

TRAVEL WEEKLY

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Hilton's Tru makes debut

By [Jerry Limone](#) / May 25, 2017



Hilton's new midscale brand, Tru by Hilton, has opened its first hotel, the 86-room Tru by Hilton Oklahoma City Airport. With Tru, Hilton aims to provide guests with a "contemporary, consistent and fresh experience at a great value," said Hilton CEO Chris Nassetta.

The daily rate at the Oklahoma City hotel is in the \$95 to \$99 range.

Hilton is calling Tru a "game changer" in the midscale segment. The spacious lobby, called "The Hive," provides spaces for guests to eat, lounge, work and play games (the Oklahoma City hotel has a pool table).

The "Top It" complimentary breakfast bar provides several sweet and savory toppings for items such as yogurt, bagels and oatmeal. Guests also can purchase snacks and drinks, including single-serve beer and wine, in the lobby.

Guestrooms feature large windows, hardwood-like floors, glass-door showers, and 55-inch TVs with 150 DirectTV channels. Hilton said there is "accessibility to outlets everywhere," and it called the free WiFi "superfast."

Guests may choose mobile check-in and use their smartphone as a digital room key.

A fitness center is equipped with TRX bands, free weights, cardio and flexibility gear. Guests can get workout ideas from the fitness center tablet.

Hilton says that Tru has "achieved the fastest-growing pipeline in the history of the hospitality industry," with 425 hotels in various stages of development.

Alexandra Jaritz, Tru by Hilton's global head, said, "Travelers don't have to choose between a great experience and price in the midscale segment. They now can get the best of both worlds."
