



DRIFTWOOD ACQUISITIONS AND DEVELOPMENT BREAKS GROUND ON NEW CANOPY BY HILTON IN TEMPE, ARIZONA

- *Slated to Open by January 2020, Trendy 198-Room Canopy by Hilton Brings Contemporary and Distinctive Hotel Accommodations to Downtown Tempe Area*
- *New Lifestyle Hotel Will Offer Fresh, Local Perspective Through Welcome Amenities, Artisanal Breakfast, Food And Wine Tastings, and More*



Coral Gables, Fla. – September 25, 2018 – [Driftwood Acquisitions & Development](#) (DAD) celebrated the groundbreaking of the [Canopy by Hilton](#), Hilton’s (NYSE: HLT) lifestyle hotel brand, yesterday in Tempe, Arizona. Slated to open as a 198-room hotel by January 2020, Canopy by Hilton Tempe Downtown University Area is located in the heart of Tempe across the street from Arizona State University (ASU), one of the largest public universities by enrollment in the United States. Driftwood Hospitality Management (DHM), DAD’s affiliate, will manage the hotel. DAD is an innovative hospitality industry leader with decades of experience and a strategic focus on hotel and resort acquisitions.

“Tempe is a flourishing and energetic community,” said Carlos J. Rodriguez Sr., CEO of Driftwood Acquisitions & Development. “We have an outstanding and ongoing relationship with Canopy by Hilton, and we are excited to work with the brand again to bring this project to the downtown area.”

Upon its opening, Canopy by Hilton Tempe Downtown will span 14 floors and feature a lobby-level café, a gym, more than 3,000 sq. ft. of meeting space, and a rooftop pool with a terrace bar, cabanas and a fire pit.

“Canopy Tempe Downtown is an ideal extension of this dynamic and growing neighborhood,” said Gary Steffen, global head, Canopy by Hilton. “As the brand’s first location in the Southwest, we are looking forward to introducing guests to Canopy’s fresh take on lifestyle hospitality and the live-work-play neighborhood concept.”

Allen + Philp is the architect and designer of record, Sundt Construction, Inc. is the general contractor, and EoA, Inc. is the interior design firm for the development.

Canopy by Hilton is a lifestyle brand that embraces its locale, providing guests with authentic and unique local experiences. Each Canopy property is designed as a natural extension of its neighborhood with connections to local art, food, drink and culture. Guests will have access to mobile check-in, complimentary Wi-Fi, complimentary breakfast, and evening tastings of local wines, beers and spirits during their stay. Upon check-in, guests will receive a welcome gift inspired by the destination.

Canopy by Hilton Tempe Downtown will participate in the award-winning Hilton Honors guest-loyalty program for Hilton's 14 distinct brands, which offers a variety of unique benefits, including a flexible payment slider, to members who book directly through preferred Hilton channels.

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

For more information on Driftwood Acquisitions & Development, please visit www.dadlp.com.

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About Driftwood Acquisitions & Development

Driftwood Acquisitions & Development, LP – known as DAD to its investors and associates – is a Miami, Florida-based company with a first-of-its-kind business model, providing the perfect vehicle for accredited investors to co-invest in institutional quality cash flowing hotel assets. The company finds and quickly acquires the best opportunities in the U.S. hotel market with its own capital. Once these hotels are secured and under management, DAD opens each asset to individual clients to participate, allowing the investor to build his or her own portfolio rather than investing in traditional blind pools. This eliminates risk factors and uncertainty, providing an innovative vehicle to strategically invest in hotel opportunities.

In addition to this acquisitions business model, DAD is a reputable leader in the EB-5 Investor program, a government initiative to attract foreign investment to create jobs in the U.S. Through this program, DAD has helped foreign investors get their U.S. residency and created hundreds of jobs in South Florida by developing EB-5 qualified hotels.

Since launching in 2015, DAD has seen continued solid growth. The company's portfolio today totals thirteen acquisitions and four new-build developments, with a pipeline of many other diverse hotel and resort properties across the United States.

About Driftwood Hospitality Management

Driftwood Hospitality Management (DHM) is a leader in providing solutions-based services to the domestic and international hotel industry. With headquarters in North Palm Beach, Florida and offices in Miami, Arizona and Costa Rica, Driftwood works with award-winning franchises, nationally recognized hospitality brands and major resort destinations in top markets around the world. The Driftwood Hospitality executive team delivers over a century of combined hospitality experience with expertise in hotel operations. The company's primary goal is to capitalize upon

growth opportunities, form strategic partnerships, and work with under-performing hotels in various markets to ensure long-term growth. With a focus on acquisition, development, repositioning, renovations, and hotel operations, Driftwood brings a tailored approach to each property and market, ensuring clients receive the highest level of service and are well-positioned for growth.

About Canopy by Hilton

[Canopy by Hilton](#) is a place in the neighborhood to relax and recharge, offering simple guest-directed service, thoughtful local choices, and surprisingly comfortable spaces. 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 or through the [Hilton Honors mobile app](#). Learn more about the brand at newsroom.hilton.com/canopybyhilton, and connect with us on [Facebook](#), [Instagram](#), [Twitter](#) and [Pinterest](#).

About Hilton

Hilton (NYSE: HLT) is a leading global hospitality company, with a portfolio of 14 world-class brands comprising more than 5,400 properties with nearly 880,000 rooms, in 106 countries and territories. Hilton is dedicated to fulfilling its mission to be the world's most hospitable company by delivering exceptional experiences – every hotel, every guest, every time. The company's portfolio includes Hilton Hotels & Resorts, Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Canopy by Hilton, Curio Collection by Hilton, DoubleTree by Hilton, Tapestry Collection by Hilton, Embassy Suites by Hilton, Hilton Garden Inn, Hampton by Hilton, Tru 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 Honors. 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 exactly how many Points to combine with money, an exclusive member discount that can't be found anywhere else, and free standard Wi-Fi. Visit newsroom.hilton.com for more information, and connect with Hilton on [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#) and [YouTube](#).

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