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Tru by Hilton Expands Across US with Oklahoma City Groundbreaking

Oklahoma Governor Mary Fallin and Oklahoma City Mayor Mick Cornett participate in groundbreaking ceremony

MCLEAN, Va. & OKLAHOMA CITY--(BUSINESS WIRE)-- On Friday, less than four months after [Tru by Hilton](#)'s public debut, [Hilton Worldwide](#) (NYSE:HLT) broke ground on the brand's second property, located in Oklahoma City. The celebratory event, in keeping with Tru's forward-thinking and innovative personality, swapped out hard hats and shovels for 3D artwork of the hotel's exterior design, which allowed attendees to feel as though they were part of the hotel. Oklahoma Governor Mary Fallin addressed the crowd and Oklahoma City Mayor Mick Cornett and local Councilman Larry McAtee also attended Friday's event.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20160523005341/en/>

Hilton's Alexandra Jaritz, Jim Holthouser and Bill Fortier join Oklahoma Governor Mary Fallin, Oklahoma City Mayor Mick Cornett, Local Councilman Larry McAtee and Champ Patel, CEO of Champion Hotels, LLC, to celebrate Tru by Hilton's Oklahoma City groundbreaking. (Photo: Business Wire)

The 86-room Tru by Hilton Oklahoma City Airport is located just five miles from the Will Rogers World

Airport at 802 South Meridian Avenue, and is expected to open in spring of 2017. The new property is expected to add 75 construction jobs and 20 jobs in the long term once the hotel is open.

"Tru is a disruptive brand, built on the belief that a great stay and affordability can, in fact, go hand-in-hand," said Alexandra Jaritz, global head for Tru by Hilton. "We know the brand will have broad appeal to Oklahoma City travelers who span generations but share a similar youthful mindset. Bringing an original, back-to-basics experience with soul – grounded in value and anchored in the DNA of Hilton – Tru will provide Oklahoma City with a contemporary, consistent and fresh hotel experience, while at the same time being operationally efficient to our owners."

The value proposition continues to drive developer interest. Hilton Worldwide currently has 70 approvals and 172 more deals committed or in progress, up from 130 hotels in January when the brand launched at The Americas Lodging Investment Summit. Tru by Hilton is believed to be the fastest growing new-build hotel brand in U.S. history.

"We are proud to have partnered with Hilton from the very beginning as part of a group of owners who advised on the creation of the brand and to bring one of the first Tru by Hilton properties to market, right here in Oklahoma City," said Champ Patel, CEO of Champion Hotels, LLC. "Tru by Hilton is going to transform the midscale category by virtue of its

innovative offering at a very desirable build cost, and will certainly bring fresh energy and options to Oklahoma City's guests."

When completed, the new Tru by Hilton Oklahoma City will provide guests with smart and efficiently designed guest rooms and reimagined public spaces, including an open lobby with four zones for lounging, working, eating or playing. Designed to appeal cross-generationally, complimentary amenities will include a unique toppings bar breakfast, coffee and tea; mobile check-in and Digital Key available through the Hilton HHonors mobile app; a multifunctional fitness center; and segment-leading Wi-Fi bandwidth.

"By breaking through the clutter of the midscale sector's undistinguished offerings, Tru by Hilton will provide guests with experiences, and not just a place to stay," said Matt Wehling, senior vice president of development – North America, Hilton Worldwide. "We thank our partners within Champion Hotels who have signed more than a dozen Tru by Hilton deals and are excited to bring to life the opportunity Tru creates in Oklahoma City."

Tru by Hilton Oklahoma City will participate in Hilton HHonors®, the award-winning loyalty program serving more than 50 million members. Hilton HHonors offers members exclusive benefits and more ways to redeem points than any other guest loyalty program.

More information about Tru by Hilton can be found at www.trubyhilton.com. Media may access high-resolution renderings and more by visiting news.hiltonworldwide.com/trubyhilton. You can also follow Tru by Hilton on LinkedIn by visiting <https://www.linkedin.com/company/tru-by-hilton>.

About Tru by Hilton

Tru by Hilton is a revolutionary midscale hotel brand providing a simplified and spirited approach that is grounded in value for business and leisure travelers. Disrupting the midscale hotel space, Tru by Hilton will offer modern and functional guest rooms and social connectivity with reimagined public spaces, including an open lobby comprised of four zones where guests can work, play, lounge and eat. Designed to appeal cross-generationally, guests will enjoy complimentary amenities including breakfast, coffee and tea; optional mobile check-in and Digital Key; a multifunctional fitness center; and high-speed Wi-Fi. Single-serve wine and beer, fun snacks and light meal options will be available for purchase at a 24/7 retail market. Tru by Hilton is the newest addition to Hilton Worldwide's portfolio of market-leading brands. Learn more at www.trubyhilton.com.

About Hilton Worldwide

Hilton Worldwide (NYSE: HLT) is a leading global hospitality company, comprising more than 4,660 managed, franchised, owned and leased hotels and timeshare properties with nearly 765,000 rooms in 102 countries and territories. For 96 years, Hilton Worldwide has been dedicated to continuing its tradition of providing exceptional guest experiences. The company's portfolio of 13 world-class global brands includes Hilton Hotels & Resorts, Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Canopy by Hilton, Curio - A Collection by Hilton, DoubleTree by Hilton, Embassy Suites by Hilton, Hilton Garden Inn, Hampton by Hilton, Tru by Hilton, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations. The company also manages an award-winning customer loyalty program, Hilton HHonors®. Hilton HHonors members who book directly through preferred Hilton channels have access to benefits including preferred pricing, free standard Wi-Fi, as well as digital amenities that are available exclusively through the industry-leading Hilton

HHonors app, where HHonors members can check-in, choose their room, and access their room using a Digital Key. Visit news.hiltonworldwide.com for more information and connect with Hilton Worldwide on [Facebook](#), [Twitter](#), [YouTube](#), [Flickr](#), [LinkedIn](#) and [Instagram](#).

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