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Tru By Hilton Hotel Coming Soon to Houston Clear Lake

Hilton's New Midpriced Hotel Geared Toward Millennials

WEBSTER, TX. March 9, 2017 - The Hilton hotel brand is expanding its presence in the Houston market. Construction of a 98-room, four-story, Tru by Hilton hotel is scheduled to begin this summer on Rodger Court in Webster, TX, just south of the Baybrook Mall, in the growing Clear Lake Area.

The hotel is owned by LH Webster LLC and managed by Lodgic Hospitality. It is scheduled to open in summer 2018, and will join other Hilton branded hotels in Webster such as the Hampton Inn & Suites, Home2 Suites by Hilton, and Hilton Garden Inn. Those Hilton-branded properties are also operated by Lodgic Hospitality, a Houston area based company.

“We are excited to announce our company’s first opening of this new and innovative brand,” Carlos Sierra, Regional Director of Lodgic Hospitality said. “It is geared toward guest with a millennial mindset - a youthful energy, a zest for life and a desire for human connection.”

Tru by Hilton's innovative features include:

- The Hive, a first floor experience that's more than a lobby - 2,770 square-feet of open space with unique ways for guests to engage with others or spend time alone - in one of four distinct zones for lounging, working, eating or playing.
- The Play Zone, filled with table games, a large-screen TV (featuring DIRECTV), and tiered, stadium-inspired seating.
- A centrally located Command Center - a re-envisioned front desk - featuring a social media wall with real-time content to foster engagement among guests, and a 24/7 market offering fun snacks and refreshments, single-serve wine and beer*, healthy light meal options and sundries for purchase.
- A complimentary "Build Your Own" breakfast consisting of a toppings bar with 30 sweet and savory items allowing guests to customize bagels, donuts, Greek yogurt and oatmeal to satisfy their taste buds and cravings.
- Smart and efficiently designed guest rooms full of the things that matter most - all-white comfortable platform beds, 55" TVs, eight-foot wide windows, access to power everywhere, and surprisingly spacious bathrooms.
- A fitness center that defines wellness trends, rather than follows them, with a concept focused on cardio, strength and flexibility. • A technology-forward mentality featuring segment-leading complimentary Wi-Fi bandwidth allowing guests to download and stream content on their devices, plentiful power sources, and mobile check-in, room selection and Digital Key available through the Hilton HHonors mobile app.
- A collaboration with DIRECTV, offering guests more than 150 channels, like they have at home.
- Rooms and linens cleaned by P&G Professional's (NYSE: PG) top hospitality brands, including Tide® Professional™, Swiffer® Professional™ and Febreze® Professional™ to help enhance the guest experience and drive operational efficiencies.
- A brand personality that's full of life with a spirited culture grounded in a thoughtful, reliable and unflappable approach to guest service.

“Tru is more than just a place to sleep. It’s a true travel experience.”

Read more about Tru by Hilton at www.trubyhilton.com and learn more about Lodgic Hospitality at www.lodgichospitality.com.