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Tru by Hilton debuts to mid-scale market with Oklahoma opening

13 June 2017

Hilton today celebrated the grand opening of the first-ever Tru by Hilton - the company's 5,000th hotel - at Tru by Hilton Oklahoma City Airport.

With more than 425 hotels in various stages of development, Tru by Hilton has achieved the fastest growing pipeline in the history of the hospitality industry, and has captured approximately two thirds of all net pipeline growth associated with the mid-scale segment since it launched in 2016.

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, Tru by Hilton is a brand-new hotel experience that is vibrant, affordable and young-at-heart.

“For nearly 100 years, Hilton has delivered exceptional hospitality to millions of travellers through our world-class brands and industry-leading innovations,” said Christopher Nassetta, president, Hilton.

“Today we are pleased to celebrate our first Tru by Hilton-a brand we launched with the goal of reinventing the mid-scale segment by providing guests with a contemporary, consistent and fresh experience at a great value.”

Tru by Hilton is an all new-build brand from Hilton, aimed at driving the consistency of experience for guests.

Rooms are modern and designed to make every square foot count, with natural light from oversized windows, a 55” television, and a bright all-shower bathrooms with premium bath amenities all included.

National and local brand gourmet snacks and drinks - including single-serve beer and wine - are available 24/7 in the “Eat. & Sip.” market located in the heart of the lobby

“Tru by Hilton appeals to a cross-generation of travellers who share a zest for life mind-set and appreciate minimal yet meaningful amenities and design,” said Alexandra Jaritz, global head, Tru by Hilton.

“With Tru by Hilton, these travellers don’t have to choose between a great experience and price in the midscale segment-they now can get the best of both worlds.”

Tru by Hilton Oklahoma City Airport boasts 86 rooms and is conveniently located near Will Rogers World Airport.

The property is owned by Champ Patel at Champion Hotels.

“We are proud to bring the first Tru by Hilton property to market and want to thank all the Tru Team Members who have made today possible,” said Champ Patel, chief executive, Champion Hotels.

“We believe in the potential of this transformative brand, and are very excited to bring 15 other Tru by Hilton properties to life in cities across the country.”

The opening of the first Tru by Hilton and Hilton’s 5,000th property milestone come on the heels of several other major growth milestones, including the opening of the 100th properties in both Greater China and Latin America.

In January 2017, Hilton successfully completed the spin-offs of Hilton Grand Vacations and Park Hotels & Resorts, creating a capital-light business that responds to market conditions, owner needs and evolving customer expectations.