

Kinseth Announces Ribbon Cutting and Grand Opening of Tru by Hilton in Brookfield, Wisconsin!

FOR IMMEDIATE RELEASE

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Kinseth Hospitality Company (KHC) is pleased to announce the official Ribbon Cutting and Grand Opening Celebration of the Tru by Hilton hotel in Brookfield, Wisconsin. The grand opening ceremony for the Tru by Hilton, located at 20925 Watertown Road, took place on Thursday, September 26, 2019. To kick-off the event, Carol White, President & CEO of Greater Brookfield Chamber of Commerce; Tom Hagie, Town of Brookfield Administrator; and Jeff Schrader, Director of New Business Development of Kinseth Hospitality, shared their excitement about the new Tru by Hilton hotel.

“Tru by Hilton is a fresh new product grounded in value, with the perfect mix of a high energy development, great value rooms, and a new efficient design,” said Jeff Schrader, Director of New Business Development of Kinseth Hospitality Companies. “Kinseth is excited to continue to be a part of the Brookfield community with the addition of the Tru Brookfield hotel.”

The 82 room hotel features a large lobby space with a corner for games and fun which offers a full-size pool table along with various board games. Another corner offers a place to work with sound absorbing work pods and a wireless printer. Throughout the lobby, you’ll also find numerous plug-ins and usb ports along with some secured charging stations so you can stay connected throughout your whole visit.

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 Kinseth Hospitality

Kinseth Hospitality is a leading hotel management, development and ownership company. KHC has a proven track record of developing and operating award-winning hotels, restaurant and meeting facilities. Kinseth Hospitality is based in North Liberty, Iowa and currently operates over 80 hotels and 5 branded restaurants in 13 states.

For more information regarding KHC please contact our Corporate Sales and Marketing Team at 319-626-5600 or visit www.kinseth.com.