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## Tru by Hilton Lancaster East Hotel Opens in Pennsylvania

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Hilton (NYSE: HLT) last week will celebrated the opening of Tru by Hilton Lancaster East, the brand's third U.S. location and its first in Pennsylvania. On the heels of recent Tru by Hilton openings in Oklahoma City and McDonough, Ga., Tru by Hilton Lancaster East is the latest addition to the brand's record-breaking momentum. 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, and has captured approximately two-thirds of all net pipeline growth associated with the midscale segment since it launched in 2016.

"Tru by Hilton is a pioneer in the midscale hotel space. With 30 properties currently under construction, our brand's incredible growth can be attributed to the fact that Tru by Hilton is the very first in the industry to meet the needs of a previously underserved group of travelers - those who seek simplicity and value without compromising quality and design," says Alexandra Jaritz, global head, Tru by Hilton. "The proof is in our pipeline, and we are incredibly excited to welcome Tru by Hilton Lancaster East to our family of hotels."

Tru by Hilton Lancaster East is located at 2320 Lincoln Highway East and features 112 rooms, a modern fitness center and a heated indoor saline pool, among other amenities. Located in the heart of Amish country, the new property is conveniently near area attractions such as Dutch Wonderland, the Sight and Sound Theater and the American Music Theater. The property is owned by Springwood Hospitality.

"Tru by Hilton is a developer's dream come true, with its innovative product offering that fills a void in the midscale market," says Justin Shelton, president, Springwood Hospitality. "We're proud to give travelers to the Lancaster area the opportunity to stay in a fresh, modern hotel that doesn't sacrifice quality for affordability."

Developed from the ground up using consumer and owner feedback, and brought to market in just 16 months from when it launched at the Americas Lodging Investment Summit (ALIS), Tru by Hilton is a brand-new hotel experience that is vibrant, affordable and young-at-heart. It is energetic, but it is relaxing and comfortable. It is familiar, and it is also unexpected. It is uniquely Tru.