



## Canopy by Hilton Set to Debut in Africa

*Lifestyle brand to open in Cape Town's vibrant Longkloof precinct*

**CAPE TOWN and MCLEAN, Va – 27 May 2019** – Hilton (NYSE:HLT) today announced the signing of a management agreement with Growthpoint Properties, South Africa's largest REIT, to open a hotel under its lifestyle Canopy by Hilton brand. The 150 guestroom Canopy by Hilton Cape Town Longkloof is expected to begin welcoming guests in 2021 and will be the brand's debut property in Africa.

Canopy by Hilton launched in 2014 to appeal to travelers seeking locally inspired stays and wishing to immerse themselves in the culture and history of local neighbourhoods. It currently operates in nine destinations around the world with more than 35 properties in the pipeline, aiming to guarantee travelers unique and authentic experiences.

Located a stone's throw away from the city's historical epicenter, the Company's Garden, and will bring to life the heritage of a 112-year-old site, Longkloof Studios. The project forms part of a precinct redevelopment by Growthpoint, representing a R550m investment in the city. DHK architects will redevelop a building which began life as the premises of what was then the United Tobacco Company and subsequently served as the home of Cape Town's Women's Institute.

Rudolf Pienaar, Chief Development and Investment Officer, Growthpoint Properties, said: "Growthpoint is thrilled to partner with Canopy by Hilton to launch this phenomenal brand in Africa. Our prime Longkloof redevelopment project is in a magnificent multi-faceted historic urban quarter of Cape Town and is the perfect setting for the first Canopy by Hilton branded property on the continent. Our investment in this property reflects our confidence in Cape Town as well as Hilton's exceptional upscale lifestyle hotel brand. We believe Canopy by Hilton Cape Town Longkloof will become a South African landmark and will be supported by travellers from all over the country and the world."

Patrick Fitzgibbon, Senior Vice President, Development, EMEA, Hilton, said: "Cape Town is one of the world's most sought-after destinations, offering an array of attractions to suit every travel occasion. Canopy by Hilton becomes our third brand to gain a presence in the city and we are eyeing further expansion. The decision to locate Africa's first Canopy by Hilton here, is



testament to not only the strength of the destination, but the quality of partners at Growthpoint as we seek to create a showcase interpretation of the brand to introduce to the African continent.”

In keeping with its traditional place within the social fabric of the city, guests will be welcomed by friendly ‘Enthusiasts’ selected for their expert local knowledge and will be invited to partake in local food and drink tastings alongside the local community.

Gary Steffen, Global Head, Canopy by Hilton, Hilton, said: “Canopy by Hilton was created to redefine the lifestyle hotel space for travelers who want an upscale hotel to help introduce them to desirable neighborhoods around the world. Every detail in the design and facilities of these hotels is created with that ethos in mind and our Longkloof property will be no exception, capturing the dynamic vibe of the precinct and its reputation as a trendy hangout for Cape Town urbanites.”

Canopy by Hilton Cape Town Longkloof will be located at Long Kloof Studios, c/o Park Road and Kloof Street, Cape Town. The property will participate in the award-winning guest-loyalty program for Hilton’s 17 world-class brands. Hilton Honors members who book directly through preferred Hilton channels have access to instant benefits, including a flexible payment slider that allows members to choose nearly any combination of Points and money to book a stay, an exclusive member discount that can’t be found anywhere else, and free standard Wi-Fi.

For more information about Canopy by Hilton, please visit [canopybyhilton.com](http://canopybyhilton.com) or <https://newsroom.hilton.com/canopybyhilton/> or follow us on Facebook, Instagram, Pinterest and Twitter using the hashtag #PositivelyYours to explore fresh-forward thinking in travel, design, and wellness.

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#### **About Hilton**

Hilton (NYSE: HLT) is a leading global hospitality company with a [portfolio](#) of 17 world-class brands comprising more than 5,700 properties with nearly 923,000 rooms, in 113 countries and territories. Dedicated to fulfilling its mission to be the world’s most hospitable company, Hilton earned a spot on the 2018 world’s best workplaces list and has welcomed more than 3 billion guests in its 100 year history. Through the award-winning guest loyalty program Hilton Honors, more than 89 million members who book directly with Hilton have access to instant benefits, including digital check-in with room selection, Digital Key, and Connected Room. Visit [newsroom.hilton.com](http://newsroom.hilton.com) for more information, and connect with Hilton on [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#) and [YouTube](#).



### **About Canopy by Hilton**

[Canopy by Hilton](#) is a place in the neighborhood to relax and recharge, offering simple guest-directed service, comfortable spaces and thoughtfully local choices. Each hotel is designed as a natural extension of its neighborhood and delivers a fresh approach to hospitality and the guest experience. Canopy by Hilton is the lifestyle hotel brand of Hilton. Experience a positive stay at Canopy by booking at [www.canopybyhilton.com](http://www.canopybyhilton.com) or through the [Hilton Honors mobile app](#). Learn more about the brand at [newsroom.hilton.com/canopybyhilton](http://newsroom.hilton.com/canopybyhilton), and connect with us on [Facebook](#), [Instagram](#), [Twitter](#), and [Pinterest](#).

### **About Growthpoint Properties**

Growthpoint provides space to thrive with innovative and sustainable property solutions. It has established itself as South Africa's leader in developing signature green buildings tailored to the exacting requirements of leading local and multi-national brands and businesses. It is the largest South African primary listed REIT on the JSE and owns the most significant number of green-certified buildings in South Africa, providing quality spaces that work best for its clients. Visit [growthpoint.co.za](http://growthpoint.co.za) for more information, and connect with Growthpoint on [Facebook](#), [Twitter](#), [LinkedIn](#) and [YouTube](#).

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