

Canopy by Hilton to open first Africa property in Cape Town

Hilton has signed a management agreement with Growthpoint Properties to open a hotel under its lifestyle Canopy by Hilton brand, making it the brand's debut property in Africa. The 150-guestroom Canopy by Hilton Cape Town Longkloof is expected to begin welcoming guests at Long Kloof Studios, c/o Park Road and Kloof Street, Cape Town in 2021.



Image Supplied.

Canopy by Hilton, which launched in 2014, currently operates in nine destinations around the world with more than 35 properties in the pipeline.

The project forms part of a precinct redevelopment by Growthpoint, representing an 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 says: "Growthpoint is thrilled to partner with Canopy by Hilton to launch this phenomenal brand in Africa.

"Our prime Longkloof redevelopment project is in a 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 upscale lifestyle hotel brand."

Patrick Fitzgibbon, senior vice president, development, EMEA, Hilton says: "The decision to locate Africa's first Canopy by Hilton here is a 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."

Gary Steffen, global head, Canopy by Hilton, Hilton adds: "Canopy by Hilton was created to redefine the lifestyle hotel space for travellers who want an upscale hotel to help introduce them to desirable neighbourhoods 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."

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