

McDonough hotel is going for high-tech simplicity

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Exterior of Tru by Hilton, new midscale hotel, in McDonough. The 98-room, 4-story hotel is located at 251 Avalon Court and is expected to be completed in the summer. HYOSUB SHIN / HSHIN@AJC.COM

Tru by Hilton is going for high-tech simplicity as it forges into the mid-priced hotel market.

Officials for Hilton gave a sneak peek Thursday of what hotel guests can expect when the four-story, 98-room Tru by Hilton opens in McDonough in early summer.

The hotel will be the first of its kind in Georgia, and Hilton's second Tru hotel to open nationwide, said Alexandra Jaritz, Global Head for Tru by Hilton. The first one is slated to open in the Oklahoma City Airport May 25.

Hilton's research shows that most hotel guests don't unpack their suitcases and rarely use the writing desks in the room. So Tru scrapped them in favor for lots of outlets and a 55-inch TV in the guest rooms.

A re-envisioned front desk will have a social media wall and round-the-clock market and snack center. There's also a complimentary build-your-own breakfast bar. Guest rooms will have platform beds and access to power everywhere. Room rates will start at \$99.