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# Condé Nast Traveler

## These 15 New Hotel Bands Are Reshaping the Travel Industry

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Well-established and upstart hotel companies alike are on an unprecedented two-year streak of rolling out new brands, whether entirely new collections or newly curated portfolios of existing hotels. While each offers a distinctive experience, all these brands tend to share the same obsessions: minimalist design, impressive artwork, thoughtful food and drink options, and a commitment to highlighting local culture. The moves are about more than just targeting Millennial guests, say industry watchers.

"The boutique hotel business is booming," says Sean Murphy, editor-in-chief of Jetsetter.com. "These newcomers are constantly getting a higher nightly rate than cookie-cutter hotels, so big brands are getting in the game to gain market share and attract the boutique customer."

But with more than a dozen new brands launched in just two years, how can consumers make sense of it all? "By their nature, the big brands have built their reputations on consistency and predictability," Murphy says. "Being hyperlocal and having a sense of place can be messy and unpredictable."

Here are 15 brands making an attempt to deliver both unique experiences and a consistent stay—and our early read on what type of guest will want to stay in each.



### Canopy by Hilton

**What it is:** A mix of new-build and conversion projects in urban markets, these hotels will offer both design and value, while bringing in elements of their neighborhoods.

**Where it is:** Canopy by Hilton has signed letters of intent for neighborhoods including Portland, Oregon's Pearl District, downtown Nashville, and Ithaca Commons in Upstate New York.

**Who wants to stay there:** Travelers who appreciate the staff's local intel and relish the idea of sampling beers from nearby breweries during laid-back evening tastings.