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Canopy seeks local experiences

By Brittany Farb on 5/5/2015

Canopy by Hilton announced Canopy by You, a three-month digitally based program that encourages fans and followers to suggest local food and drink, art and other experiences to be considered as guest offerings at future Canopy locations.

Known as Canopy guest enthusiasts, these local influencers tell the story of their neighborhoods and interact with locals using the Canopy social media channels. These local finds are designed to inspire fresh and authentic offerings included in the new hotels.

“One of the key pillars of our Canopy brand is to create a meaningful connection between the people who visit our hotels and the destinations themselves,” said Gary Steffen, global head of Canopy. “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.”

Canopy by You is kicking off in Bethesda, Maryland, and will be followed by neighborhoods in Portland, Oregon, and Indianapolis. Canopy guest enthusiasts include Holly Thomas, editorial director at Design Army, and Kate Warren of Go Kate Shoot.