

Hotel F&B

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Largest Tru by Hilton Continues With Smart Lobby-Centric F&B



Like other Tru properties, the hotel features breakfast reinvented with a build-your-own complimentary "Top It" breakfast bar that has 30 sweet and savory toppings so guests can create their own healthy or indulgent morning masterpieces.

December 15, 2017

Hilton earlier this week announced the opening of Tru by Hilton Las Vegas Airport, marking a number of milestones for the brand including its eighth U.S. hotel, its largest location, and its westernmost property to-date. Managed by Dallas-based Prism Hotels & Resorts, Tru by Hilton Las Vegas Airport is located less than three miles from the Vegas Strip. With more than 470 hotels in various stages of development, Tru by Hilton "has achieved the fastest-growing pipeline in the history of the hospitality industry," the announcement stated.

"Tru by Hilton is a true pioneer in the midscale segment, and the very first to meet the needs of a previously underserved group of travelers who seek simplicity and value without compromising quality and design," said Alexandra Jaritz, global head, Tru by Hilton. "We're incredibly excited to continue our western expansion with Tru by Hilton Las Vegas Airport. This property opening is a testament to our robust pipeline, and we look forward to continuing this momentum heading into 2018."

Owned by the United Brotherhood of Carpenters, the six-floor, 166-room Tru by Hilton Las Vegas Airport is the largest Tru by Hilton hotel property to date.

Developed from the ground up using consumer and owner feedback, and brought to market in just 16 months from when it launched at the Americas Lodging Investment Summit (ALIS), Tru by Hilton is a brand-new hotel experience that is "vibrant, affordable, and young-at-heart."

Tru by Hilton offers the following features, among others:

- All new-build hotels, which drive the consistency of experience guests.
- Reimagined, enlarged lobby with more square feet of public space with areas to work, play games, eat, or lounge.
- Breakfast reinvented with a build-your-own complimentary "Top It" breakfast bar that has 30 sweet and savory toppings so guests can create their own healthy or indulgent morning masterpieces.
- National and local brand gourmet snacks and drinks are available 24/7 in the "Eat. & Sip." market located in the heart of the lobby.
- Tech savvy hotel with mobile check-in, Digital Key, free Wi-Fi, remote printing, social media wall, lobby and market tablets, and accessibility to outlets everywhere.