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Tru by Hilton Brand Expanding in Southern US

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Louisville, Kentucky skyline on the river. (photo via Sean Pavone / iStock / Getty Images Plus)

[Tru by Hilton](#) loves the south.

Hilton announced Tuesday its midscale hotel brand would be opening three new properties in Little Rock, Arkansas; Meridian, Mississippi and Louisville, Kentucky.

The three new Tru by Hilton properties join the six facilities already opened in the Southern [United States](#), and there are plans in place for nearly 30 additional hotels to open in the region this year.

The new grand openings will be the first in Mississippi and Kentucky for the Tru by Hilton brand and the second in [Arkansas](#). The Tru by Hilton Little Rock West will feature 82 rooms and will be only a short distance from the Outlets of Little Rock shopping center, dining and entertainment and 15 minutes from downtown.

As for the 82-room Tru by Hilton Meridian in [Mississippi](#), the facility will have convenient access to the Mississippi Industrial Heritage Museum and historic downtown Meridian and will be a 20-minute drive to Naval Air Station Meridian.

“As we approach the one-year anniversary of the first-ever Tru opening, we are proud to be a game changer in the midscale segment and equally proud of the growth we’ve achieved in this short time,” Tru by Hilton global head Alexandra Jaritz said in a statement. “As the first Hilton brand in this space, we continue to look for opportunities to innovate and iterate our current offerings to ensure we’re meeting the needs of our guests and owners.”

In [Kentucky](#), the 90-room Tru by Hilton Louisville East is 14 miles from the Louisville International Airport and 16 miles from the University of Louisville. The hotel also offers convenient access to some of Kentucky’s famous attractions, including Churchill Downs and the Louisville Zoo.

All of the properties under the Tru by [Hilton](#) brand feature comfortable beds, efficiently designed rooms, bathrooms with premium amenities, top-rate in-room entertainment, a complimentary build-your-own breakfast bar, a 2,880-square-foot lobby and a 24/7 market.