

The Hotel Group Announces the Opening of the Tru by Hilton Yakima, Washington; Welcomes Guests to Experience Inspired Hospitality



Yakima, WA - May 30, 2024 - Award-winning hotel management company [The Hotel Group](#) ("THG"), an affiliate of [Hotel Equities](#), in partnership with [Hogback Development](#), is pleased to announce the opening of the [Tru by Hilton](#) Yakima, adding a vibrant hospitality option to the heart of Yakima, Washington. The hotel is co-owned by The Hotel Group and Hogback Development.

Nestled alongside the Home2 Suites by Hilton in Rainier Square, this is the fourth collaborative venture of THG and Hogback Development, the new Tru by Hilton Yakima is a symbol of the city's shared vision to transform the area into a modern hub of comfort and convenience.

“We’re excited to continue growing our presence within the Yakima community and open the doors to the Tru for our future neighbors and guests,” said Doug Dreher, CEO of The Hotel Group. “This new addition comes just before we celebrate our 40-year anniversary and proves our ongoing commitment to Hospitality Greatness™ in Washington State.”

Designed with contemporary flair and efficiency in mind, Tru by Hilton Yakima offers thoughtfully appointed guest rooms tailored to meet the evolving needs of today's travelers. Guests can kickstart their day with a complimentary breakfast experience at the 'Top It' bar, where a selection of hot options and toppings await customization.

In addition to the inviting breakfast bar, the property boasts an array of amenities including an outdoor patio with grills, a 24/7 'Eat & Sip' market offering snacks and beverages, a

spacious fitness center to stay active while traveling, and a 640 square foot collaboration room for business meetings or social gatherings.

Conveniently located just one mile from Yakima [Air Terminal YKM](#), Tru by Hilton Yakima offers easy access to transportation hubs, ensuring a stress-free journey for guests. Situated within walking distance of several restaurants, guests can explore a variety of dining options just steps away from the hotel. For those attending events or conventions, the Yakima [Convention & Event Center](#) and [Sozo Sports Complex](#) are a short drive of under four miles away, making the hotel an ideal choice for business and leisure travelers alike.

For more information about the new Tru by Hilton Yakima, please visit the hotel's [website](#).

About The Hotel Group

The Hotel Group, celebrating its 40 Year Anniversary, is an affiliate of Hotel Equities, a nationally recognized leading hotel management, investment, and development company. Since its inception in 1984, THG has managed and/or owned over 140 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 www.thehotelgroup.com.

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. For more information on Hotel Equities, visit hotelequities.com.

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