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# Tru by Hilton Expands US Footprint

[HOTEL & RESORT](#) [PATRICK CLARKE](#) FEBRUARY 28, 2018



PHOTO: Tru by Hilton's first property in Texas is located just outside of Dallas in Garland. (photo via [digidreamgrafix/iStock/Getty Images Plus](#))

Tru by Hilton has added three new U.S. states to its portfolio following the openings of new properties in [Texas](#), [Virginia](#) and [Iowa](#), the company announced Wednesday.

The new 91-room Tru by Hilton Garland Richardson is located within the [Dallas/Fort Worth](#) metroplex and boasts access to the Hawaiian Falls Water Park, the Richardson Technology Corridor and the Curtis Culwell Event Center.

Meanwhile, the 106-room Tru by Hilton Farmville sits between Virginia's Longwood University and Hampden-Sydney College just over an hour west of [Richmond](#).

Finally, the 82-room Tru by Hilton Cedar Rapids Westdale is conveniently located just a few miles outside of downtown Cedar Rapids, Iowa, providing guests easy access to the city's many attractions as well as close proximity to local shopping and dining.

The midscale [brand originally launched](#) just over two years ago in January 2016 and was followed by the [fastest groundbreaking in company history](#) in McDonough, Georgia outside of [Atlanta](#).

Currently, there are more than 30 Tru by Hilton properties open or scheduled to open in the U.S., including more than a dozen in the South.

"When we first conceptualized Tru by Hilton, we understood the challenge of delivering a consistent product across a franchise brand while offering that tailored experience our guests are seeking and expecting," said the brand's global head, Alexandra Jaritz, in a statement. "We know today's travelers enjoy taking in local sights and activities, so we strive to provide those opportunities both inside and outside of our hotels, from the unique murals in our lobby to local recommendations of things to do and see provided by our team members."

Hilton officials called Tru by Hilton "a disruptive brand" designed to fill a "massive void" in the midscale segment following its launch two years ago. The new chain targets younger travelers seeking affordability who also want to experience a destination like a local.

Typically, nightly rates run in the range of \$90 to \$100 and each property's lobby features a mural designed specifically for the location. There's also a "Tru-ly" local engagement wall near the elevator where guests can find suggestions from team members and past guests on the top nearby attractions, restaurants and other activities.

The local influence even trickles down to the food and beverage offerings. For example, guests will find regional beer, wine and other brands inside the lobby's "Eat. & Sip." market, which is open round-the-clock.

[Click here to view](#) Tru by Hilton's existing and upcoming hotels.