



The Hotel Group & Hogback Development Celebrate the Tru by Hilton Yakima Topping Off

Yakima, WA - August 17, 2023 - The Hotel Group (THG), an affiliate of Hotel Equities (HE), and a leading national hotel management, investment and development company, along with Hogback Development, will celebrate the topping off of the 74-room Tru by Hilton Yakima, WA. Tru by Hilton Yakima is located next to the Home2 Suites in Rainier Square, which over the past few years has been transformed by Hogback Development from an under-developed and under-utilized 1960's style-center, to a vibrant mix of restaurants, retail, and commercial business. THG and Hogback Development co-own the four-story Tru by Hilton hotel projected to open in Spring 2024.



“We are thrilled to partner again for our fourth hotel with Hogback Development and to be celebrating the addition of the Tru by Hilton,” says Doug Dreher, CEO at The Hotel Group. “We now manage over a dozen hotels in Washington state which is home to THG. This Hilton select service hotel is an exciting addition to our property portfolio. We are pleased to be bringing another Hilton Hotel to the Yakima community and look forward to delivering the best of THG-HE’s *Inspired Hospitality Greatness* to our guests and the community.”

The Tru by Hilton Yakima will have both modern and efficient design. A complimentary breakfast at the ‘Top It’ bar allows you to build-your-own meal consisting of hot options with sweet and savory toppings, allowing guests to create the perfect start to their day. The property features an outdoor patio with grills, 24/7 ‘Eat & Sip’ market, expansive fitness center and a 640 square foot collaboration room. As part of Hilton Honors®, the award-winning guest-loyalty program for Hilton’s 18 distinct hotel brands, property guests will enjoy the best in hospitality brand standards and an exceptional rewards program.

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About The Hotel Group

The Hotel Group is a nationally recognized leading hotel management, investment and development company. Since its inception in 1984, THG has managed and/or owned over 135 properties in 25 states representing over 20 brands, directed the design and construction of over 50 new hotels, and completed the acquisition of nearly \$200 million in private investment through the Hotel Group Opportunity Funds. For more information on THG and the services it offers, visit <http://www.thehotelgroup.com/>.

About Tru by Hilton

Tru by Hilton is a game-changing hotel brand with more than 150 open locations across North America, providing guests with a consistent, fun experience at an affordable price. Spirited, simplified, and grounded in value, Tru by Hilton is designed for cross-generational appeal. Efficiently designed modern guestrooms

feature rolling desks, oversized windows for natural light, and bright, spacious bathrooms. Guests can enjoy complimentary breakfast and fast Wi-Fi. Premium snacks, light meal options and single-serve wine and beer are available for purchase at the 24/7 Eat. & Sip. market. Hilton Honors members who book directly through preferred Hilton channels have access to instant benefits. Learn more at www.trubyhilton.com or newsroom.hilton.com/trubyhilton.com, and connect with Tru by Hilton on [Facebook](#), [Twitter](#), [YouTube](#), [LinkedIn](#), and [Instagram](#).

About Hotel Equities

Hotel Equities (HE) is an award-winning full-scale hotel ownership, management, and development firm with a portfolio of approximately 300 hotels and resorts throughout the United States and Canada. Fred Cerrone, CHA, serves as Founder and Chairman; Brad Rahinsky serves as President and CEO. Hotel Equities is an affiliate of 33 Degrees, an integrated management platform combining market knowledge and industry experience across a broad range of CRE assets including office, restaurant, retail, mixed-use and multi-unit residential. For more information on Hotel Equities, visit hotelequities.com.