

TRU BY HILTON

Say hello to a brand-new hotel experience from Hilton that's vibrant, affordable and young-at-heart. It's energetic, but it's relaxing and comfortable. It's familiar, and it's also unexpected. It's completely reimagined, it's uniquely Tru.

SIMPLIFIED

Purposefully designed spaces and tech savvy with digital check-in, digital keys and USB ports in every outlet, plus free, fast Wi-Fi and wireless printing throughout the hotel.

SPIRITED

Vibrant and fresh interior design with 2,880 sq. ft. of lobby space to play, eat, relax and work in semi-private work pods.

GROUNDING IN VALUE

Complimentary Wi-Fi and build-your-own breakfast bar with hot items and more than 35 different breakfast toppings, 24/7 market place, comfortable mattresses, top-rate in-room entertainment, and a fitness room with modern equipment — all at an affordable price.

...IT'S UNIQUELY TRU



HIGHLIGHTS

TOP IT BREAKFAST

Our free “build your own” breakfast features hot options as well as more than 35 sweet and savory items so you can be your own tastemaker. Start with a base and use spreads, sprinkles and more to create a healthy or indulgent morning masterpiece.

CONSTANT CONNECTIVITY

Tru by Hilton keeps guests connected with fast, free Wi-Fi in the midscale segment and easy-to-reach charging outlets in all the right places. Free Wi-Fi allows guests to take advantage of free wireless printing from anywhere in the hotel, as well as Digital Check-in, room selection and Digital Key, offered at every Tru by Hilton property.

GUESTROOM

Rooms are modern and designed to make every square foot count, with natural light from oversized windows, a mobile desk, top-rate in-room entertainment and large all-shower bathrooms with premium bath amenities.

“EAT. & SIP.” MARKET

Crush anytime cravings with local, gourmet snacks, drinks, wine and beer from the “Eat. & Sip.” market open 24/7 in the lobby. Additionally, find travel-sized toiletries for purchase to help survive a forgetful packing moment.

FITNESS

Tru by Hilton hotels feature fitness centers that leverage the latest fitness trends through barre, resistance bands, free weights, cardio and flexibility gear and include customized workouts that live on a fitness center tablet.

TRU PROMISE

It's Tru. You deserve our best every day: a clean, comfortable place to stay and service with a smile. If it's not our best, please let us know. We promise to make it right, or we'll cover your night.

ABOUT HILTON HONORS

Hilton Honors is the award-winning guest loyalty program for Hilton's 14 world-class brands comprising more than 5,400 properties with nearly 880,000 rooms, in 106 countries and territories. Hilton Honors members who book directly through preferred Hilton channels have access to instant benefits, including a flexible payment slider that allows members to choose nearly any combination of Points and money to book a stay, an exclusive member discount that can't be found anywhere else, and free standard Wi-Fi. Members also enjoy popular digital tools available exclusively through the industry-leading [Hilton Honors mobile app](#), where Hilton Honors members can check-in, choose their room, and access their room using a Digital Key. With nearly 78 million members, Hilton Honors offers hundreds of ways to earn and redeem Points. Members can redeem their Points for free nights, premium merchandise, and items on Amazon Shop with Points; make charitable contributions; or gain access to unique events through the Hilton Honors auction platform (hiltonhonors.com/auctions), such as exclusive artist experiences and hotel concert events with Live Nation®, and race experiences with the McLaren-Honda Formula 1 team. The program is free to join, and travelers may enroll online by visiting www.hiltonhonors.com. Connect with Hilton Honors at newsroom.hilton.com/hiltonhonors.

AWARDS

2018	The Lodging Industry's Elite Awards, Innovator of the Year, Alexandra Jaritz
2017	PRSA Bronze Anvil Award of Commendation, Media Relations > Consumer Services > Travel and Tourism/Hospitality, Tru by Hilton Disrupts the Industry, May
2017	HSMAI Adrian Awards Silver PR New Opening/Launch, Tru by Hilton – Making a Tru Debut, February
2016	The Stevie Awards, Bronze, Best New Product or Service of the Year, Consumer Services
2016	Fast Company's Innovation by Design, Finalist, Branded Environment
2016	Boutique Design's Gold Key Awards, Winner, Judges' "So Cool" Award

