



## About Canopy by Hilton

Located in the most desirable neighborhoods across the globe, Canopy by Hilton is an upper upscale lifestyle hotel brand that offers a fresh approach to hospitality and the guest experience. When you say local, we say Canopy. The brand was created from extensive consumer research and launched in 2014. Each hotel is designed as a natural extension of its neighborhood and provides a place to relax and recharge with guest-directed service, comfortable spaces, an energizing atmosphere and thoughtfully local choices.

## Brand Pillars

Canopy by Hilton aims to be the “lamp post” of each neighborhood in which it operates, providing locals and guests alike with simple, personal and – most importantly – positive experiences. Canopy does so by focusing on the following brand pillars:

- **Simply Enabling:** We let the guests tell us what they need – and we don’t charge for extras.
- **Thoughtfully Local:** We invite the neighborhood over and share our local culture with guests.
- **Delightfully Comfortable:** We provide an energetic environment, a room that is Just Right and refreshing choices instead of more choices.

## Brand Differentiators

### Our Space

Instead of relying on one cookie-cutter prototype, each Canopy property determines the best design and programming for its space. What all Canopy hotels do have in common are open, flowing spaces, abundant natural light and a design that takes its cues from the neighborhood.

### Food & Drink

Guests can expect an authentic neighborhood café or a bar – or a combination of both – worth coming back to at every Canopy. They can also expect local and healthy ingredients in everything we create. Our menus evolve throughout the day since we know it’s not always possible to eat at the traditional dining times. We also mix top-notch craft cocktails thanks to our partnership with Proprietors LLC, the training arm of renowned bar chain, Death & Co, for bar enthusiasts. Guests can enjoy regional wines and beers and signature cocktails made with locally distilled spirits at our bar or during complimentary tastings every evening.

### Details

The little things can make big difference, especially while traveling, which is why we focus on the details at Canopy by Hilton. Many of our hotels offer a transfer lounge so guests can store luggage, change or even shower before or after their stay. We greet guests with a locally sourced welcome gift, provide complimentary filtered water on each floor (and reusable water bottles in the rooms!) and even have premium pet products on-hand for four-legged travelers.

### Localization

Everything we do at Canopy by Hilton is inspired by our surroundings, including our design, which incorporates local artists and materials, and our retail offerings, which feature local goods. We also encourage our guests to get out and experience the neighborhood on their own with our complimentary bikes and dog friendly guides.

## Our Neighborhoods

Canopy by Hilton has 10 properties open across four countries and a robust pipeline of more than 40 hotels (approximately 15 of which are expected to open in 2020).

### Where You Can Visit Us Now

- Atlanta, GA
- Bethesda, MD
- Chengdu, China
- Columbus, OH
- Dallas, TX
- Minneapolis, MN
- Portland, OR
- Reykjavik, Iceland
- Washington, DC (The Wharf)
- Zagreb, Croatia

### Some of the Places We're Coming Soon

#### 2019

- Ithaca, NY
- Hangzhou, China
- Washington, DC (Embassy Row)
- Cancun, Mexico

#### 2020

- West Palm Beach, FL
- Dallas (Frisco Station), TX
- São Paulo, Brazil
- Charlotte, NC
- Jersey City, NJ
- Baltimore, MD
- Tempe, AZ
- Grand Rapids, MI
- Austin, TX
- Philadelphia, PA
- San Antonio, TX
- Paris (Trocadero), France
- London City, UK
- Memphis, TN

#### 2021

- New Orleans, LA
- Cincinnati, OH
- Venice, Italy
- Boston, MA
- Bordeaux, France
- Paris (Quartier Latin), France
- Madrid, Spain
- Scottsdale, AZ
- Kuala Lumpur, Malaysia
- Portland, ME
- Cape Town, South Africa

## Additional Information

Learn more about Canopy by Hilton by visiting [newsroom.hilton.com/canopybyhilton](https://newsroom.hilton.com/canopybyhilton) and connect with us on [Facebook](#), [Instagram](#) and [Twitter](#).

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