

Brand Fact Sheet



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 meal times. We mix top-notch craft cocktails thanks to our partnership with Proprietors LLC, the training arm of renowned bar chain, Death & Co, for bar enthusiasts. And guests can also enjoy regional wines, beers and 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. 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; and we provide complimentary filtered water on each floor (and reusable glass bottles in the rooms). We also have four-legged travelers covered with our “Paws in the Neighborhood” program and partner with BARK, the makers of BarkBox, on a premium amenity kit.

Localization

Everything we do at Canopy is inspired by our surroundings. This includes our design – which incorporates local materials and craftsmanship – and our retail offerings behind the check-in desk – which feature goods made in the community. Our employees, who are locals themselves, are eager to share their “insider” perspective and knowledge with guests and we also provide complimentary bikes and dog friendly guides for guests who want to explore the neighborhood on their own terms.

Our Neighborhoods

There are nearly 15 Canopy properties open around the globe and more than 40 in the pipeline across 14 countries and territories.

Where You Can Visit Us Now

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

Where You Can Visit Us Starting in 2020

- Austin, TX
- Baltimore, MD
- Cancun, Mexico
- Charlotte, NC
- Dallas, TX (Frisco Station)
- Dubai, UAE
- Grand Rapids, MI
- Hangzhou, China (West Lake)
- Jersey City, NJ
- Kansas City, MO
- London, UK
- Memphis, TN
- Paris, France (Trocadero)
- Philadelphia, PA
- San Antonio, TX
- São Paulo, Brazil
- Scottsdale, AZ
- Tempe, AZ
- Washington, DC (Embassy Row)
- West Palm Beach, FL

Where You Can Visit Us in the Future

- Bangkok, Thailand
- Bordeaux, France
- Boston, MA
- Cape Town, South Africa
- Chicago, IL
- Kuala Lumpur, Malaysia
- Madrid, Spain
- Nashville, TN
- New Orleans, LA
- Paris, France (Latin Quarter)
- Portland, ME
- Savannah, GA
- Toronto, Canada
- Venice, Italy

Additional Information

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

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