



MOXY HOTELS SET TO DEBUT ITS SPIRITED HOTEL EXPERIENCE IN CHATTANOOGA'S SOUTHSIDE THIS FALL

First Casting Call to Hire Moxy Crew Members is Scheduled for July 24 at Chattanooga Whiskey

CHATTANOOGA, TENN. (July 11, 2018) – [Moxy Hotels](#), Marriott's disruptive hotel brand, today announces the upcoming debut of Moxy Chattanooga in Fall 2018, promising to shake up the traditional hospitality experience for the city's millennial-minded traveler. Developed by [3H Group Hotels](#) and centrally located in Chattanooga's exciting Southside, Marriott International's playful, experiential Moxy brand is built for fun. For starters, guests check in at the hotel's bar, and are greeted with a complimentary Got Moxy! Cocktail. The four-story, 108-room hotel features thoughtful design touches, inviting indoor and outdoor living rooms, 24/7 self-service beverage and food concept, plenty of plug-ins for personal devices, free and furiously-fast Wi-Fi, and the Moxy Digital Guestbook for streaming videos and pictures via Instagram.

"We are excited to bring the vibrant Moxy Hotels to Chattanooga's already booming Southside neighborhood and show the Scenic City what the brand is all about," said Hiren Desai, CEO of 3H Group Hotels. "Moxy challenges the status quo and dares to bend the rules to deliver a new way of traveling, embracing the young and the young-at-heart with a stylish and spirited guest experience."

Moxy offers a new way of traveling which is smaller in concentration, yet not a reduction in experience. The brand caters to today's free-spirited traveler who is looking for a hotel with friendly service and premium comforts in an environment that allows them to connect with relevant and authentic local experiences. Moxy's creative brand identity aims to engage business and leisure travelers with a warm, thoughtful and playful guest experience.

[3H Group Hotels](#) will give local media personalities a sneak preview of Moxy's fun, inclusive and youthful spirit, which includes a glimpse of how Moxy Chattanooga Downtown was thoughtfully designed to highlight the eclectic mix of art, entertainment and people from the Southside neighborhood. Moxy embraces the Southside's growing energy and pep in a way that ensures free-spirited travelers have everything they want and nothing they don't.

Casting Call #AtTheMoxy

Moxy's employees, called Crew Members, truly embody the spirit of the brand. Being a Moxy Crew Member means more than just hooking guests up with extra towels. It means you love doing it all – whether its authentically chatting it up with guests, living in the now while knowing what's next – all while having a fearless, do-it-yourself attitude.

Moxy Chattanooga invites those who are interested in joining its Crew to its first #MadeForMoxy Casting Call, which is scheduled for 4-8 PM on Tuesday, July 24, in the Event Hall at Chattanooga Whiskey. There is no appointment or invitation needed as Moxy Chattanooga has its own house rules. By that, we mean there are no rules so leave the suits, ties and business cards at home. Come as you are and grab a Moxy

cocktail or eat some ice cream while getting to know like-minded Fun Hunters. Everyone is welcome but come ready to play Jenga and Connect 4, learn how to make a Moxy cocktail, or dance to the resident DJ.

“Moxy has a unique culture and approach to customer service, which is to focus on delivering an authentic, memorable and fun experience to our guests,” said Desai. “Often, this means Crew Members are doing it all – checking in a guest, serving a drink, playing Jenga or singing karaoke in the common areas, doling out a Moxy Hookup or just helping our fun travelers embrace the local flavor and energy of Chattanooga's Southside neighborhood. Crew Members are truly the ones who heighten the guest experience by showing our guests how to join in on the fun and Play On.”

To learn more about this Casting Call and future ones planned for Moxy Chattanooga, please email moxychattanooga@3hgrouphotels.com.

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About 3H Group Hotels:

Headquartered in Chattanooga, TN, 3H Group Hotels has become a prominent and respected name in the hospitality industry since the company's inception in 2000. Nationally recognized among top hotel development companies, its primary focus is the development and investment of high caliber hotels and an unparalleled commitment to each property's continued success through proven management, leadership, and operational standards. As a result of this commitment and focus, 3H Group Hotels received Marriott's highest honor for Hospitality Excellence in 2014, the Partnership Circle Award. Consistently ranked as a top hospitality management and hotel development company, over the past few years, 3H Group strives to be a respected, premiere developer of hotels, and continues that philosophy by providing a management style that thrives in the hospitality industry. To learn more about 3H Group Hotels, visit <https://3h.group/>.

About Moxy Hotels:

Moxy Hotels is Marriott International's new millennial-focused brand that debuted in September 2014 with the opening of the Moxy Milan. A boutique-hotel concept for the next-Gen traveler, Moxy is a fresh and innovative brand combining stylish design and approachable service at an affordable price point. With tech-enabled rooms, vibrant lobby spaces and warm, modern service, Moxy aims to surprise travelers with a thoughtful, spirited and fun guest experience. Moxy Hotels is proud to participate in the industry's award-winning loyalty program, Marriott Rewards® which includes The Ritz-Carlton Rewards®. Members can now link accounts with Starwood Preferred Guest® at members.marriott.com for instant elite status matching and unlimited points transfer. To learn more about Moxy Hotels, visit www.MoxyHotels.com.

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