



Say hello to a game-changing hotel brand 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.

The Tru Promise: 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.

Tru by Hilton Highlights:

Tru by Hilton has reimagined the typical hotel lobby, with 2,880 square feet of public space including areas to work, play games, eat or lounge.

The build-your-own “**Top It**” breakfast bar features hot items and more than 35 sweet and savory toppings so guests can create their own healthy or indulgent morning masterpieces.

Guests can crush anytime cravings with local, gourmet snacks, drinks, wine and beer from the “**Eat. & Sip.**” market open 24/7 in the lobby.

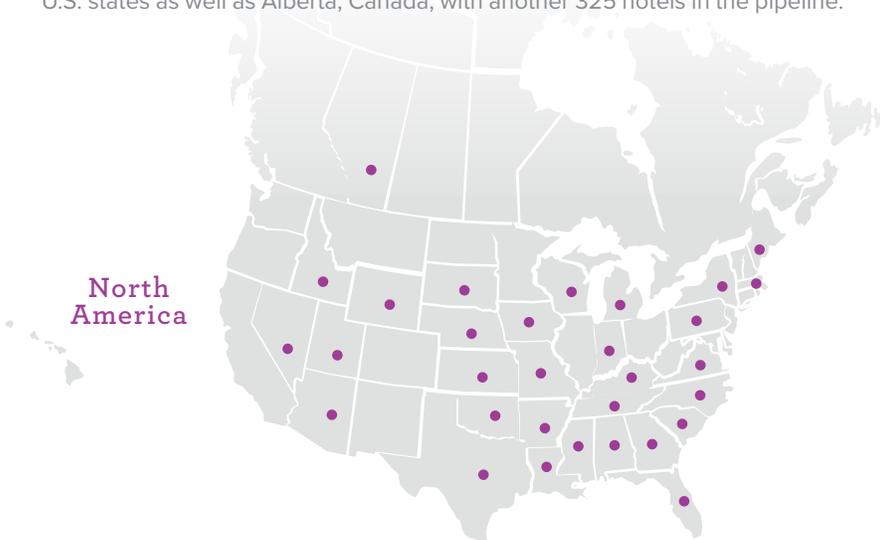
Hotel **fitness centers** feature the latest fitness trends including barre, resistance bands, free weights, cardio and flexibility gear, plus workout ideas offered on fitness center tablets.

Properties feature Hilton’s award-winning **digital check-in** with room selection tool, allowing Hilton Honors members to choose their exact room from a digital floor plan prior to arrival.

Tru by Hilton partners with **Boys & Girls Clubs of America** brand-wide to help provide club teens with career development opportunities.

As part of Hilton, Tru by Hilton guests enjoy benefits of **Hilton Honors**, the award-winning guest-loyalty program for Hilton’s distinct hotel brand.

Tru by Hilton is currently serving guests at more than 60 open properties in 30 U.S. states as well as Alberta, Canada, with another 325 hotels in the pipeline.



For brand accolades, media inquiries, and additional information on Tru by Hilton, please visit our [Online Newsroom](#).

Connect with us: @trubyhilton

