

What we're all about

Canopy by Hilton is the energizing, new hotel in the neighborhood offering simple, guest-directed service, thoughtful local choices, and surprisingly comfortable spaces, so guests simply feel better going forward. Each property is designed as a natural extension of its neighborhood, with local design, food & drink, and culture.

OUR NEIGHBORHOODS

Canopy by Hilton will develop through new-build and conversion projects in key urban neighborhoods and vibrant secondary markets around the globe with properties expected to begin opening in 2016.

OUR CULTURE

Canopy by Hilton's culture is defined by who we are and how we interact with each other, our guests, our partners, and our neighbors. Our culture, "Positively yours," is much more than a slogan. It's our underlying attitude, the story of who we are and how we approach everything.

Why we are here:

So you simply feel better going forward. New and different. Ahead and active. These "fresh-forward" qualities describe our commitment to guests, partners, neighbors, and enthusiasts.

What we do:

Create a positive stay. We focus on the simple details that make a different, always a step beyond the expected. Every detail has just the right feeling: caring, energizing, positive.

How we do it:

Simple. Personal. Positive. Local. Keep things simple and focused on the personal. Look at every situation from the bright side. Take pride in our neighborhood and gladly share what it has to offer.

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CANOPY EXPERIENCE

Creating a “Positive Stay” is our Brand promise. To bring the promise of a positive stay to life, we focus on five essential aspects of the total guest experience:

- **Energizing, comfortable experience.** Open, welcoming lobby | Friendly, facilitating staff providing guest-directed service | Casual F&B with healthful choices | “Positively Yours” service culture.
- **More included value.** Grab and go goody bag complimentary breakfast delivered to room or to go | Included fresh, artisanal breakfast in the café | Free basic Wi-Fi.
- **Surprising Extras.** Welcome gift from the neighborhood | Thoughtfully themed, reasonably priced foodie bags | Evening tastings featuring local offerings.
- **The just-right room.** Great bed and ideal sleep environment | Open shelves and hangers provide uncloseted ease | Filtered Water.
- **Local know-how.** Locally inspired design | Local art and music programs | Neighborhood fitness options, including bikes and jogging routes | Guides to the locale

FOOD & BEVERAGE

- **Canopy Breakfast.** A signature complimentary concept to start your day. Every morning in the café, guests will enjoy an artisanal breakfast featuring fresh, local ingredients. For those on the go, a Canopy grab and go breakfast goody bag offers local tastes delivered to the guest rooms.
- **Café all day.** A made-to-order and ready-to-serve menu for both takeout and table delivery and a bar providing refreshing juices, wine, craft beers, and signature cocktails.
- **Evening Fun.** Each evening, the lobby bar will host a complimentary tasting of local craft beers, wines, or spirits. The café bar takes center stage for serving small bites and enticing beverages. Guests can join the hum or slip into a quiet corner to let the night unfold.
- **Foodie Bags.** Guests may also choose one of several thoughtfully themed and priced foodie bags for their in-room minibar, each selected at check-in.



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HILTON WORLDWIDE

Canopy by Hilton is the lifestyle brand of Hilton Worldwide, a leading global hospitality company. For 95 years, Hilton Worldwide has been dedicated to continuing its tradition of providing exceptional guest experiences. The company's portfolio of 12 world-class global brands is comprised of more than 4,200 managed, franchised, owned and leased hotels and timeshare properties, with more than 690,000 rooms in 93 countries and territories.

HILTON HHONORS

At Canopy by Hilton, loyalty is rewarded. As a member of Hilton HHonors, our award-winning loyalty program, guests can earn exclusive benefits and Points towards free nights, premium merchandise, unforgettable experiences and more. HHonors Diamond and Gold members also receive extra HHonors Bonus Points and space-available room upgrades on qualifying stays.