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## The Best New Value-Oriented Hotel Brands

July 7, 2017 by *[Katie Hammel](#)*

Gone are the days when only a few major hotel chains dominated the landscape — and booking a hotel meant choosing between a high style, high priced hotel and a boring, bland, budget chain. More and more boutique brands have entered the market, and legacy brands like Marriott and Hilton are starting offshoots that appeal to savvy travelers who want beautiful design and smart amenities at a reasonable price. These are some of the best new value-oriented hotel brands.

### **Tru by Hilton**

When Hilton set out to create a value-based brand aimed at millennials, they reconsidered everything about traditional hotels. The result is [Tru by Hilton](#), a mid-range chain of hip, stylish, and slightly unconventional hotels. Instead of an onsite restaurant, there's Eat. & Sip., a 24-hour market to grab local snacks and drinks including single-serve beer and wine. The lobby has been designed as a place to congregate and socialize, with table and board games and sound-absorbing alcoves, plenty of outlets, complimentary coffee, and wireless printing. There's a fitness center with workout ideas available on a tablet. And the free "Top It" breakfast bar includes 30 sweet and savory toppings to build your own breakfast. There are currently nine locations, in such untypical locales as Tallahassee, Lancaster, and Cheyenne. Room rates start at around \$100 per night.