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Tru by Hilton Opens in Three States for the First Time

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MCLEAN, Va.—Tru by Hilton expanded its footprint to three new states with its latest property openings in Garland, Texas, Farmville, Va., and Cedar Rapids, Iowa. The midscale hotel brand opened its first property less than a year ago, and has signed hundreds of Tru properties, making it the fastest growing brand pipeline in the history of the hotel industry. The brand says that it champions an authentic experience for guests who share a zest-for-life mindset and desire to explore the local events and attractions around their hotel.

“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,” says [Alexandra Jaritz](#), global head, Tru by Hilton. “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.”

To infuse character and a sense of place into each Tru by Hilton, the focal point of each lobby is a mural designed specifically for that location with input from the general manager. The brand’s “Tru-ly” local engagement wall near the elevator banks has recommendations of things to do and places to eat—Tru by Hilton team members and guests leave suggestions of their favorite restaurants, attractions, and activities. Gourmet snacks and beverages from regional brands—including single-serve beer and wine—are available at the 24/7 “Eat. & Sip.” market located in the lobby.

The three new properties are the first Tru by Hilton hotels in Texas, Virginia, and Iowa.

- The 91-room Tru by Hilton Garland Richardson, developed by CS Eules Hospitality LLC, offers guests convenient access to Hawaiian Falls Water Park, Richardson Technology Corridor, and Curtis Culwell Event Center in Garland, Texas.
- The 106-room Tru by Hilton Farmville, developed by Farmville Hotel Partners LLC and managed by Kalyan Hospitality, is nestled between Longwood University and Hampden-Sydney College in Farmville, Virginia.
- The 82-room Tru by Hilton Cedar Rapids Westdale, developed by Westdale Hotel Associates, LLC and managed by Kinseth Hospitality Companies, allows guests to enjoy shopping and dining with easy access to the neighboring Westdale Mall Complex, just miles from downtown Cedar Rapids, Iowa.