

Hilton opens first ever dual-branded Home2 Suites in Birmingham, Ala.

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A rendering of the Home2 Suites by Hilton Birmingham Downtown.

Hilton opened the dual-branded **Hilton Garden Inn Downtown Birmingham** and **Home2 Suites by Hilton Birmingham Downtown**, bringing a total of 210 new rooms to downtown Birmingham, Ala. This is the first dual-brand property to include a Home2 Suites, and the opening demonstrates Hilton’s ongoing urban expansion in the focused service and all-suites sectors.

“As a dual-brand property, our new hotel in Birmingham will not only meet the demands of this booming tourism market, but provide diverse accommodations for visitors with varying needs,” John Greenleaf, global head, Hilton Garden Inn, said in a statement. “The convenient location and value-added amenities deliver savings and quality that potential guests seek.”

Owned by Sunbelt – G2BA and managed by **LBA Hospitality**, Hilton Garden Inn and Home2 Suites by Hilton Birmingham Downtown are both located downtown at 250 18th Street South, offering guests access to Children’s Hospital, The University of Alabama at Birmingham, Birmingham Zoo, Birmingham–Jefferson Convention Complex and Birmingham-Shuttlesworth International Airport.



The other half of the property is the Hilton Garden Inn Downtown Birmingham.

The dual-brand concept creates enhanced and larger communal areas benefiting all types of travelers. The hotel has two distinct lobbies and dining areas—each catering to the needs of their respective guests—while sharing one registration desk, the fitness center and an outdoor saline pool.

Hilton Garden Inn Downtown Birmingham offers amenities including complimentary Wi-Fi throughout the hotel, a 24-hour business center (in most locations), a fitness center, full cooked-to-order breakfast, cocktails and dinner.

“Accounting for nearly 18 percent of the state’s overall visitation last year, Birmingham has played a significant role in the state’s tourism industry, and the city’s robust downtown area is the perfect location to feature our first-ever dual-brand build with a Home2 Suites,” Adrian Kurre, global head, Home2 Suites by Hilton, said in a statement. “We guarantee guests will enjoy the brand’s unique extended-stay experience with spacious and affordable suites.”

Home2 Suites by Hilton Birmingham Downtown offers all-suite accommodations with fully equipped kitchens and modular furniture. The hotel also offers trademark Home2 Suites amenities such as Spin2 Cycle, a combined laundry and fitness area; The Shop for grab-and-go items; and the Inspired Table, a complimentary daily breakfast that includes more than 400 potential combinations. Home2 Suites by Hilton Birmingham Downtown is pet-friendly.