

Hilton Launches Lifestyle Brand, Canopy by Hilton

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ORLANDO—Hilton Worldwide today is launching a new lifestyle brand, Canopy by Hilton. Christopher J. Nassetta, president/CEO of Hilton Worldwide, unveiled the Canopy by Hilton concept to nearly 1,900 owners and development representatives at Hilton Worldwide's Global Partnership Conference under way here.

"Built on extensive market research, our highly anticipated Canopy by Hilton brand delivers a fresh approach to hospitality and the guest experience," stated Nassetta. "We saw an opportunity to not only enter the lifestyle space by developing a new brand, but also to redefine this category by creating a more accessible lifestyle brand. We identified the need to take the emphasis off of capital-intensive design and deliver exactly what the target consumer desires: an energizing, comfortable stay with more included value."

According to the company, it identified a viable target audience based on preferences and needs, not demographics alone. "We've launched a brand that is all about the mindset of today's traveler and creating a positive stay," stated John T.A. Vanderslice, global head, luxury & lifestyle brands, Hilton Worldwide. "Canopy is the energizing new hotel in the neighborhood offering simple, guest-directed service, thoughtful local choices and comfortable spaces, so guests simply feel better going forward."

Four essential elements will define a Canopy hotel:

- The neighborhood: The brand will be about being local, through design, food and beverage, art, and local know-how. No two Canopy hotels will be the same, according to Hilton.
- Comfort and design: The brand will take a people-first approach to design and will be reflective of the energy of its neighborhoods.
- More included value: Basic Wi-Fi and an artisanal breakfast are included, along with a local welcome gift and an evening tasting of local beer, wine or spirits.
- Hilton's "positively yours" culture: With a "positively yours" service culture, hotel associates, who Hilton is labeling "Enthusiasts," will deliver a one-stop approach to front-of-house service.

"The demands and preferences of today's travelers continue to evolve, and Canopy by Hilton creates something new for consumers in the lifestyle space," stated Jim Houthouser, EVP/global brands, Hilton Worldwide. "Canopy by Hilton will deliver more choice and control for guests than ever before, from a mobile straight-to-room arrival to surprising extras throughout each stay."

Canopy by Hilton will develop through new-build and conversion projects in key urban neighborhoods and secondary markets around the world with properties expected to begin opening in 2015. Canopy by Hilton has 11 signed letters of intent to open in the following neighborhoods: Canopy Portland, Pearl District; Canopy London, neighborhood to be announced; Canopy Miami, Brickell; Canopy Washington, DC, Bethesda North; Canopy San Diego, Gaslamp Quarter; Canopy Nashville, Downtown; Canopy Savannah, Historic District; Canopy Indianapolis, City Centre; Canopy Charlotte, Uptown; Canopy Oklahoma City, Bricktown; and Canopy Ithaca, The Commons.

According to Hilton, interest from ownership groups includes The Buccini/Pollin Group, KeyStone Corp., Anish Hotel Group, Baywood Hotels, North Point Hospitality Group, J Street Hospitality and Levine Properties.

Dave B. Pollin, co-founder and president of The Buccini/Pollin Group, said of being one of the first to ink a deal for Canopy by Hilton, "Hilton's leadership and track record in building successful brands was the primary reason we wanted to be among the first to develop this new lifestyle brand. The concept and timing of Canopy by Hilton entering and redefining the lifestyle space is right because of changing guest preferences and a demand for more local experiences. Canopy by Hilton offers us the opportunity to compete in ways we haven't been able to before."