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Canopy by Hilton Taps Local Tastemakers to Influence New Hotel Offerings

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MCLEAN, VA—Canopy by Hilton plans to launch 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, according to the brand.

"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 local influencers tell the story of their neighborhoods while exploring three of Canopy's upcoming culturally rich destinations, according to the brand. Influencers, in turn, interact with locals using the Canopy by Hilton social media channels. 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, MD, outside Washington, DC, and will be followed by neighborhoods in Portland, OR, 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, DC, and Kate Warren of Go Kate Shoot, a DC-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.