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New hotel brand launching in Georgia today (SLIDESHOW)

Hilton today is launching its new hotel brand in Georgia.

The Tru by [Hilton McDonough](#) is celebrating its grand opening. It's just the second Tru to open in the country. The first, Tru by Hilton Oklahoma City Airport, opened a few weeks ago. More are quickly in the works.



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9 photos

The Tru by Hilton McDonough is celebrating its grand opening today.

“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,” said an announcement.

The brand was announced in January 2016 at the Americas Lodging Investment Summit in Los Angeles. It's designed to compete against [Comfort Inn](#) and La Quinta.

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

The McDonough hotel has 90 rooms and is located at 251 Avalon Court, about 30 miles south of Atlanta. McDonough Hotel Partners owns the property. Click the slideshow for a look inside.