



[Link to Article](#)

Hilton Garden Inn Unveils Brand Refresh

[HOTEL & RESORT](#) [PATRICK CLARKE](#) JULY 25, 2017



PHOTO: Hilton Garden Inn is catering to the evolving needs of today's traveler. (photo via Flickr/[TravelingOtter](#))

Hilton Garden Inn has set sail on a comprehensive brand refresh.

Hilton's beloved upscale brand has been revealing various aspects of the broad initiative since the start of the year, including improved team member training, revamped hotel design and enhanced food & beverage (F&B) offerings.

The brand announced Tuesday that the refresh will be built around a multi-million dollar global marketing campaign known as "Simple Things on Another Level."

The new television and digital ad campaign stars actress, model and author, Judy Greer. The campaign currently features one national television ad and two digital videos.

"To capitalize on our leadership position, our brand refresh will amplify and focus on what's great about Hilton Garden Inn—including our upscale, light and airy properties, our award-winning food and beverage offerings and our exceptional Team Members at each and every hotel," said Hilton Garden Inn's Global Head John Greenleaf in a statement.

As mentioned, the refresh will place an emphasis on empowering Hilton Garden Inn team members. Employees will benefit from new training programs, hotel-created advisory groups and an internal social network that connects them with members from all over the globe.

Meanwhile, the new flexible hotel design offers six different customizable hotel prototype options meant to adapt to evolving guest preferences. Abundant natural light, pod-style check-in areas and multi-functional meeting spaces are among the many features.

Updated F&B offerings will include new menu choices, premium varietal wines, national and local craft beers as well as handcrafted cocktails and small plates. An open-display kitchen will be used to cook breakfast dishes, while bars and restaurants will be geared toward a more social atmosphere.

The Shop retail space will sell fresh and healthy grab-and-go items 24/7, including salads, locally-sourced foods and specialty coffee.

"We're in the business of listening to our guests and have learned that they are looking for healthier and more organic menu choices, enticing new flavors, around-the-clock retail availability, and a more social setting for restaurant and bar service,"

Greenleaf [told TravelPulse in April](#). "Our guests' dining experiences are intrinsically connected with their entire travel experience."

Hilton Garden Inn will celebrate the brand refresh with a pop-up event and social media contest.

The former will take place Thursday, July 27 in New York City, where the brand will appropriate a double decker tour bus for National Refreshment Day. Visitors to W 51st Street can experience the brand's new look and feel as well as sample new menu items from 12 p.m. to 4 p.m. ET.

Travelers can also post about their favorite new eats on Instagram or Twitter using the hashtag #HGIEatDrinkShareContest for a chance to win Hilton Honors points.

Tuesday's announcement comes two weeks after Hilton Garden Inn was rated the [top upscale brand for customer satisfaction](#) for the second straight year by the J.D. Power North America Hotel Guest Satisfaction Index Study.