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Second Canopy by Hilton in U.S. opens at Pike & Rose

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The second Canopy by Hilton in the U.S. is now open at Pike & Rose.

The 177-key Canopy by Hilton Washington D.C., Bethesda North includes 12 suites, rooms with 55-inch TVs, free Wi-Fi and Nespresso machines, and 7,700 square feet of event space. Room interiors, designed by Mark Zeff, feature rough-hewn oak wood walls, concrete floors and locally inspired artwork and furnishings.

The first North American Canopy opened at The Wharf on D.C.'s Southwest waterfront in October. The first Canopy anywhere opened in Reykjavik, Iceland, in 2016. Canopy was launched to fill the "lifestyle" gap in McLean-based Hilton's portfolio — upscale hotels that cater to a younger traveler interested in design, food and lively public spaces.

The Pike & Rose property includes a Canopy Central Café and Bar — offering breakfast, small plates for dinner, and local beers in the evening — and Pike's Perspective Terrace, with craft drinks all day and liquor from D.C.'s Rock Creek Bourbon and One Eight Distilling.

"The North Bethesda neighborhood and Pike & Rose development epitomizes our locally inspired brand and we're delighted to extend an energizing, comfortable stay to guests traveling to the Washington, D.C., area," Gary Steffen, global head of Canopy by Hilton, said in a release.

The latest Canopy by Hilton (NYSE: HLT) is a product of The Buccini/Polin Group, PM Hotel Group and Federal Realty Investment Trust, the developer behind Pike & Rose. The larger Pike & Rose neighborhood offers 50 restaurants, shops and entertainment venues, such as iPic, AMP by Strathmore and Pinstripes.

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