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Canopy by Hilton Says Hello to Eight New Neighborhoods

Hilton Worldwide's Lifestyle Brand Reaches More Than 20 Hotels in Various Stages of Development

MCLEAN, Va.--(BUSINESS WIRE)-- [Hilton Worldwide](#) (NYSE: HLT) today announced that eight new hotels will join Canopy by Hilton's portfolio of more than 20 neighborhoods in various stages of development. Launched last October, [Canopy by Hilton](#) is Hilton's newest hotel brand that redefines the lifestyle space.

This Smart News Release features multimedia. View the full release here:
<http://www.businesswire.com/news/home/20151006005977/en/>

Canopy New Orleans joins the brand's portfolio of more than 20 hotels in various stages of development. (Photo: Business Wire)

The Canopy by Hilton neighborhood additions include:

- Canopy Denver | Downtown
 - Canopy Washington, D.C. | Southwest Waterfront
 - Canopy New Orleans
 - Canopy Dallas | Uptown
 - Canopy Baltimore | Harbor Point
 - Canopy Minneapolis | Mill District
 - Canopy Chicago | The Loop
- Canopy West Palm Beach

"Over the past year, momentum of our new lifestyle brand has grown tremendously with more than 20 properties in various stages of development," said Bill Fortier, senior vice president, development, Americas. "Canopy by Hilton is poised to make a major impact in 2016 and beyond with the addition of these outstanding locations. We will continue to target key urban neighborhoods around the globe."

In addition to welcoming these new neighborhoods, the brand is on track to open its first hotel, [Canopy Reykjavik | City Centre](#), early in 2016. The 115-room property is now under construction on Hverfisgata St., a thriving neighborhood in the center of the city.

"Canopy by Hilton delivers a fresh approach to hospitality and the guest experience, and we are thrilled to partner with our loyal owners to bring the brand to life in these great neighborhoods," said Gary Steffen, global head, Canopy by Hilton. "Canopy is designed to

reach a broad base of guests by providing a surprisingly comfortable and thoughtfully local stay with more included value. We can't wait to welcome our first guests in Reykjavik early next year."

To enhance the local experience and strengthen connections within specific neighborhoods, Canopy recently unveiled #MeetTheNeighbors, a new social media series that spotlights locals' points of view through interview sound bites to paint the landscape of each Canopy neighborhood.

Canopy by Hilton guests will enjoy the benefits of Hilton HHonors®, the award-winning loyalty program serving more than 45 million members. Guests can earn exclusive benefits and Points towards free nights, premium merchandise, unforgettable experiences and more. HHonors Diamond and Gold members also receive extra HHonors Bonus Points and space-available room upgrades on qualifying stays.

For more information, please visit www.canopybyhilton.com or <http://press.canopybyhilton.com>. To inquire about development opportunities, visit hiltonworldwide.com/development.

Connect with Canopy by Hilton on [Facebook](#), [Twitter](#), and [Instagram](#) using hashtag #PositivelyYours to explore fresh-forward thinking in travel, design, and wellness.

About 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. Learn more at www.canopybyhilton.com or follow us on [Facebook](#), [Instagram](#), [Pinterest](#) or [Twitter](#) (@canopybyhilton).

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 96 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 4,440 managed, franchised, owned and leased hotels and timeshare properties, with more than 730,000 rooms in 97 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 by Hilton, Hilton Garden Inn, Hampton by Hilton, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations. The company also manages an award-winning customer loyalty program, Hilton HHonors®. Hilton HHonors members who book directly through preferred Hilton channels have access to benefits including free standard Wi-Fi, as well as digital amenities that are available exclusively through the industry-leading Hilton HHonors app, where HHonors members can check-in, choose their room, and access their room using a Digital Key. Visit news.hiltonworldwide.com for more information and connect with Hilton Worldwide at facebook.com/hiltonworldwide, twitter.com/hiltonworldwide, youtube.com/hiltonworldwide, flickr.com/hiltonworldwide, and linkedin.com/company/hilton-worldwide.

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