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Hilton announces Garden Inn brand revamp

Friday, July 28, 2017 by Mark Caswell



Hilton has announced a major refresh of its mid-market Garden Inn brand, aimed at “building on its commitment to anticipating and catering to the evolving needs of today’s modern traveller”.

The project includes the introduction of six new hotel prototypes for each of the regions of the world in which Garden Inn operates, which can be customised by developers to “efficiently adapt to evolving guest preferences”.

Features of the new designs include increased natural daylight, pod-style check-in areas, and multi-functional meeting areas.

Food and beverage areas have also been revamped, with the introduction of new open-display kitchens, and “a more social setting for restaurant and bar service”, with handcrafted cocktails and “shareable desserts”.

The brand’s grab-and-go The Shop concept has also been enhanced, with items including salads, locally-sourced food and craft beers, and a self-serve coffee bar.

Guests will be asked to share their favourite menu item or drink via Instagram or Twitter using the hashtag **#HGIEatDrinkShareContest**, for the chance to win Hilton Honors points.

The refresh will be promoted by a global marketing campaign “Simple Things on Another Level”, fronted by actress, model and author Judy Greer.

According to Hilton Greer’s “bright personality perfectly embodies all that Hilton Garden Inn stands for – including the importance of delivering simple things at a higher standard”.

hgi.com, hilton.com