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Your Thrifty Millennial Self Could Spend \$100 For One Night at This New Hilton Concept

Tru by Hilton has 425 properties in development with 150 opening by the end of 2019.

Kinsey Grant

Hilton Worldwide Holdings ([HLT](#)) plans to open 150 new midprice hotels under the new "Tru by Hilton" brand by the end of 2019, the Wall Street Journal reported.

Tru by Hilton offers rooms at about \$100 per night and is focused on building in suburban spots and off highway exits. The first Tru hotel opened in Oklahoma City in May.

Tru entered a competitive field crowded by other brands including Choice Hotels' ([CHH](#)) Quality Inn, Marriott International's ([MAR](#)) Moxy Hotels and Intercontinental Hotels Group ([IHG](#)). But it makes its mark by offering distinctly millennial amenities including craft beer and pool tables in its lobbies.

Tru also aims for brand new properties instead of "putting lipstick and rouge on a structure that's obsolete," as most midtier hotels do, Hilton CEO Chris Nassetta said. Tru manages to build new properties instead of renovating old ones by cutting costs with smaller rooms that are easier to clean.

Hilton shares traded down in early afternoon trading.