

TRAVEL AND HOSPITALITY

Hilton teases international chapter of ‘For The Stay’ campaign

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In 2023, the brand saw massive growth in the Asia-Pacific region, with hotel occupancy up 18.2 percent and RevPAR up 58.7 percent year-over-year. Image credit: Hilton

By EMILY IRIS DEGN

American multinational hospitality company Hilton is bringing its For The Stay campaign to a new market.

Setting out to make the stay itself the focus of hotel marketing efforts once more, its ad series, launched in 2022, will soon debut in India. Putting Bollywood starlet Deepika Padukone at the center of the push, Hilton, like so many across luxury segments, is setting out to deepen its ties within an increasingly powerful market.

“Luxury brands all have their eyes on India since it took over China as the world’s largest population in 2023,” said Sekita Ekrek, founder of [Sekita Ekrek Luxury Travel Marketing](#), New York.

“The real driver is the surging Indian middle class, which is young and roughly a third of the population,” Ms. Ekrek said. “As this emerging middle class grows, there is more disposable income to spend on designer goods and expensive travel.

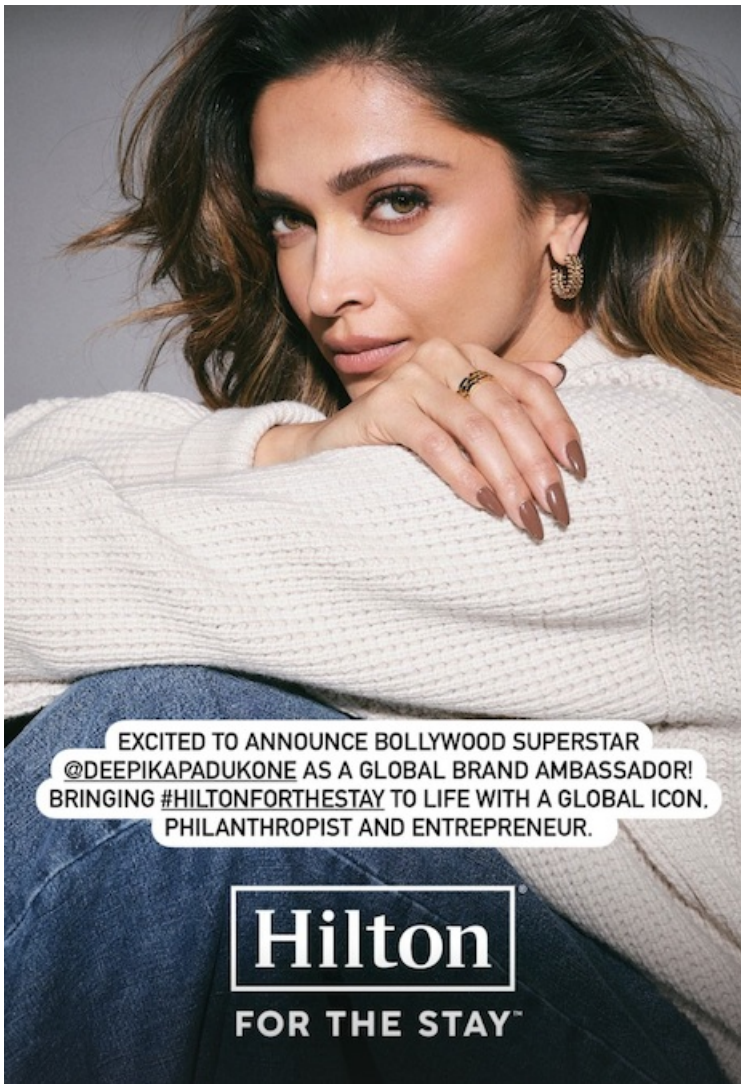
“Luxury brands are betting on India’s high growth potential.”

Ms. Ekrek is not affiliated with Hilton, but agreed to comment as an industry expert.

For The Stay

Going forward, Ms. Padukone will be the face of Hilton in India.

Being the country’s highest-paid actress as of 2023, she is a well-known figure to many. With 78.5 million followers on Instagram, she has cross-border appeal, enjoying more face time with social media users than Hilton’s channel on the platform, where 228,000 are tuned in.



EXCITED TO ANNOUNCE BOLLYWOOD SUPERSTAR
@DEEPIKAPADUKONE AS A GLOBAL BRAND AMBASSADOR!
BRINGING #HILTONFORTHESTAY TO LIFE WITH A GLOBAL ICON,
PHILANTHROPIST AND ENTREPRENEUR.

Hilton
FOR THE STAY™

Hilton is taking to social media to celebrate its new partnership, with more details to come. Image credit: Hilton

"I am proud to be partnering with Hilton, a global brand that resonates deeply with me, to champion the significance of 'The Stay' for Indians not only in India but across the globe," said Ms. Padukone, in a statement.

"Our generation is defined by relentless dedication to our pursuits and a keen eye for meaningful experiences," she said. "I look forward to creating unforgettable memories with Hilton and share them with the world."

India's middle class is blooming and members of its UHNW community multiplying as the population soars to record levels. Many are directing their resources toward experiential luxury.

Based on Hilton's [2024 Trends Report](#), 81 percent of Indian respondents are planning to spend more on travel than they did in 2023. This is considerably higher than the worldwide average of 65 percent.

Hilton will continue its research in India to understand the preferences of locals in the upcoming months. The insights will help the company identify how it can make travel easier and more enjoyable for consumers in the country.

The corporation's past activations have appealed to the population before, such as last year's Diwali celebrations. For The Stay is a year-round campaign, marketing platform and flagship tagline.

This puts the every day, rather than a once-annual occasion, at the heart of the interaction, allowing its branding to be asserted more on a more consistent basis in India.

Hilton often highlights its 'For The Stay' philosophy and marketing platform

Ultimately, Hilton's partnership with Ms. Padukone will help it connect with consumers in the region.

The talent has been heavily involved in prestige fashion ([see story](#)) and jewelry ([see story](#)) over the last few years, and as a result, has become a luxury go-to. Included on the *Time* 100 List for being one of the most influential people in the world, her brand

extends beyond the consumer industry.

“Deepika’s iconic status in India coupled with her ability to effortlessly bridge tradition with modernity makes her the ideal brand ambassador for Hilton,” said Mark Weinstein, chief marketing officer at Hilton, in a statement.

“Through our partnership we look forward to exploring Deepika’s unique, authentic Hilton Stay experiences,” Mr. Weinstein said. “The stories we’ll tell together will inspire travelers from across India to join Hilton Honors and experience their very own Hilton Stays.”

Ascending in Asia

Last year, Hilton saw the most growth in Asia Pacific.

Its hotels in the region saw an 18.2 percent spike in occupancy year-over-year (y-o-y), while revenue per available room (RevPAR) was up 58.7 percent compared to 2022. In Q4, Hilton’s APAC-based properties also saw more gains y-o-y compared to other areas of the world like the Americas, Europe, the Middle East and Africa occupancy increased 16.1 percent and RevPAR jumped 41.6 percent.

This is additionally where the highest number of Conrad Hotels & Resorts, one of Hilton’s luxury brands, are situated: there are a total of 26 in APAC.

LXR Hotels & Resorts and Waldorf Astoria Hotels & Resorts, the parent company’s other luxury names, have two and six locations in the region, respectively. By 2027, the latter brand will land in Jaipur, India ([see story](#)).

Known for its ancient history, bustling streets, leisure hospitality scene and popularity among business travelers, the metropolis has caught the eye of competitors in the high-end hotel business ([see story](#)).



Hilton’s Conrad hotels are thriving in APAC. Image credit: Hilton

However, Hilton is not just homing in on the Pink City. Within the coming year, the company aims to have 75 trading and pipeline properties in India, which will triple its current footprint.

Ms. Padukone could fuel the success of these projects, connecting with Indian consumers on an emotional level, as she is a familiar face to many.

To further support regional growth, the organization named Zubin Saxena as senior vice president and country head in November 2023. The appointment went into effect in January 2024.

He will be supported by the newly announced vice president of luxury brands for APAC, Candice D’Cruz.

"Hilton is at a very pivotal moment in India, with its portfolio of market-leading brands and ambitious growth plans," said Mr. Saxena, in a statement.

"I am excited by the size and scope of the role and look forward to leading and delivering on our ambitious goals in this incredibly dynamic market."

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