Hilton's portfolio by the end of this year.

The Rawai Phuket will debut on the southern tip of Phuket, offering a secluded beachfront setting with easy access to island excursions. Expected to open by 2027, the 275-room hotel strengthens Hilton's luxury footprint in the region and provides a unique and compelling option for luxury travelers to Phuket.

Kasara Niseko Village, The Green Leaf Niseko Village and Hinode Hills Niseko Village are all located within Niseko Village Ski Resort at the foot of Mount Annupuri, offering guests easy access to Niseko's exceptional ski slopes. The Kasara Niseko Village is a conversion of the eight-villa Kasara Niseko Village Townhouse, while The Green Leaf Niseko Village is a conversion of the existing 200-bedroom hotel of the same name. The Hinode Hills Niseko Village is slated to be the second Curio Collection by Hilton property in Japan. The hotels are set to open at the end of 2025.

"The signing of these hotels with our existing partner, YTL Hotels, demonstrates the strong conversion appeal of our luxury and lifestyle brands and our proven track record in repositioning assets to deliver exceptional returns

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backed by our industry leading commercial engine. The new hotels also tap into rising consumer demand for adventure and excitement in highly sought-after locations in Asia Pacific,” said **Clarence Tan, senior vice president, Development, Asia Pacific, Hilton**.

The Rawai Phuket and Kasara Niseko Village join LXR Hotels & Resorts’ global portfolio of nearly 20 trading and pipeline properties worldwide, a hand-picked collection of independent, spirited destinations that celebrate the timeless pursuit of adventure. LXR properties offer personalized attention and luxurious, yet locally immersive experiences for guests through the brand’s ‘Pursuit of Adventure’ program which is rooted in the quest for personal exploration and building deeper connections with colorful characters of the destination.

The Green Leaf Niseko Village joins more than 170 Tapestry Collection by Hilton hotels worldwide, each with a vibrant personality shaped by elevated design and locally inspired food and beverage. Hinode Hills Niseko Village, Curio Collection by Hilton, is set to join more than 180 Curio Collection properties globally, hotels in sought-after destinations characterized by distinctive, high-end architecture and locally inspired design evoking each property’s unique story.

Dato’ Mark Yeoh Seok Kah, Executive Director, YTL Hotels, said “These hotels will each transform the potential of their destinations, offering new stay options for visitors and each well positioned to provide an elevated hospitality experience. With Hilton’s industry-leading brands and international distribution, our hotels are well positioned to capture growing tourism arrivals in these thriving locations.”

LXR Hotels & Resorts, Tapestry Collection by Hilton and Curio Collection by Hilton hotels participate in [Hilton Honors](#), the award-winning guest-loyalty program for Hilton’s 24 distinct hotel brands. Hilton Honors members who book directly through preferred Hilton channels have access to instant benefits, including a flexible payment slider that allows members to choose nearly any combination of Points and money to book a stay, exclusive member discounts, free standard WiFi and the Hilton Honors mobile app.

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About Hilton

Hilton (NYSE: HLT) is a leading global hospitality company with a [portfolio](#) of 24 world-class brands comprising more than 8,800 properties and nearly 1.3 million rooms, in 139 countries and territories. Dedicated to fulfilling its founding vision to fill the earth with the light and warmth of hospitality, Hilton has welcomed over 3 billion guests in its more than 100-year history, was named the No. 1 World’s Best Workplace by Great Place to Work and Fortune and has been recognized as a global leader on the Dow Jones Sustainability Indices. Hilton has introduced 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 226 million [Hilton Honors](#) 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](#), [X](#), [LinkedIn](#), [Instagram](#) and [YouTube](#).

About LXR Hotels & Resorts

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[LXR Hotels & Resorts](#) is a growing collection of 16 award-winning luxury properties that celebrate the timeless pursuit of personal adventure. Found in the world's most alluring destinations, each hand-selected property boasts its own storied past and is infused with the essence of its distinctive locale, providing a luxurious hub for the discerning adventurer. As part of its commitment to enriching the guest experience, LXR Hotels & Resorts celebrates experiential travel with the Pursuit of Adventure, a new brand signature that immerses guests in authentic, curated experiences that reflect the unique culture and character of each destination. LXR Hotels & Resorts is part of Hilton, a leading global hospitality company. Each property benefits from the strength of the Hilton enterprise and its award-winning [Hilton Honors](#) program. Experience an inspiring stay at LXR Hotels & Resorts by booking at [lxrhotels.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 LXR Hotels & Resorts at [stories.hilton.com/lxr](#) and follow the brand on [Instagram](#) and [Facebook](#).

About Curio Collection by Hilton

[Curio Collection by Hilton](#) is a global portfolio of more than 180 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 [X](#).

About Tapestry Collection by Hilton

[Tapestry Collection by Hilton](#) is a portfolio of more than 170 independent hotels each with an original, vibrant personality, encouraging guests to enjoy off-the-beaten-path experiences in destinations worth exploring. While each property has a unique story to share that comes to life through uplifting design and unique food & beverage, every Tapestry Collection property is united by the reliability that comes with the Hilton name, in addition to the benefits of the award-winning [Hilton Honors](#) program. Experience Tapestry Collection by Hilton by booking at [tapestrycollectionbyhilton.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 Tapestry Collection by Hilton at [stories.hilton.com/tapestry](#), and follow the brand on [Facebook](#), [Instagram](#) and [X](#).

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