

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