THE MIDSCALE MARKET
GAME CHANGER

Tru by Hilton is built from a belief that being cost conscious and having a great stay don’t have to be mutually exclusive. It focuses on what matters most to guests, while driving a strong value proposition for owners. It anticipates trends instead of reacting to them.
Tru by Hilton was designed to disrupt the midscale category.

Fills a void for 18 million new cross-generational consumers seeking a fresh, consistent, affordable midscale hotel.

Generates significant consumer demand, targeting 40% of all U.S. stays currently in the midscale and lower price points.

Value-engineers everything for operational efficiency.

Re-imagines the traditional lobby, creating a huge space for social activation and revenue generation.

Drives bookings through the award-winning Hilton Honors loyalty program.

Backs it all with the proven Hilton performance engine.

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Tru by Hilton makes a meaningful difference to guests. A focus on the bed, the shower, in-room entertainment, desired technology, engaging and lively public spaces to connect, eat, work or play—creates a hotel that is more than just a place to sleep, but a true travel experience.

Tru is value engineered to drive a compelling ROI for owners. With lower upfront investment costs, a stringent focus on operational efficiency and simplicity, and a focus on those things most highly valued by guests, this all-new-build brand is designed to be easy to build, operate and maintain to support strong owner returns.

**BE IN THE KNOW:**

- Competitive midscale rates offering substantially more guest value
- Future locations across all market types in the U.S.
- 98-key prototype, scalable from 82 to 129 keys
- 9-12 month construction time
- 1.58 acre site plan
- 43,089 sqft overall building footprint
- Includes King (231 sqft) and Double Queen (280 sqft) rooms with a mobile desk and task chair
- Three guestroom packages that fit every market. FF&E is selected to be highly functional, simply stylish, and comfortable
Thinking different has never been so, well, different.

**Simplified**

We stand up for the love of simplicity. Intuitive and effortless. Nimble and efficient. All beautifully balanced.

**Spirited**

We embrace the human spirit. We cultivate connections with a vibe that is playful, energetic, and engaging. A sense of place unlike anything in our space.

**Grounded in Value**

We champion the value-conscious traveler. We understand what matters most—better basics served up in a fresh, consistent and surprisingly affordable way. Minimal yet meaningful.

Who does Tru by Hilton appeal to?

A midscale market game changer attracts a wide range of cross-generational guests with a zest for life mindset.

- They have a youthful energy and an open-minded optimism.
- They want a place that fits their lifestyle, whether traveling for business or leisure.
- They appreciate modern aesthetics.
- They want a unique environment for easy going engagement.
- They value the best technology.
- They live for freedom of choice.
- And, they’re looking for a more affordable hotel stay.
This is TRU.

Say hello to a brand-new hotel experience from Hilton that’s vibrant, affordable and young-at-heart. It’s energetic, yet relaxing and comfortable. It’s familiar, and it’s also unexpected. It’s completely unprecedented, it’s Uniquely Tru.
A distinctly **different** design.

Keeping true to the simplified and spirited brand pillars, we created some visual interest on the exterior of the hotel by using a sleek, rectangular building as our canvas, and adding signature architectural elements to bring the personality to life.

Grounded in value with a 95% EIFS building skin and a primarily neutral exterior color palette, the spirited elements on the exterior include:

- An angular pylon showcasing our brand logo and marking the hotel’s main entrance
- Architectural articulation at the double queen guestrooms with accents of colors/shapes – materials used in these recessed areas are easy to install and maintain
- Glass storefront windows bring natural light into the Lobby during the day
- A 10 ft overhang acting as a streamlined canopy
- Founded on a sustainable, low-maintenance approach to landscape design, this modern look uses large bands of regional rock, trees and a simple understory planting palette to create a unique and modern appearance that extends the building geometries into the surrounding landscape
A Place To Go To, Not Just Through

This is a game changing public space—a 2,857 square foot lobby that is so much more. With spaces for eating, working, playing, or lounging; it’s designed for engagement—to foster connections with fellow travelers, chill and watch the world go by, or quietly work alone. A central front desk with a built-in marketplace sits in the heart of the space.
Private spaces and built-in alcoves, provide a dedicated place to focus on getting work done. We provide a place for self-service printing and plenty of power outlets to help guests stay connected.

Flexible seating arrangements including comfortable lounge chairs, ottomans, high back sofas, side tables, and unique comfortable hanging chairs are located by full glass storefront walls to enjoy the outdoors while indoors.

Flexible seating allows guests to enjoy our complimentary hot breakfast, LavAzza coffee and tea, or purchase snacks, drinks, and light meals from the 24/7 market. Bar chairs at the island offer alternative seating after breakfast hours.

This is the most spirited area with games designed for social interaction. Owners can choose from a set of game options that include table games and a variety of board games—all surrounded by upholstered, easy-to-clean and maintain seating.

2,793 SF (net) dining seats: 46 lounge seats: 35
Efficient Guestrooms.

Thoughtfully designed to maximize the use of space and operational efficiency, the guestrooms feature an all-white bedding program on a platform bed, expansive window for plenty of natural light, clear visual access to lighting and power, LVT flooring, a mobile desk & chair and inventive features like sound absorption solutions that become style elements in the space. The overall number of case goods are purposefully minimal with cleverly designed, highly usable surfaces. We’ve packed all the right stuff into these 231 SF and 280 SF guestrooms.
The spacious bathrooms have been designed with a laser-focus on those things that matter most to guests—all with operational ease in mind. Bathrooms are 100% shower and have ample storage space, bulk bath products from Not Soap, Radio and pops of whimsy.

This is a place for the guest to pause, unload and organize their belongings. The Landing Zone consists of: hanging storage in an open closet, luggage bench, mini fridge and hanging bars that double as art and storage. The Landing Zone makes a design statement through a wall transition and down lighting, signifying arrival. Additional storage can be found under the bed as well as at the storage bench, located below the TV.

The overall number of case goods are purposefully minimal with cleverly designed, highly usable surfaces, such as a mobile desk and chair. Flexible task and ambient lighting are strategically placed in the room for adjustable lighting levels. Plus, guests can stay connected throughout their stay with power outlets everywhere, a large TV with premium channel lineup and free fast Wi-Fi.

Single King
231 SF

Double Queen
280 SF
3 Unique Guestroom Packages.

Thoughtfully designed with every guest and market in mind. Each guestroom package features colorful focal walls in both the bedroom and bath, uniquely shaped nightstands, accented hardware as well as custom patterned roller shades, all of which create an artful statement in each room.
The Fitness Center facilitates guests' changing workout needs. Our fitness center has both traditional and non-traditional equipment and accessories that leverage modern wellness trends.
Porte Cochere, Patio & Pool are optional spaces.
This is where you want to be.
OWN. NOW.

A midscale market game changer backs everything with the Hilton Performance Advantage.

This is an advantage you want. In fact, it’s the industry’s most powerful commercial engine. It combines the power of scale, access, reputation, and innovation—the game changing kind, of course—delivered by the world’s premier hospitality company.

It includes:

**Hilton Honors™**
Our award-winning guest-loyalty program, with 75 million Hilton Worldwide loyalists—the people who made up nearly 60% of all stays at our hotels in 2017

**Hilton Worldwide Sales Team**
700 members across 34 regions, who secure high-value accounts and smart partnerships

**Hilton Reservations and Customer Care**
More than 3,000 highly skilled, multilingual customer service pros working around the clock to keep your rooms booked and guests happy

**Online Services**
To ensure travelers can find Tru with the latest mobile, search, and online channels providing locally relevant content in 22 languages

**Revenue Management**
To help owners maximize profits and guest satisfaction, with industry-leading pricing and yield management capabilities

**OnQ Suite**
To seamlessly handle reservations and property management systems

**StayConnected**
To provide reliable in-room Internet access

**LightStay**
To help ensure each property’s sustainability

**Hilton Supply Management**
With purchasing power to provide competitive pricing on superior products and services

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A Game Changer’s Contagious Spirit Will Last Forever.

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