

# HILTON MODERN HOSPITALITY SHOWCASE

## EVENT RECAP

NOVEMBER 2, 2017



# EVENT OVERVIEW



On Thursday, Nov. 2, the Hilton Portfolio Newsroom held its first **Modern Hospitality Showcase** at the newly opened Millennium Hilton New York One UN Plaza, where we brought Hilton's award-winning hospitality to life for select media. As a hotel company that serves millions of guests around the world each year, Hilton is uniquely positioned to set and spot trends. Our goal was to position Hilton as a thought leader in the food and dining space, highlight our F&B team as an ongoing resource for media who cover these topics, and strengthen existing media relationships while also building new ones.

Ahead of the event, we uncovered Hilton's on-trend knowledge and expertise through in-depth storymining of key thought leaders across brands—from chefs, mixologists and a concierge. We used the key findings to pitch the event to media and create a talk track that helped presenters infuse their thoughts throughout the evening's demonstrations. The event format allowed media to interact and become better educated through three experiential stations: mixology, tasting and food preparation.

The media attendees experienced Hilton hospitality first-hand, enabling us to arm them with the latest trends that will influence what we're eating and drinking over the holiday season and into 2018. The event was designed to give media, and Hilton, the opportunity to capture content that can be used in a variety of ways to promote Hilton over time. Through one-on-one interaction with top lifestyle, food and travel media, we were able to position Hilton as an industry expert and strengthen our ties to media.

The showcase featured:

- A concierge welcome and Q&A with **Chef Concierge Evan Martin from DoubleTree by Hilton Boston-Cambridge**, who explained why his role of personalizing guest experiences is more important than ever in the age of the Internet and online apps.
- An interactive mixology demonstration and tasting with **Millennium Hilton New York One UN Plaza's Food & Beverage Director and resident cocktail expert, Thom Caska**, who gave guests a taste of the latest trends and techniques in mixology such as color-changing cocktails, mocktail trends and the latest in dessert drinks.
- A menu tasting with **Conrad New York's Executive Chef Gerron Douglas** featuring a "back to the roots" theme, which showcased the trend of increasingly simple yet refined dishes and the skill of using varied cooking techniques such as charring to highlight flavors. His proof point: Creatively incorporating one central ingredient – butternut squash – into every dish he prepared using a different technique.

# EVENT HIGHLIGHTS



## *Concierge Welcome, Modern Mixology and Dining Demonstration*



# MEDIA ATTENDEE HIGHLIGHTS



The event gave media the opportunity to taste, touch and learn more about Hilton's hospitality beyond the hotel room, and provided tips applicable to at-home hospitality. Attendees asked questions, had seconds (and thirds) of the food and cocktails, and raved about their newfound knowledge of the breadth of Hilton's hospitality.



"This view is incredible – the lighting is perfect for photographing cocktails." - *Chelsea Davis, Freelance/TravelPulse*



"Chef Gerron, can you tell me more about how trends change across the U.S.?" - *Victoria Heydt, The Spruce/DotDash*



"Thanks so much for having me. Brilliant event." - *James Law, News.com.au, Australia's #1 website*

"That was one of the best duck dishes I have ever had!" – *Kristie Kellahan, Freelance Travel Writer*



"Wow, in all the years I've been in NYC, I've never been up here before" – *Mark Orwoll, Former Travel + Leisure, Freelance Travel Writer*



"What's in the coffee cocktail? I've been eying that since I walked in." – *Hedy Phillips, POPSUGAR*

"We can't wait to try and make this for our office!" – *Brittni Rhoden, POPSUGAR*



"Have you had more people coming in and asking for more super-food infused cocktails? Our readers are more and more interested in wellness trends lately." – *Casey Stadilus and Hannah Weintraub, Well+Good*





# SOCIAL MEDIA HIGHLIGHTS



Hilton's experts are well versed in the role social media plays in the overall food and dining experience, so we worked with them to create a highly visual menu for the event and a talk track that conveyed their knowledge of trends and techniques. During our outreach to media, we encouraged them to come prepared to capture their own content.



There's a lot to look forward to at @HiltonHotels in 2018 - we had an exclusive preview at the upcoming trends in mixology and food with Hilton's top chefs!

Get ready for tasty new techniques at Hilton properties in 2018 🍷 #HiltonHospitality

