

# Positively Local

canopy  
BY HILTON



We love being part of the fabric of the neighbourhood. Every Canopy invites the city in with a design, vibe, and offerings that celebrate the neighbourhood's vibrant culture and history.

## We've Got You Covered

Canopy offers a local experience with a boutique hotel feel, plus delightful extras that help you relax and revive. Enjoy your local welcome gift inspired by the neighbourhood and your evening tasting to sample the area's best wines, craft beers, and signature cocktails. Wifi is always free from anywhere in the hotel.

## Local Know-How

We provide guests with an authentically local experience through our connection to the art, culture, and fabric of the city. Our guests are neighbourhood explorers looking for popular spots to hidden gems, we're your expert guides to the city. Guests can grab a complimentary Canopy Bike and explore what the city has to offer.

## Energizing Comfort

We place a high value on providing a welcoming and relaxing experience that leaves guests feeling recharged. Our energizing lobby, we call Canopy Central, transitions as the day does—a place to sink into a sofa, log some work time, or enjoy artful food and drink. Our café menu is full of local influences and seasonal flavours, so there's always something to please every appetite, morning to night.

## Just-Right Guest Rooms

Our guest rooms are thoughtfully designed for easy, intuitive comfort with a place for everything. Our signature sleep experience features a Canopy over each bed inspired by the neighbourhood.

# Brand Architecture

## A Snapshot of our Brand Landscape

### At a Glance:

**Occ**  
**ADR**  
**RevPar**

**81%**  
**\$267**  
**\$217**

**Avg Rm Count**     **200**  
**Avg Rm Size**     **35 sq m**  
**Avg Meeting Space** **279 sq m\***  
**Avg Wellness**     **56 sq m\***

*\*market driven; pool optional*

*\*YE 2019 comparable hotels*

### Positioning versus other Hilton Brands & External Brands:



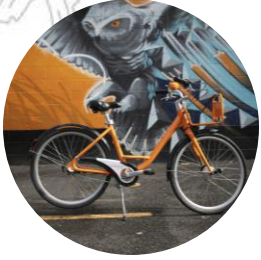
### Guest Feedback Positioning:

% Positive Reviews	% Positive Reviews (Competitor Combined)	Review Site Index	Overall Score	Competitor Average
72.7%	60.7%	119.6	4.59*	4.27

Source: Medallia, YE 2020, comparable hotels  
\*top score amongst the entire Hilton Enterprise

# Experience Canopy

## Key Brand Components



Complimentary Canopy bikes allow guests to explore the neighbourhoods in which we're located



As the streetlamp of the neighbourhood, Canopy evokes the feeling of reliability for locals and a sense of home for visitors



Our Canopy Central is the hub of essential public spaces with an exciting, open, & welcome atmosphere



A strong Food & Drink programme elevates the Canopy experience and connects us to the neighbourhood



Nearly all Canopy hotels are dog-friendly and provide special welcome amenities for pups



Activations with DJs, art galleries, and other local collab partners attract guests & non-guests to enjoy the hotel's spaces



Complimentary filtered water stations on every floor enable guests to stay refreshed with a minimal impact on the environment



Our craft cocktail programme features local ingredients and culture executed with artful precision and simple, natural service



Guests arriving prior to check-in or departing the city after checkout can freshen up & store luggage in the Transfer Lounge\*



Contemporary meeting spaces inspire innovation & collaboration giving modern business travellers an edge



# Development At-A-Glance

## Open

REYKJAVIK | CITY CENTRE  
 WASHINGTON DC | THE WHARF  
 WASHINGTON DC | BETHESDA NORTH  
 PORTLAND | PEARL DISTRICT  
 DALLAS | UPTOWN  
 ZAGREB | CITY CENTRE  
 ATLANTA | MIDTOWN  
 CHENGDU | CITY CENTRE  
 MINNEAPOLIS | MILL DISTRICT  
 COLUMBUS | DOWNTOWN SHORT NORTH  
 ITHACA | DOWNTOWN  
 HANGZHOU | JINSHA LAKE  
 DUBAI | AL SEEF  
 WASHINGTON DC | EMBASSY ROW  
 CANCUN | LA ISLA  
 WEST PALM BEACH | DOWNTOWN  
 DALLAS | FRISCO STATION  
 CHARLOTTE | SOUTHPARK  
 TEMPE | DOWNTOWN  
 AUSTIN | DOWNTOWN  
 PHILADELPHIA | CENTER CITY  
 JERSEY CITY | ARTS DISTRICT  
 GRAND RAPIDS | DOWNTOWN  
 MEMPHIS | DOWNTOWN

SCOTTSDALE | OLDTOWN  
 BALTIMORE | HARBOR POINT  
 HANGZHOU | WEST LAKE  
 SAO PAULO | JARDINS  
 SAN ANTONIO | RIVERWALK  
 PARIS | TROCADERO  
 PORTLAND | WATERFRONT

## Upcoming

LONDON | CITY  
 MADRID | CASTELLANA  
 XI'AN | QUJIANG  
 CHICAGO | CENTRAL LOOP  
 BOSTON | DOWNTOWN  
 NEW ORLEANS | DOWNTOWN  
 BORDEAUX | CHARTRONS  
 TORONTO | YORKVILLE  
 CAPE TOWN | LONGKLOOF  
 TBLISI  
 KANSAS CITY | DOWNTOWN  
 SACRAMENTO  
 NASHVILLE | GULCH  
 BANGKOK | SUKHUMVIT  
 SAVANNAH | HISTORIC DISTRICT

GUANGZHOU | PAZHOU  
 VENICE | CITY CENTRE  
 PARIS | QUARTIER LATIN  
 SEYCHELLES  
 SIOUX FALLS | DOWNTOWN  
 GREENVILLE | DOWNTOWN  
 CHARLOTTE | UPTOWN SOUTH END  
 AL KHOBAR | THE AVENUES  
 CASABLANCA | LES ARENES  
 KUWAIT | BENAID AL QAR  
 RIYADH | THE AVENUES  
 CINCINNATI | DOWNTOWN  
 KUALA LUMPUR | CITY CENTER  
 WARSAW