

[Link to Article](#)

Hilton plans South Portland hotel aimed at millennials



RENDERING COURTESY OF TRU BY HILTON

Tru by Hilton, a 98-room hotel aimed at the mid-market, is under construction in South Portland and will open in October.

BY STAFF

Tru by Hilton will be South Portland's first new hotel in over a decade when it opens in October.

The 98-room Tru by Hilton will be positioned to compete in the mid-priced market, while including large public spaces for work, free breakfast, WiFi and a pet park. The [Tru by Hilton](#) brand is aimed at millennials and "other value-conscious travelers," the property's owner and developer, Joe VanWhy, said in a press release.

It will be at 369 Maine Mall Road, next to the DoubleTree by Hilton, which is also owned by VanWhy.

VanWhy expects to hire 50 people to staff the new hotel, starting in late summer.

Work started in December and will be completed in October. It will be one of 15 Tru by Hilton hotels planned by Hilton Worldwide.

Around the time the hotel was proposed, in June 2016, [the Portland Press Herald reported](#) that the Tru by Hilton was one of two Hilton-branded hotels planned for South Portland. A Home2Suites by Hilton, with 110 rooms, is planned for 50 Maine Mall Road, the Press Herald reported at the time. The hotels will be the first in South Portland in more than a decade, reflecting increased demand.

[VanWhy bought the property in 2007 and converted the Wyndham hotel to DoubleTree by Hilton.](#) He also added Cracker Barrel, Chipotle, Starbucks and Mattress Firm.

VanWhy, who is based in Tampa, Fla., and affiliated with InnDeavor Development Corp., is a past owner of the Eastland in Portland and Hampton Inn in Saco.