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Canopy by Hilton Kicks Off Local Influencer Program

by Michael J. Shapiro | May 06, 2015

Canopy by Hilton, the hotel company's new lifestyle brand, is launching a social media campaign in three locations to lay the groundwork for soon-to-debut properties there. Supporting Canopy's goal to offer authentic, neighborhood-specific experiences, the Canopy by You program (#CanopybyYou) will name local tastemaker experts as "Canopy Guest Enthusiasts." Those experts will share their favorite local establishments and cultural venues via Canopy's social media channels; local residents, in turn, will be encouraged to share theirs in response. Canopy personnel will then consider all of the resulting suggestions to incorporate them in some fashion into their upcoming hotels in those neighborhoods. The program kicks off in North Bethesda, Md., and will soon launch in Portland, Ore., and Indianapolis. The influencers for North Bethesda are Holly Thomas, editorial director at creative agency Design Army, and Kate Warren, a documentary and portrait photographer at Go Kate Shoot. The first Canopy property is expected to open early next year.