



about

eforea spa was born out of Hilton's desire to deliver a refreshingly unexpected spa experience—and offer guests a spiritual escape from their increasingly hectic lives. Guests at eforea spa enjoy services that focus on balance and wellness, and embark on transformative journeys of the senses that help them emerge brighter. When we created the eforea spa global concept, Hilton pulled best practices from around the world to create a unique spa concept for modern, global travelers. We've created an adaptable model for Hilton Hotels & Resorts, DoubleTree by Hilton, Embassy Suites Hotels, and Curio by Hilton that is scale-able, customizable, and built on a market-driven menu and service platform that appeals to a wide range of guests. The brand is supported by extensive resources to promote a globally consistent expression of eforea spa around the world.

name & brand promise

Our name is a refreshing identity that is unexpected in the spa world. eforea spa's personality evokes energy, optimism and positivity, as well as attainable well-being and beauty. Our brand promise is to provide a personalized, transformative spa journey. Every Guest who visits will “emerge brighter” from their eforea spa experience, feeling renewed, uplifted and refreshed. Our symbol, the eforea spa's butterfly, is a visual representation of our tagline, “emerge brighter.” It's a literal, graphic embodiment of a journey that ends in inspired transformation.

MEDIA CONTACT

Sarah Brown

Portfolio Communications Manager

sarah.brown4@hilton.com

global pipeline

Hilton Worldwide is one of the largest providers of spa services on a global scale, with more than 400 hotels offering spa services worldwide. More than 30 properties among our full-service brands in development are committed to include eforea spa, positioning eforea spa as one of the world fastest growing spa concepts.

LOCATIONS AROUND THE WORLD:

- DoubleTree by Hilton Hotel & Spa Liverpool
- DoubleTree by Hilton Hotel Shenyang
- DoubleTree by Hilton Oradea
- Doubletree by Hilton Resort & Spa Hotel Marjan Island
- Hilton at the Ageas Bowl, Southampton
- Hilton Baku
- Hilton Barbados
- Hilton Bomonti & Conference Center
- Hilton Los Cabos
- Hilton Doha
- Hilton Grand Vacation Club Las Vegas
- Hilton Guangzhou Tianhe
- Hilton Panama
- Hilton Pattaya
- Hilton Queenstown
- Hilton Sedona Golf Resort & Spa
- Hilton Short Hills
- Hilton Surfers Paradise
- Hilton Toronto/Markham Suites Conference Centre
- Millennium Hilton Bangkok
- Hilton Batumi
- Hilton Orlando
- Hilton Molino Stucky Venice
- Hilton Aruba
- Hilton Amsterdam Airport Schiphol
- Hilton Bournemouth
- Hilton Seychelles La Briz Resort
- Hilton Seychelles Northolme Resort
- DoubleTree by Hilton Allamanda
- Hilton Tallinn Park

journey enhancements

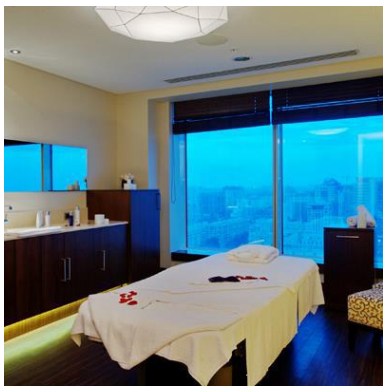
Signature to eforea spas are the Journey Enhancements. Powerful mini treatments that can be added to services or enjoyed by themselves. These treatments have been specially designed for eforea spa by Sean Jordan, master therapist. These treatments introduce guests to special, commonly unexperienced techniques from the most fabled spa cultures around the world. The treatments focus on three distinct regions of the body

head & face, shoulder, neck & scalp, and feet. These areas are some of the most nerve-dense regions of the body, where guests feel the most, and thus are the perfect areas to deliver the most highly sensorial experience for superior guest satisfaction.

head & face- *Find clarity. This illuminating experience draws from mystical practices of ancient Indian massage and powerful Thai therapies.*

shoulder, neck & scalp- *Lighten your load. This deep relaxation experience draws from Chinese acupuncture, modern science of trigger point therapy, and traditional methods of Swedish massage.*

feet- *Ground yourself. This foot and legs experience combines the richness of ancient Egyptian reflexology with spiritual concepts of Native American healers.*



by the numbers

400+ - Hotels offering Spa Services across Hilton Worldwide's ten market leading brands, making Hilton one of the world's largest spa providers. More than 260 spas operate within the Hilton Hotels & Resorts portfolio alone

30+ - Properties in development that are committed to including a spa and anticipated to feature **eforea spas**

30 - Number of **eforea spa** locations currently open around the world

19 - Number of countries with **eforea** spas today

(U.S., Azerbaijan, Turkey, China, Australia, New Zealand, Romania, Canada, Qatar, Thailand, United Arab Emirates, Panama, Barbados, and United Kingdom)

4 - Number of brands in the Hilton Worldwide portfolio that makes **eforea spa** available for their owners and developers: Hilton Hotels & Resorts, DoubleTree by Hilton, Embassy Suites Hotels, and Curio by Hilton



customized experience

Guests will find our signature spa journeys waiting for them at every eforea spa, worldwide. The Essentials, Escape and Men's journeys are core to the eforea spa experience. They offer a distinctly therapeutic approach and take our guests on a transformative "journey of the senses."

The Essentials Journey Composed of powerful, technologically advanced treatments, the Essentials Journey delivers targeted treatments for specific skin concerns, and standard, maintenance treatments for habitual guests.

The Escape Journey A set of locally inspired, indigenous treatments, designed to help guests escape from daily stress. The treatments are unique and inspirational, offering traditional healing practices with local origins. Treatments are inspirational and propel the guest to "escape" to the place they have traveled.

The Men's Journey A collection of problem-solving, re-energizing experiences is designed specifically for men.

layout

The journey from one space to the next in **eforea spa** prepares each guest for the relaxing experience that lies ahead, stepping deeper and deeper into relaxation and bliss:

Arrivals Lounge - fitted with a custom design lighting element that brightens as guests walk from treatment rooms

Changing Lounge - provides ample space and amenities for guests to prepare for their treatments with dry and wet changing sections as well as grooming units

Transition Lounge - submerges guests into a complete state of relaxation and transformation

Thermal Lounge - offers hot and cold therapies in advance of their treatments

Therapy Rooms - designed to provide havens of comfort, intimacy, relief and escape

Retail Area - featuring travel and full-size products and an innovative travel bar where guests can customize their own eforea spa travel pack