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## Canopy By Hilton Hits Social Media With 'Canopy By You'



There was certainly some discussion [way back when in 2014](#) when the folks at [Hilton](#) let the cat out of the bag regarding their new hotel brand—[Canopy By Hilton](#). Fast forward a few months, and we're still a bit away from the planned 2016 debut. In the interim the Hilton people are getting ready, as **they've begun to get some opinions from those in the know. They're calling it *Canopy by You*.**

Basically it sounds like the hotel group is looking to get the scoop from the locals on what's going on in the neighborhood. It'll all be done in a digital format, and

organizers are promising that this will reinforce the brand's commitment to design, food, and other trendy this and that.

Those responsible for bringing the cool stuff to travelers will be known as *Canopy Guest Enthusiasts*, and **these cats will share their secrets with guests through social media and other means**—#CanopybyYou. All while they encourage an online discussion of what to see, what to do, and what to taste. Up first is North Bethesda just outside of Washington, DC, and if things go well—or even if they don't, we guess—the plan is for Portland and Indianapolis to follow.

There's a strong push with CbH to be local and approachable, so we guess this program will just be one part of helping those staying the night to feel just a little bit more connected to the community. Sure, the advice and recommendations might not be for everyone, but if they can steer just one person away from the closest Denny's and into a local restaurant—they might have a slice of success on their hands.

*[Photo: Instagram | Canopy by Hilton]*