

TRAVEL AND HOSPITALITY

## Hilton aims to elevate the space habitation experience

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An image of The Seagull Nebula. Image credit: Astro falls

By LUXURY DAILY NEWS SERVICE

Waldorf Astoria owner Hilton has been named as the official hotel partner of Starlab, Voyager's free-flying commercial space station.

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Voyager, and its operating company Nanoracks, were given \$160 million in NASA funding last year for the Starlab space station, which is set to replace the International Space Station. Hilton will bring the brand's hospitality expertise and guest services experience to support the design and development of crew suites aboard Starlab.

"Hilton has been innovating to improve the guest experience and pioneering new destinations for travel for more than a century," said Chris Nassetta, president and CEO of [Hilton](#), in a statement.

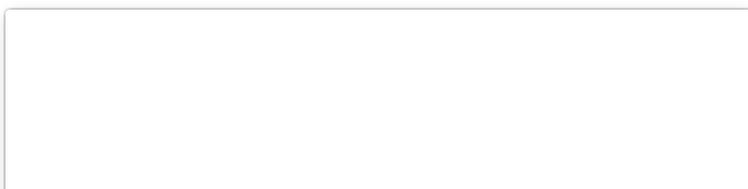
"We are thrilled to partner with Voyager to bring that expertise to Starlab," he said. "For decades, discoveries in space have been positively impacting life on Earth, and now Hilton will have an opportunity to use this unique environment to improve the guest experience wherever people travel."

"This landmark collaboration underscores our deep commitment to spreading the light and warmth of hospitality and providing a friendly, reliable stay whether on the ground or in outer space."

### Staying in the stars

This first-of-its-kind venture acknowledges Hilton as a foundational brand in the luxury hotel sector, given the company's gargantuan portfolio which welcomes over three billion guests across 18 brands and 7,000 properties.

In partnership with Voyager, Hilton will bring this unique scale and customer focus to Starlab and continue to create impressive accommodations for every type of traveler, whether they're headed to a different country or the cosmos.



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A post shared by International Space Station (@iss)

*An aerial image of Earth from the International Space Station*

The U.S. hospitality giant will partner with Voyager in the areas of architecture and design, leveraging Hilton's renowned design team to develop Space Hospitality crew headquarters aboard Starlab. Together, the two companies will collaborate on communal areas, hospitality suites and sleeping arrangements for the astronauts.

Additionally, the teams will seek to explore opportunities together for long term partnership efforts including the ground-to-space astronaut experience, global co-marketing and branding and educational and commercial efforts.

Waldorf Astoria owner Hilton is trying to add comfort to visitor stays in space as space tourism grows in popularity and plausibility for affluents in search of awe-inspiring vacations ([see story](#)).

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