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Hilton Garden Inn announce launch of HGI.com

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

/24-7PressRelease/ - February 20, 2008 - 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

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.

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