

TRAVEL AND HOSPITALITY

## Trump hospitality moves beyond luxury travel with brand extensions

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Rendering of Scion at West End. Image courtesy of Trump Hotels

By STAFF REPORTS

Trump Hotels is expanding beyond its flagship brand with the addition of two more accessible chains.

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Scion, the four-star hotel brand originally teased in 2016, will open its first property in Mississippi, while the company will also introduce American Idea, a midscale chain that will debut first in the Mississippi Delta area. The country is largely divided in sentiment toward President Donald Trump, however these upcoming openings are planned for a region that supported the politician in the U.S. presidential election.

### Branching out

Trump's Scion brand is designed to cater to the technologically savvy millennial crowd that is driving the sharing economy ([see story](#)). The Trump Organization first announced Scion while its namesake was making his presidential run, withholding the name of the brand until later.

The first of these hotels will open in Cleveland, MS. Complete with two acres of outdoor festival space and a 6,000-square-foot spa, Scion at West End is owned by Chawla Pointe.

Meanwhile, three American Idea properties are slated to open in the Mississippi Delta. Trump Hotels says this new chain will deliver "local history and neighborly service."

"Trump Hotels is recognized for unparalleled service, meticulous attention to detail and iconic properties in world-class destinations," said Trump Hotels CEO Eric Danziger in a statement.

"While we will continue in pursuit of this mission for our luxury Trump Hotels brand, we look forward to leveraging our expertise and experience across the various segments of the hotel business and bringing our trademark hospitality to many more guests, owners and markets across the nation," he said.

Notably, both of these new launches are missing the Trump name. Whether or not this move is related to Mr. Trump's divisive campaign and presidency, this offers the company the opportunity to reach travelers who may not be as comfortable associating with the politician at this time.



*Donald J. Trump, 45th president of the United States of America, dresses in Brioni suits*

Mr. Trump's unexpected victory in the U.S. presidential race helped his brand regain positioning after losing ground during his campaign.

Brand Keys has been tracking consumer perception of the Trump brand across product categories for 20 years, and found that in October, the now president-elect's lewd comments found on tape had damaged the added value of his merchandise and services. Following his success at the polls on Nov. 8, the perceived added value of Mr. Trump's brand across seven categories were trending up significantly, with some reaching their highest levels ever ([see story](#)).

The wealthiest consumers in the United States, those most likely to patronize luxury brands, are just as evenly split in opinion on the divisive new president as the rest of the country, according to research from YouGov ([see story](#)).

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