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2017 a banner year for Hilton's Tru brand

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The Tru by Hilton Oklahoma City. Photo credit: Hilton

Last year was full of milestones for Hilton's new midscale hotel brand, Tru by Hilton. The brand opened its first-ever property in Oklahoma City, which was then followed by eight additional hotel locations and its foray into international expansion with signed deals for three locations in Canada. In addition, the first-ever Tru by Hilton and Home2 Suites by Hilton dual-brand hotel opened in Murfreesboro, Tenn.

Today, the brand has more than 470 hotels in various stages of development.

"When we created Tru by Hilton, we set out to change the game, and we did. Tru by Hilton is the very first brand to meet the needs of a previously underserved group of travelers who seek simplicity and value without compromising quality and design," Alexandra Jaritz, global head, Tru by Hilton, said in a statement. "The proof is in the pipeline. We're thrilled with this year's momentum and accomplishments, and we're excited to continue our incredible growth in 2018."

The brand was developed from the ground up using consumer and owner feedback, and was brought to market 16 months after it launched at the 2016 Americas Lodging Investment Summit.

The development specs behind the Tru brand may have something to do with its ability to open hotels so quickly. Developers have the option to scale Tru prototypes up to 130 rooms and down to 82 rooms without making significant adjustments needed to the house spaces. The land requirement for Tru by Hilton properties sits at 1.58 acres.

In May 2017, Hilton celebrated the grand opening of the first-ever Tru by Hilton – the company's 5,000th hotel – with the Tru by Hilton Oklahoma City Airport. Since the brand's first property opening in Oklahoma City, Tru by Hilton celebrated the opening of eight additional locations across the U.S. in McDonough, Ga.; Lancaster, Pa.; Cheyenne, Wyo.; York, Pa.; Murfreesboro, Tenn.; Stuttgart, Ark.; Las Vegas; and Portland, Maine.

Tru by Hilton also prioritizes specific amenities, such as beds, high-quality showers, in-room entertainment, a free build-your-own breakfast bar known as "Top It," Wi-Fi, a 2,880-square-foot lobby with areas for guests to work, play games, eat and lounge and a 24/7 "Eat. & Sip." market with gourmet snacks and drinks, including single-serve wine and beer.