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## Tru by Hilton Stays True to Orlando

The upcoming 259-key hotel marks the largest property to date for the brand, which has achieved the fastest-growing pipeline in the history of the hospitality industry.

by IvyLee Rosario | Aug 11, 2017



Tru by Hilton Orlando Convention Center Area

Hilton is partnering with Epelboim Development Group to build a new Tru by Hilton in Orlando, Fla., which will be the largest property to date and will be located south of the Orange County Convention Center. The hotel is set to open by October of 2019.

The 259-key Tru by Hilton Orlando Convention Center Area will feature eight stories and is one of the brand's 425 hotels in various stages of development, much like its Hampton Inn & Suites/Tru by Hilton Charlotte Airport Lakepointe [dual-branded property](#) in Charlotte, N.C.

Guests will have access to amenities including:

- lobby with 2,880 square feet of public space
- a complimentary breakfast bar
- modern rooms with oversized windows
- 24-hour Eat & Sip market
- mobile check in, digital keys, lobby iPads
- charging stations and social media wall
- free Wi-Fi
- a fitness center

### GAME CHANGER

With approximately 10 new properties slated to open this year, Tru by Hilton has achieved the fastest-growing pipeline in the history of the hospitality industry.

*“Tru is a game-changing brand, as evidenced by its statement-making entrance to the midscale category and now the Orlando market,”* said Alexandra Jaritz, global head of Tru by Hilton, in prepared remarks. *“We know the brand will have broad appeal to travelers who span generations but have a similar ‘zest for life’ mindset. At its core, Tru by Hilton is value-engineered to provide guests with a contemporary, consistent and fresh experience in an affordable way, while at the same time being operationally efficient for our owners.”*