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Hilton to develop first dual-branded Tru by Hilton/Homewood Suites

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A rendering of the future Tru/Homewood Suites dual-branded hotel.

[Tru by Hilton](#), the new midscale brand from [Hilton](#), and upscale, all-suites brand [Homewood Suites by Hilton](#) began development on a dual-branded property at Crossgates Mall in Guilderland, N.Y. This is the first dual-branded Tru and Homewood Suites by Hilton property to be developed within the Hilton portfolio. This five-story, 192-room hotel is the town of Guilderland's first new ground-up hotel development in more than 20 years.

The event was attended by members of the local business community, and included speakers such as Stephen J. Congel, CEO of [Pyramid Management Group](#); Tom Lorenzo, VP & managing director - franchise development at Hilton; Allen Naples, SVP and president of [M&T Bank](#)'s central New York Region; Peter Barber, Guilderland town supervisor; and Michael Gately, GM of the nearby Crossgates Mall.

The new hotel is scheduled to open fall of 2018 and will have two separate areas designed for each brand, unique public spaces designed to promote social connectivity, a swimming pool, a fitness center and an outdoor sport court.

“We are incredibly excited to partner with Hilton on this exciting dual-branded venture. The addition of this hotel at Crossgates will further solidify its reputation as a premier shopping, dining and entertainment destination,” Congel said in a statement.

“With Tru by Hilton appealing to a cross-generation of travelers, coupled with the upscale offerings of Homewood Suites, guests traveling to Guilderland will have desirable lodging options without having to sacrifice quality or value,” Alexandra Jaritz, global head, Tru by Hilton, said in a statement. “Furthermore, we look forward to bringing the new and energetic vibe of Tru by Hilton to the area as we look to reinvent the midscale traveling experience.”

“We are thrilled that Hilton has chosen our town for this innovative product,” Barber said. “This exciting project will provide residents with in town accommodations for visiting families and friends; it will help local businesses and economic development; and with direct access to interstate highways, it’s at a perfect location.”

M&T Bank provided a construction loan for the development.

“With Tru by Hilton and Homewood Suites by Hilton, developer Stephen Congel has created an anchor establishment that will help attract visitors to experience Guilderland and Albany County,” Naples said in a statement. “The new development, with the support of Hilton, will help create jobs and generate new economic activity, and we’re excited to provide the capital to help make it happen.”