

LODGING

Hilton Launches Apt. Brand, Placemakr Partnership

By **Chris Davis** / January 15, 2026 / **Contact Reporter**

Hilton Worldwide has partnered with apartment-style accommodation provider Placemakr and will begin to make its offerings available for bookings in Hilton's distribution channels in the first half of this year, the hotel company announced Thursday.

Hilton launched a new brand, Apartment Collection by Hilton, that will include about 3,000 apartment units from Placemakr, joining about 10,000 of its own, Hilton said.

Placemakr has more than 15 properties in the United States, five of which are in the Washington, D.C., area. A Hilton spokesperson told BTN that the hotel company expected "a number of Placemakr properties" to join the Apartment Collection in the first half of the year with "additional" properties joining later in 2026, but stopped short of saying all Placemakr properties would.

Hilton in a statement said it "expects to significantly grow its apartment-style inventory over the next few years through this new partnership and through additional franchise agreements with new owners in the multi-family segment."

"We've long seen the opportunity to deliver hospitality-driven apartment stays, offering spacious accommodations, thoughtful amenities, and authentic connections to local neighborhoods, and Placemakr shares that vision," Hilton president of global brands and commercial services Chris Silcock said in a statement.

Properties in the Apartment Collection will participate in Hilton's Honors loyalty program, with stays eligible for benefits including free wi-fi.

Placemakr was founded in 2017 as WhyHotel, **a pop-up hotel company that in 2022 rebranded** and added apartment-style accommodations to its offering.

"We've pioneered the furnished apartments asset class property by property, stay by stay, and to continue that work alongside the world's most valuable hotel brand is so exciting," Placemakr co-founder and president Bao Vuong said in a statement

This is not the first partnership between a hotel company and an apartment-style accommodation provider, with perhaps the most notable example the ill-fated **2024 agreement** between Marriott International and Sonder

Holdings, which **ended abruptly** in November, followed closely by Sonder's announcement that **it would cease operations**.

It's the second apartment-related development this week, following Kasa's announcement that it had entered into a **"strategic combination" with Mint House**.



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