

Circulation: 66,595
May 5, 2015



Canopy by Hilton Taps Local Tastemakers to Influence New Hotel Offerings

Canopy by Hilton Invites Fans and Followers to Suggest Local Tastes through Social Media Campaign #CanopybyYou

Canopy by Hilton, Hilton Worldwide's newest hotel brand that redefines the lifestyle space through a fresh approach to hospitality, announced its first digital collaboration, Canopy by You. A three-month digitally-based program, Canopy by You reinforces the brand's commitment to locally-inspired design, food & drink, and art by engaging local tastemakers and curating neighborhood experiences that will be considered as guest offerings in future Canopy locations.



"One of the key pillars of our Canopy by Hilton brand is to create a meaningful connection between the people who visit our hotels and the destinations themselves"

"One of the key pillars of our Canopy by Hilton brand is to create a meaningful connection between the people who visit our hotels and the destinations themselves," said Gary Steffen, global head, Canopy by Hilton. "Tapping local experts to share their favorite neighborhood destinations and encourage locals to do the same is just one of the many ways we are sparking conversations between locals and travelers and truly bringing the neighborhood into our hotels."

Known as Canopy Guest Enthusiasts, these thoughtfully-local influencers tell the story of their neighborhoods while exploring three of Canopy's upcoming culturally-rich destinations. Influencers, in turn, interact with locals using the Canopy by Hilton social media channels and encourage them to also share their hidden gems. These local finds will inspire fresh and authentic offerings included in the new hotels, from design, featured art, welcome gift, food & drink outlets, and fitness options.

Canopy by You kicks off with the creative community of North Bethesda, outside Washington, D.C., and will be followed by neighborhoods in Portland and Indianapolis. With the first Canopy property expected to open in early 2016, the partnership reflects Canopy's commitment to offering locally-inspired elements and an approachable feel to each destination.

Canopy Guest Enthusiasts for North Bethesda include Holly Thomas, editorial director at Design Army, a creative agency headquartered in Washington, D.C., and Kate Warren of Go Kate Shoot, a Washington, D.C.-based editorial portrait and documentary photographer. The Guest Enthusiast program will continue with two new pairs of influencers in Portland and Indianapolis.

Travel enthusiasts and locals can join the conversations by following [Canopy by Hilton](#) on [Twitter](#) and [Facebook](#) by following @canopybyhilton or using the hashtag #CanopybyYou. Photo fans and pinners can visit [Canopy by Hilton's Instagram](#) and [Pinterest](#) pages at @canopybyhilton to view the photos or follow the hashtag #CanopybyYou.

About Hilton Worldwide

Hilton Worldwide (NYSE: HLT) is a leading global hospitality company, spanning the lodging sector from luxury and full-service hotels and resorts to extended-stay suites and focused-service hotels. For 95 years, Hilton Worldwide has been dedicated to continuing its tradition of providing exceptional guest experiences. The company's portfolio of twelve world-class global brands is comprised of more than 4,300 managed, franchised, owned and leased hotels and timeshare properties, with more than 715,000 rooms in 94 countries and territories, including Hilton Hotels & Resorts, Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Canopy by Hilton, Curio - A Collection by Hilton, DoubleTree by Hilton, Embassy Suites Hotels, Hilton Garden Inn, Hampton Hotels, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations. The company also manages an award-winning customer loyalty program, Hilton HHonors®. Visit news.hiltonworldwide.com for more information and connect with Hilton Worldwide at www.facebook.com/hiltonworldwide, www.twitter.com/hiltonworldwide, www.youtube.com/hiltonworldwide, www.flickr.com/hiltonworldwide, and www.linkedin.com/company/hilton-worldwide.

Canopy by Hilton

Canopy by Hilton is the energizing, new hotel in the neighborhood offering simple guest-directed service, thoughtful local choices, and surprisingly comfortable spaces, so guests simply feel better going forward. Each property is designed as a natural extension of its neighborhood, with local design, food and drink, and delivers a fresh approach to hospitality and the guest experience. Canopy by Hilton is the lifestyle hotel brand of Hilton Worldwide.

