

APRIL 2018

### Accessible Lifestyle

Travelers want a hotel to help them get the most out of travel and experience the best of a great neighborhood. Our guests are explorers who seek simple comfort, thoughtful details, an energizing atmosphere, and a uniquely local experience.

Fresh feeling, forward thinking. It means we are always mindful of the details that make a difference to our guests, always going a step beyond the expected to show people how refreshing a hotel can be. That makes us the lamppost of the neighborhood. For guests and locals alike, we are simple, personal, and positive in everything we do.

# Mindsets of our Key Customers

#### Originals

Slightly younger, they value amenities outside their room. Looking for a unique, out- ofthe-mainstream experience with style and atmosphere.

#### Room Centrics

It's all about the room's comfort and functionality, additional hotel amenities are secondary. Less likely to upgrade but they appreciate freebies.

#### Modern Business

They expect a well-designed contemporary hotel with services and amenities that support them in business and give them an edge.

#### Cultured Vacationers

Very active leisure travelers who appreciate high-end touches and easy access to local culture, art, museums and historical tourism.

### **Brand Positioning**

















LUXURY HOTELS HOTELS





HOTELS and RESORTS



















OMNI HOTELS & RESORTS

# Compelling Ownership Proposition

Key to our success: Deliver a thoughtful investment and premium ADR structure, while delivering an efficient operating model

1. Investment proposition







2. ADR structure







3. Operating model







### Canopy Brand Promise: A Positive Stay

Based on extensive customer research, our Positive Stay promise is what unites us. Our pillars show us how to support, protect and deliver that promise. Everything we say, everything we do and everything we offer is a direct expression of our three brand pillars.

ONE

### Simply Enabling

Our staff is always friendly and facilitating: We let the guests tell us what they need, and we don't charge for extras.

TWO

### Thoughtfully Local

Every Canopy is designed with local character. We invite the city in, and we're expert guides to the neighborhood.

THREE

### **Surprisingly Comfortable**

We provide an energetic environment—and a room that's just right— with fewer and better choices.

### Delivering a Positive Stay

- 1 Energizing, Comfortable Experience
- 2 Just-Right Guest Room
- 3 More Included Value
- 4 Surprising Extras
- (5) Local Fun



### Name and Logo

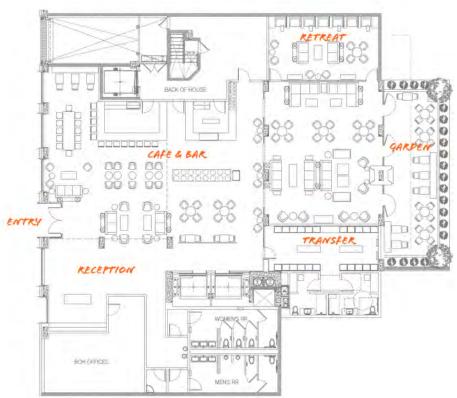
Literal Canopy >	Associative Canopy	Messaging Canopy
The cover formed by the leafy upper branches in a forest	Above It All	We've got you covered. (Personalized and Thoughtful)
A covering supported on poles or suspended above a bed, throne or sacred object	Unique Stay	Feel how good a hotel can make you feel. (Fresh/Healthful/Energizing)
An overhanging protection from the elements	Refreshing Haven	Check Out Better. (Positive Stay)



### An Open, Welcoming Lobby

Energetic from early morning till late night, the lobby is a vibrant space to work, rest and play.

We call it Canopy Central.



#### Market Driven

While Canopy Central is the core of our hotel, market-driven elements will always be considered. Every Canopy location has its own unique potential, and we're always looking to satisfy a local demand. Whether it's an opportunity for a destination restaurant concept, meeting and social event spaces, outdoor venues—or something we haven't thought of yet—every Canopy has a few special and surprising features all its own. It takes open minds to create positive stays.

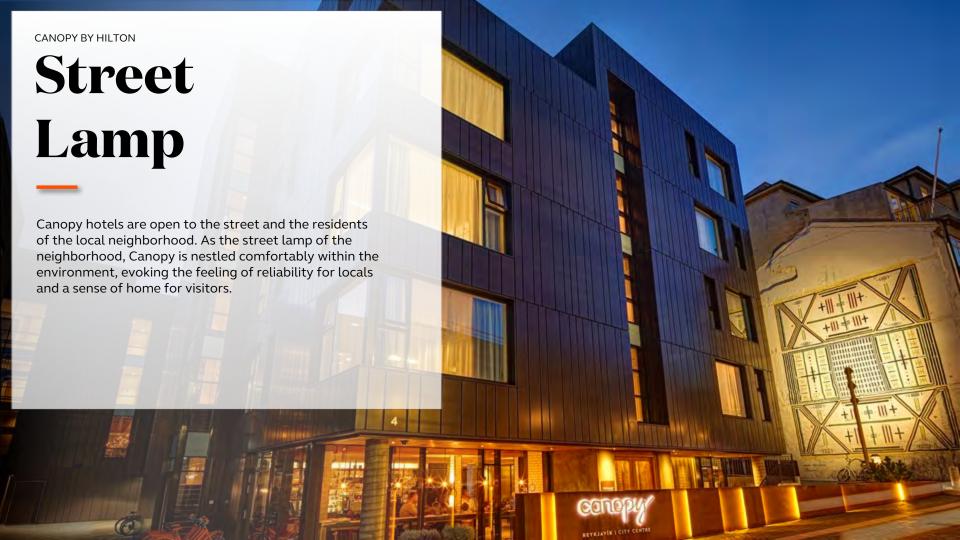


### Brand Differentiators

### Great Neighborhoods

Welcome to our neighborhood. From the design of the hotel to local discoveries to the art and musicians you'll find here, it's all part of an authentic local experience with a boutique-hotel feel. Located in great neighborhoods throughout the globe, our surroundings inspire our design, inside and out. So you really feel like you're part of the neighborhood.

We help tell the story of the neighborhood we're in by infusing its essence into the design of each Canopy. Our designs are inspired by our surroundings, works by local artists adorn the walls and neighborhood finds, from fabrics to furniture, brighten the rooms.



# **Canopy Central**

Every Canopy has a unique layout, but each one is built around Canopy Central, our hub of essential public spaces. From café to reception to retreat, each zone flows naturally into the next for a flexible plan that adapts to meet the many needs of our guests throughout their stay.

The public spaces are welcoming and adaptable to all the needs of our guests. Instead of relying on one cookie-cutter prototype, we let each location's available space and surroundings determine the best design and programming. What all Canopy hotels do have in common are open, flowing spaces, abundant natural light and a design that takes its cues from the neighborhood.



### Welcome Experience

We'd rather meet our arriving guests out in the open of Canopy Central or at a welcome table than from behind a big counter. To set a casual and inviting tone, we use wooden tables backed by a wall of local art and cabinets displaying selected books, local items for purchase, fun Canopybranded items and discreetly displayed sundries. As you enter, one of our Enthusiasts will be ready to greet you at the reception table and help you get situated. Or if you're in a self-sufficient mood, you can check yourself in and head straight to your room.



### Retail Concept

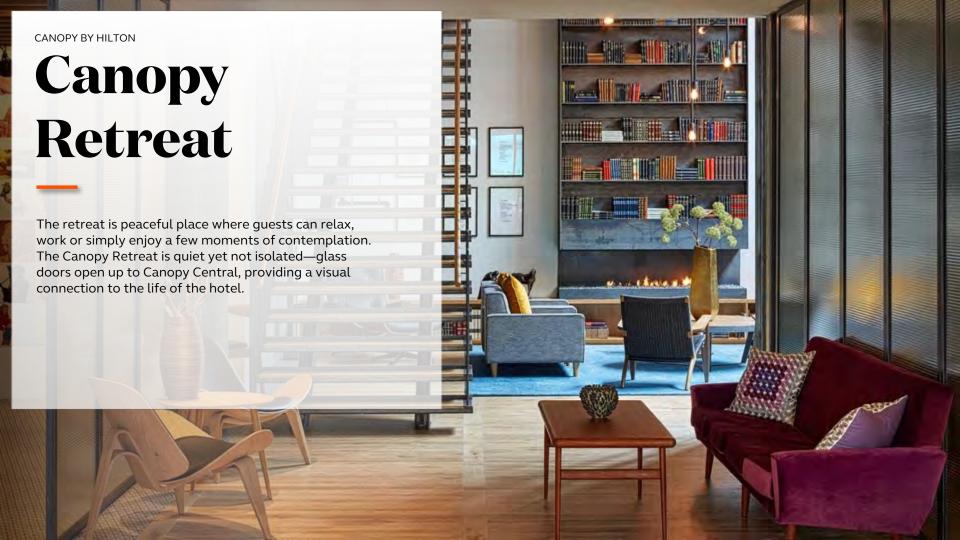
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The café is the hub of life at Canopy. It's a casual, fluid series of open spaces where guests and locals alike may gather to eat, work or relax at any time of day.

Abundant natural light helps the day shine bright before giving way to the warm evening glow. The open concept means our food and drink options are always on display. We present items honestly and invitingly, just as an artisanal bakery or gourmet market does, so guests can see what's available at a glance.





### Transfer Lounge

For guests arriving early or leaving late, we always have a transfer area to help get them in and out comfortably. Whether it's just a few luggage lockers and a private changing cabin or an expanded refuge complete with showers, we do what we can to give everyone a smooth transition.



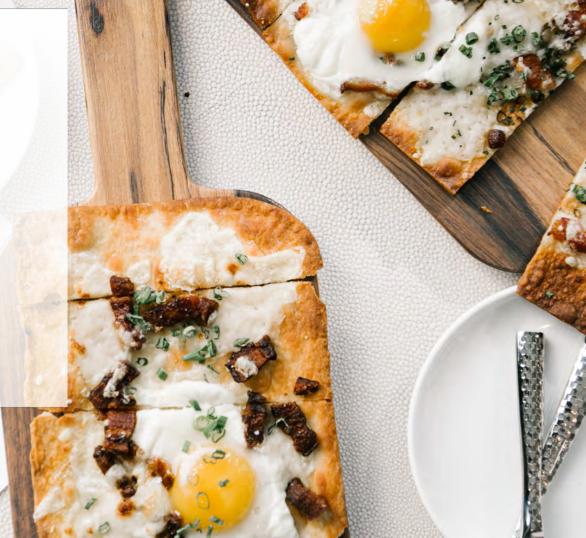
### Food and Drink

Looking for that perfect neighborhood café? How about a bar worth coming back for? It's all right here. At Canopy, food and drink aren't just a part of your day. They make your day.

The classic model of three square meals doesn't always work for modern schedules. Instead, we offer a thoughtful core menu that evolves throughout the day to meet the demands of our guests. Our selections encourage grazing at any hour, whether it's during work, rest or play. The emphasis is on positive, healthful eating with simple service in a casual atmosphere.

### **Canopy Breakfast**

Our signature breakfast with select items like breakfast pizza, baked goods, fresh fruit and yogurt is a key element of our Positive Stay promise. Rather than cooking to order, all items are artfully displayed for guests to help themselves. Part of creating a truly welcoming atmosphere is providing a daily delicious breakfast for our guests.



### Craft Coffee

Whether for breakfast, lunch or dinner, the café & bar serves up wholesome food and refreshing beverages throughout the day. As daylight gives way to nightlife, there's always a barista ready to please any appetite. In partnership with TradeCraft Coffee, Canopy properties can seamlessly program a memorable coffee offering that aligns with the brand's commitment to locality and authenticity in the communities where it opens its doors.





### Craft Cocktails

The café & bar takes center stage as the evening deepens, serving small bites and enticing beverages. Our beverage partner, Proprietors LLC, is expert in creating wildly popular bar spaces such as the renowned Death & Company. Together, we have created a Canopy cocktail program featuring local ingredients and culture and executed with artful precision and simple, natural service.



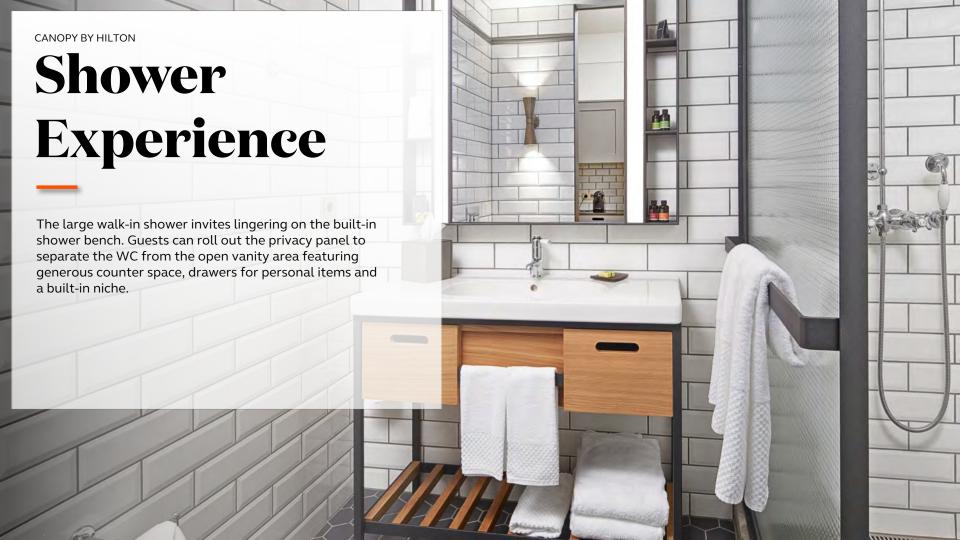
### Just-Right Rooms

In a Just-Right Room, there's a place for everything, and everything is just where it belongs. No more dealing with old-fashioned closet doors—we've gone Uncloseted. So drop your bag on the shelf, hang your coat on the rack and take in the view from your window chaise.

A palette of honest, natural and warm materials creates a tranquil room. The clean lines and thoughtful use of space put you at ease while the delightful details emerge: furniture that's simple in its comfort and true to its function, a bathroom that invites, and a few local touches.

Each Just-Right Room features the following elements: a stylish canopy above the bed, a window chaise for lounging, a practical desk, a bar chest with refrigerated drawer, an "Uncloseted" clothes storage system, a full-length mirror, one traditional bedside table designed in concert with the furniture, and one eclectic locally-inspired nightstand.





### The Difference is in the Details

We do things our own way—simple, personal and positive. We focus on the details that make days a little brighter and we take away the rest. So you simply feel better going forward.

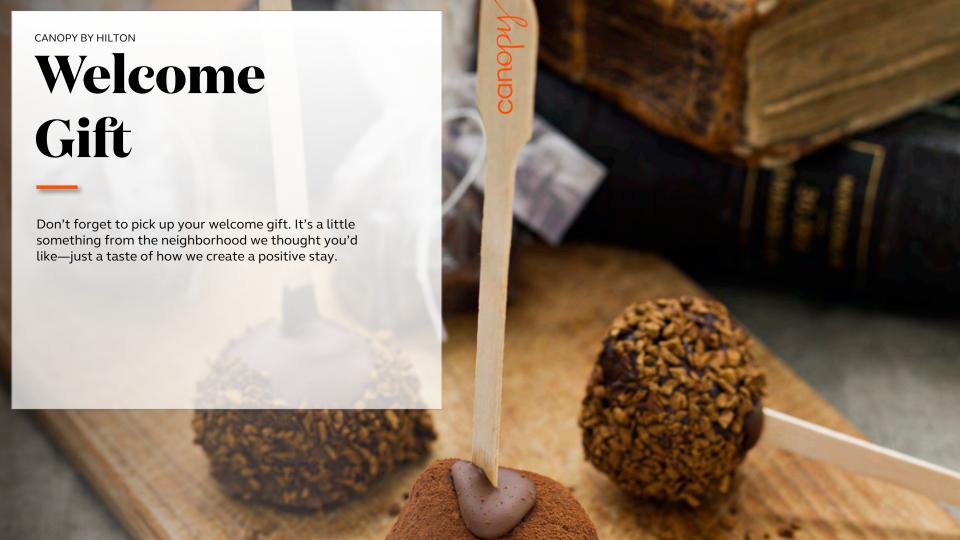
We're always looking for what's next and what works. If there's a better way to do something, we'll do it, so we can all move forward together.



# **Canopy Hospitality**

Canopy's approach to hospitality centers on small gestures, surprising extras, and uncomplicated comforts that contribute to a Positive Stay. Our approach to guest interaction, based around our brand pillars of Simply Enabling, Thoughtfully Local, and Surprisingly Comfortable, encourages *Enthusiasts* (our unique term for Team Members) to be a part of the local vibe, sharing their local knowledge and experiences with guests whenever asked. We even call our General Manager the *Chief Enthusiast*.





### Filtered H20

The airy elevator lobby feels like an open invitation to the rooms. Elevators deliver guests onto warm, bright corridors with open, well-lit pantries that invite guests to stock up on ice and refresh with complimentary filtered water.





### **Canopy Bikes**

You've come to the right place. Whatever you want to see or do, our Enthusiasts know where you can find it. The Canopy experience is truly what you make of it, and we're here to help you make it happen. Canopy bikes are available for guest check-out to facilitate neighborhood exploration.





#### Premium Rooms

Everything that's great about our Just-Right Room, but with surprising extras like bathrobes and Canopy slipper socks. Premium rooms offer more space, better views, and upgraded amenities – perfect for upsell or recognition opportunities.



# Open Properties













## 2018 Openings





















## Future Development

























































### Key Takeaways

**CANOPY BY HILTON** 

#### Area Program

CANOPY CENTRAL AREA APPROXIMATELY

4.100 SQUARE FEET

Café & Bar Seating, Reception & Retail, Retreat, Transfer Lounge, and Social Seating.



POOL & ROOFTOP BAR NOT REQUIRED, BUT COULD BE ADDED

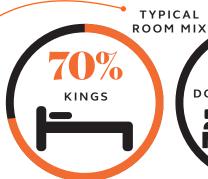


\*\*Required

TOTAL
BUILDING AREA
APPROXIMATELY

113,000 SQUARE FEET

Based on 165 Room Hotel with 10 Floors





INCLUDED IS THE REQUIREMENT:

30%

**8 5**%

PREMIUM ROOMS 2-BAY SUITES



MEETING SPACE IS NOT REQUIRED, BUT IF PROVIDED SUGGEST:

3,000

SQUARE FEET



**685** 

GROSS SQUARE FEET PER KEY



NET SQUARE FEET

BAY SIZE

# Positively Local

Canopy by Hilton was born from a gap in marketplace not fulfilled by leading hospitality brands. There is a growing upmarket traveler looking for small, urban personalized hotels. Someone who wants more accessible and localized connections and experiences than boutique hotels are offering and better consistency in service and amenities than found via AirBnB. Canopy is a place where locals gather as much as visitors looking to be engaged in the culture of a certain place and time. A hotel that celebrates the neighborhood.

### Brand Promise: A Positive Stay

- Great Neighborhoods
- 2 Market-Driven Approach
- $oxed{3}$  Comfort and Design
- 4 More Included Value
- **5** Positively Yours Hospitality



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