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30 BRANDS TO WATCH IN 2018



Tru by Hilton

Hilton knows success today depends on delivering an authentic experience, and that is exactly what its Tru brand is all about. Say hello to a brand new hotel experience that's vibrant, affordable and young-at-heart, familiar, yet unexpected. From smaller rooms with more efficient storage to larger bathrooms (with more counter space...yay!), comfy beds and bigger TVs. More lobby space for work and entertainment enhance the communal feel with perks such as free, fast Wi-Fi, charging outlets and free wireless printing, as well as 24/7 complimentary coffee, tea and hot chocolate. And when you need a midnight snack, no worries, there is a 24/7 Eat. & Sip. market. Just launched in January 2016, there are currently more than 420 Tru hotels in various stages of development with more than 50 expected to open in 2018. tru3.hilton.com Photos courtesy of HILTON

