

Circulation: 12,115

June 30, 2015

# Hotel Business

## Canopy by Hilton Plans Hotel in Reykjavik

Tuesday June 30th, 2015 - 9:49AM

MCLEAN, VA—Canopy by Hilton and Icelandair Hotels have unveiled plans for Canopy's first hotel in Iceland's capital—Reykjavik. Canopy Reykjavik | City Centre is expected to be the first hotel globally to open in the brand's portfolio, which launched in October 2014.

Patrick Fitzgibbon, SVP, development, Europe & Africa, Hilton Worldwide, said, "Iceland has grown in stature as a destination, owing to the efforts of Icelandair, which has improved the country's connectivity and visibility as a global destination. Visitor numbers to Iceland have more than tripled in the last 15 years and Canopy Reykjavik | City Centre will add fresh momentum to the city's vibrant travel scene."



The hotel is now under construction on Hverfisgata St, and will feature an entirely new interior, while retaining the building's facades. It is slated to open in early 2016 with the brand's local aesthetic, which includes an open, light lobby. The hotel will also have a rooftop bar and restaurant, as well as 115 guestrooms and suites.

WiFi and a local artisanal breakfast will be included in the room rate, along with a property-specific gift to welcome guests on arrival. As with all Canopy by Hilton hotels, Canopy Reykjavik | City Centre will be inspired and influenced by its local surroundings.

The hotel will be operated by Icelandair Hotels, a subsidiary of Icelandair Group and a long term partner of Hilton Worldwide, having operated Hilton Reykjavik Nordica since it opened in 2007.