1. Why do you think that Hilton have decided to launch this new brand within its portfolio?

Hilton Launches Tru Hotels

Hilton Worldwide Holdings Inc. now has 13 brands within its portfolio. Famous in the UK for its Hilton and Doubletree brand of hotels, its largest brand within the USA is actually Hampton, with over 200,000 rooms in over 2100 hotels (or properties as Hilton prefers to call them)

Currently, the Hampton by Hilton brand caters for the mid-market traveller experience in what Hilton calls its “Select rather than Full Service” However, Hampton by Hilton is considered to be “upper midscale” catering for business and leisure travellers willing to pay in the region of $100 a room.

Tru is aimed to target the market at a pricing point 15–20% lower than Hampton. It is also aimed at younger travellers; both business and leisure, both in terms of its marketing, décor and use of in-house social media and public space. However, Hilton does not plan to compromise on quality, cleanliness and space within rooms.

2. How might the brand managers of the Hampton by Hilton respond to this new and growing brand within the portfolio?

3. What aspects of the case study support the view that Hilton understands its customers’ needs?

Extension Task

There are currently 13 brands within the Hilton portfolio. How do these target the various socio-economic groupings within the economy and therefore meet the needs of all customers?