



[Link to Article](#)

Hilton Garden Inn Set the Bar in 2017

[HOTEL & RESORT](#) [PATRICK CLARKE](#) DECEMBER 22, 2017



PHOTO: Hilton Garden Inn opened a new hotel nearly every week in 2017. (photo via Flickr/Patrick Pelletier)

2017 will go down as a remarkable year for Hilton Garden Inn.

Hilton's flourishing upscale brand averaged nearly one hotel opening per week this year and will conclude 2017 with a portfolio boasting more than 750 properties worldwide.

Nearly one-third of the brand's openings occurred in international markets. However, the chain experienced its strongest growth in the southern U.S.—with Texas and North Carolina accounting for a combined eight openings in 2017.

MORE HOTEL & RESORT

Hilton Garden Inn opened six new hotels within the past month alone, including the Hilton Garden Inn Newtown Square Radnor, the Hilton Garden Inn Boulder, the Hilton Garden Inn Edmond/Oklahoma City

North, Malaysia's Hilton Garden Inn Kuala Lumpur Jalan Tuanku Abdul Rahman North, the Hilton Garden Inn Aguascalientes in Mexico and India's Hilton Garden Inn Lucknow.

Other notable additions this year include a pair of Manhattan properties—Hilton Garden Inn New York Times Square South, Hilton Garden Inn NYC Financial Center/Manhattan Downtown—and the Hilton Garden Inn Manchester Emirates Old Trafford, which marked the brand's first opening in Manchester, England.

Hilton Garden Inn also joined the Yucatan hotel boom with the opening of a new property in Merida.

"We are proud to have welcomed so many beautiful new hotels to our global portfolio this year," said the brand's global head, John Greenleaf in a statement. "These properties offer both business and leisure guests upscale yet affordable accommodations, while also providing best-in-class offerings for a brighter and more comfortable stay."

Hilton Garden Inn [kicked off a brand refresh](#) this past summer that included improved team member training, customizable hotel designs, enhanced food & beverage (F&B) offerings as well as a multi-million global marketing campaign.

"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 earlier this year](#). "Our guests' dining experiences are intrinsically connected with their entire travel experience."

READ MORE: [Hilton Commits \\$50 Million to Africa Growth](#)

Hilton is also using the rapidly-expanding brand to test new technology. The company recently announced it's beta [testing a mobile-centric guestroom](#), Connected Room, at the Hilton Garden Inn in Memphis.

It should also be noted that J.D. Power named Hilton Garden Inn the [top upscale brand](#) for overall customer satisfaction for the second consecutive year in 2017.

The bar has indeed been set for 2018.