

Hilton Garden Inn announce launch of HGI.com



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Press Release Summary: Hilton Garden Inn announce launch of HGI.com to make it easier for travelers to book a business stay or leisure getaway

Press Release Body: **Hilton Garden Inn** has announced the launch of the new URL for the upscale mid-priced brand: www.HGI.com to make it easier for travelers to find the nearest **Hilton Garden Inn** and enjoy their next getaway at one of more than 350 **Hilton Garden Inn** locations throughout North America and Europe. **HGI.com** further reinforces the **Hilton Garden Inn** or '**HGI**' brand identity to both leisure and business travelers as well as meeting planners and travel agents.

The introduction of [HGI.com](http://www.HGI.com) complements the brand's "**Tomorrow's A Big Day**" marketing campaign, as the website allows guests to [research hotels](#), find activities, attractions and weather forecasts to a variety of destinations as well as get tips and ideas on how [Hilton Garden Inn](#) can help them prepare for their big tomorrow - whether it's an out-of-town client meeting, family get together or upcoming marathon.

*"With the continued growth of the **Hilton Garden Inn** brand across North America and Europe, we thought it was important to utilize **HGI.com** as our brand URL as a direct and memorable way to elevate*

*the Hilton Garden Inn awareness level to both new travelers and loyal guests,” said **Adrian Kurre, senior vice president – brand management, Hilton Garden Inn.** “Since the launch of our brand in the mid-90s, we have proven to be a distinct, competitive and award-winning hotel choice for business and leisure travelers looking for quality accommodations and distinctive amenities at a reasonable price.”*

Each [**Hilton Garden Inn hotel**](#) location provides the products and offerings to help guests prepare for their big day. Signature brand amenities include the **Garden Sleep System bed** which enables guests to adjust the firmness or softness of the bed; ergonomic **Mirra chair by Herman Miller**; a full service restaurant serving freshly cooked-to-order breakfast and evening room service; the 24-hour Pavilion Pantry convenience market featuring a variety of snack options, microwaveable meals, a selection of beverage options and sundries; complimentary high-speed Internet access and remote printing; a 24-hour business center and a complimentary workout facility offering state-of-the-art cardiovascular and strength training equipment.

About Hilton Garden Inn continually strives to ensure that busy travelers have everything they need to be most productive on the road - from complimentary wired and **Wi-Fi Internet** access in all guestrooms and public space to remote printing to the hotel’s complimentary 24-hour business center to one of the most comfortable beds they will ever experience with the **Garden Sleep System**. Whether travelers are on the road for personal or business reasons, **Hilton Garden Inn** offers the amenities and services for travelers to sleep deep, stay fit, eat well and work smart while away from home.

Web Site: <http://www.hgi.com/>

**Contact Details: Hilton Garden Inn PR contact:
Agnes Sibal
Brand Communications
Hilton Hotels Corporation World Headquarters
9336 Civic Center Drive
Beverly Hills
CA 90210
USA
(310) 205-4545**

