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Hilton Opens First Tru by Hilton

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The Tru by Hilton lobby

OKLAHOMA CITY—Hilton has opened the first Tru by Hilton—the company’s 5,000th hotel—at Tru by Hilton Oklahoma City Airport. Developed from the ground up using consumer and owner feedback, and brought to market in 16 months from when it launched at the Americas Lodging Investment Summit (ALIS), Tru by Hilton has more than 425 hotels in various stages of development.

“Today we are pleased to celebrate our first Tru by Hilton—a brand we launched with the goal of reinventing the midscale segment by providing guests with a contemporary, consistent and fresh experience at a great value,” said Christopher J. Nassetta, president and CEO, Hilton.

The new-build includes a lobby with 2,880 sq. ft. of public space with areas to work, play games, eat or lounge. A build-your-own complimentary breakfast bar is available. Each room includes oversized windows, a 55-in. TV with 150 DirecTV channels and a bathroom with premium bath amenities. The "Eat. & Sip." market is located in the lobby and offers snacks and drinks—including single-serve beer and wine. The property includes mobile check-in, Digital Key, free WiFi, remote printing, a social media wall, and lobby and market iPads. A fitness center includes barre, TRX bands, free weights, cardio and flexibility gear, plus guests can get workout ideas from the fitness center tablet.

Tru by Hilton Oklahoma City Airport has 86 rooms and is located near Will Rogers World Airport. The property is owned by Champ Patel at Champion Hotels LLC.

“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,” said Patel.