



MIDSCALE 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. This midscale hotel brand focuses on what matters most to guests, while driving a strong value proposition for developers. Tru anticipates trends instead of reacting to them, attracting a wide range of cross-generational guests who seek out midscale and lower price point hotels. Investing in Tru allows you to say hello to a fast-growing hotel brand from Hilton that's vibrant, affordable and young-at-heart. Perfect for the modern age, Tru is energetic, yet relaxing and comfortable. When you add Tru to your portfolio, you open the doors to something truly different.

SYSTEM SIZE* AND LOCATIONS

134

OPEN
HOTELS

300+

HOTELS IN
THE PIPELINE

U.S.
CANADA
CALA
LOCATIONS

* As of June 30, 2020

WHY DEVELOPERS CHOOSE TRU

EFFICIENT PROTOTYPE

The Tru by Hilton prototype was developed with lower upfront investment costs and a focus on areas valued by guests to drive compelling returns for owners.

VALUE ENGINEERED

Designed to be economical and efficient to operate, Tru by Hilton has a memorable and striking design created to delight guests.

QUICK BUILD

With speed to market of the utmost importance, the Tru by Hilton design enables fast construction time, often only 9 to 12 months from breaking ground to opening doors.

SMALL, MANAGEABLE SITE

Just 1.58 acres are needed to build this trend-setting prototype, allowing for Tru by Hilton to fit into a variety of locations. The simple, regional approach to landscape design keeps maintenance costs low.

WHY GUESTS CHOOSE TRU

SIMPLIFIED

Featuring natural light from oversized windows; a mobile desk; top-rate, in-room entertainment; and a large, all-shower bathroom with premium amenities; Tru by Hilton guest rooms reflect the love of basics done well. Intuitive and effortless. All beautifully balanced.

GROUNDING IN VALUE

We champion the value-conscious traveler. Guests enjoy complimentary, fast WiFi and the build-your-own hot breakfast bar with sweet, savory and healthy items and more than 35 toppings, plus a 24/7 market place and more. Tru by Hilton offers better basics served up in a fresh, consistent and surprisingly affordable way.

SPIRITED

We embrace the human spirit with a sense of place unlike any brand in our space, and a vibe that is energetic and engaging. Our 2,800 sq. ft., reimaged lobby area gives guests the space to play, eat, work and relax.

TRU PROMISE

Guests deserve our best every day: a clean, comfortable place to stay and service with a smile. If it's not our best, we promise to make it right or we'll cover guests' stays.



BRAND PERFORMANCE

(Full year 2019 & year-over-year change)

Note: These statistics are for the 9 Tru hotels opened prior January 1, 2018. Reporting for 2020 statistics will be available quarterly via ir.hilton.com for a comparable set of 50+ hotels.

OCCUPANCY	70.9%	+ 3.7 pts.
ADR	\$106.29	+ 2.7%
REVPAR	\$75.35	+ 8.3%

THE HILTON PERFORMANCE ADVANTAGE

As a midscale brand in the Hilton portfolio, Tru by Hilton owners and operators benefit from Hilton's power, reputation, scale and performance engine—all delivered by the world's premier hospitality company.

HILTON HONORS™ is our award-winning guest loyalty program that connects you with its nearly 80 million members. Hilton Honors also offers direct marketing efforts designed to drive immediate business to your property.

REGIONAL MARKETING teams supporting the Americas, EMEA and APAC regions take a purposeful, customer-oriented approach to inspiring demand for our hotels.

PORTFOLIO MARKETING initiatives leverage the power of our 15 global brands, combining resources to maximize efficiencies and the return on each marketing investment.

HILTON WORLDWIDE SALES is a global team of sales professionals located in major markets that supports hotels in the Hilton portfolio through industry knowledge, resources, expertise and account management.

HILTON RESERVATIONS AND CUSTOMER CARE employs thousands of highly skilled, multilingual customer service professionals who work around the clock to keep rooms booked and guests happy.

ONLINE SERVICES put your property at travelers' fingertips wherever they are, with the latest mobile, search and online channels providing locally relevant content in more than 20 languages.

REVENUE MANAGEMENT helps you maximize profits while increasing guest satisfaction, with industry-leading pricing and yield management capabilities.

INFORMATION TECHNOLOGY is critical for your property's success. Our industry-leading OnQ suite seamlessly handles reservations and property management systems, StayConnected provides reliable in-room internet access, and LightStay tracks your property's sustainability efforts.

HILTON SUPPLY MANAGEMENT leverages Hilton's purchasing power to bring you competitive pricing on superior products and services.

Learn more at hilton.com/development

This is not an offer to sell or solicitation to buy a franchise. The US Federal Trade Commission and some states and provinces regulate the offer and sale of franchises. Offers will only be made in compliance with applicable law, including providing a Franchise Disclosure Document where required. Hilton Franchise Holding LLC, 7930 Jones Branch Drive, McLean, VA 22102. MN registration number 7829.