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**HILTON GUESTS TO EXPERIENCE THE NATIONAL CHERRY BLOSSOM FESTIVAL
LIKE NEVER BEFORE**

The Festival's 2019 Official Hotel Partner Announces "Petal Perks" at DC Area Hotels

MCLEAN, VA (March 6, 2019) — [Hilton](#) (NYSE: HLT) is pleased to welcome guests to Washington, DC this spring as the official hotel partner of the [National Cherry Blossom Festival](#) (NCBF). Guests staying at Hilton properties or dining at Hilton restaurants from Wednesday, March 20, through Sunday, April 14, will receive an exclusive "Petal Pass" to make the iconic springtime celebration one to remember.

"Over a decade ago, we selected the DC metro area as the location of our global headquarters," said Danny Hughes, Executive Vice President and President, Americas, Hilton. "As we celebrate our 100th anniversary and most dynamic year yet, we look forward to welcoming guests from around the world to our hometown to experience the National Cherry Blossom Festival and all it has to offer."

Hilton's global headquarters is just miles from downtown Washington, and the company boasts 113 properties throughout the metropolitan area, including the recently opened [Canopy by Hilton Washington DC the Wharf](#). This spring, Hilton will also open the new [Conrad Washington DC](#), and [Hilton Washington DC National Mall](#) just steps from the heart of the festival activities.

Guests staying at 46 select Hilton properties in the area can unlock a Petal Pass, which includes specialty experiences to enhance their stay during the festival. These unique activities and offerings include:

- A traditional Japanese tea ceremony at the Washington Hilton
- Wine & Paint Cherry Blossom Night at the Hilton Garden Inn Washington DC/Bethesda
- 50% off the Cherry Blossom Breakfast Buffet at the Hilton Arlington Virginia
- Specialty Japanese whiskey tasting at the Capital Hilton

Hilton Honors members will also have the chance to experience select exclusive offerings using their Honors points. Visit Experiences.HiltonHonors.com for more information on exclusive access to these experiences and many more. To enroll in Hilton Honors click [here](#).

For a full list of participating properties and each hotel's unique offerings, visit our [Cherry Blossom offers page](#). To book a getaway and experience NCBF, call 1-800-445-8667 or click [here](#). Follow @HiltonNewsroom for more information and updates on Facebook, Twitter and Instagram.

About Hilton

Hilton (NYSE: HLT) is a leading global hospitality company with a [portfolio](#) of 17 world-class brands comprising more than 5,600 properties with nearly 913,000 rooms, in 113 countries and territories. Dedicated to fulfilling its mission to be the world's most hospitable company, Hilton earned a spot on the 2018 world's best workplaces list, and has welcomed more than 3 billion guests in its nearly 100 year history. Through the award-winning guest loyalty program Hilton Honors, more than 85 million members who book directly with Hilton have access to instant benefits, including digital check-in with room selection, Digital Key, and Connected Room. Visit newsroom.hilton.com for more information, and connect with Hilton on [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#) and [YouTube](#).

About National Cherry Blossom Festival

The National Cherry Blossom Festival is the nation's greatest springtime celebration. The 2019 Festival, March 20 – April 14, includes four weeks of events featuring diverse and creative programming promoting traditional and contemporary arts and culture, natural beauty, and community spirit. Visit nationalcherryblossomfestival.org or call 877.44.BLOOM for more information, or check out [Facebook](#) (CherryBlossomFestival), [Twitter](#) (@CherryBlossFest), and [Instagram](#) (@CherryBlossFest).

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