



NEW MOXY HOTEL IN THE SOUTHSIDE PUTS A PLAYFUL TWIST ON SOUTHERN HOSPITALITY

CHATTANOOGA, TENN. (Nov. 15, 2018) – [Moxy Hotels](#), Marriott International’s new experiential brand for the next generation of travelers, continues to make its mark on the hospitality scene by putting a playful twist on southern hospitality with the official opening of [Moxy Chattanooga Downtown](#), marking the brand’s debut in Tennessee. Boasting a stylish design and the contemporary comforts of a trendy hotel, this four-story, 108-room hotel flips the conventional hotel experience on its head by delivering a bold approach to hospitality that embraces the distinct style and needs of today’s millennial-minded travelers in a manner that reflects the excitement and spirited nature of Chattanooga’s emerging Southside neighborhood.

“[3H Group](#) is truly excited to bring this vibrant concept to Tennessee for the first time with the official opening of Moxy Chattanooga Downtown,” said Hiren Desai, CEO of 3H Group. “Moxy serves as a playground for fun-hunting travelers who don’t take life too seriously and prefer a cool, energetic environment where they can invest in the experiences they actually want rather than paying for amenities that they don’t.”

Desai continued, “Moxy is boldly reinventing the predictable hotel experience in Chattanooga, and we invite our guests to come play with us and experience our approach to hospitality and how it captures the distinct personality and atmosphere of the booming Southside neighborhood. Whether it be through our lively communal spaces or an energetic crew that helps our guests enjoy their stay in Chattanooga, Moxy is the perfect spot for today’s free-spirited travelers visiting our city or locals looking for a fun place where they can hang out, socialize and make new friends.”

Checking In #ATTHEMOXY

Centrally located in Chattanooga’s emerging Southside neighborhood, Moxy boasts an “always on” attitude that resonates throughout the hotel with its urban industrial design and ability to foster communal engagement with its guests and visitors alike. The Moxy experience begins when guests first enter the hotel and find themselves in the social heartbeat of the hotel – Bar Moxy. Rather than seeing a traditional hotel lobby, guests are greeted by a Moxy crew member at Bar Moxy a full-service, always-open bar. Bar Moxy doubles as the hotel’s physical check-in for guests who haven’t already accessed keyless entry through the Marriott Mobile App. Post check-in, guests are handed a Las Vegas-style poker chip redeemable to receive a complimentary 'Got Moxy' signature cocktail to enjoy as they explore the various elements in the hotel – each designed to encourage guests to “play on” and share their Instagram-worthy photos and videos on the nearby [Moxy Digital Guestbook](#), using #atthemoxy.

Living Room #ATTHEMOXY

Always buzzing with positive energy and a cheeky smile on the faces of its crew members, Moxy’s Living Room has four distinct zones, each packed with atypical perks to encourage 24/7 socializing and deliver a truly authentic lifestyle and memorable experience for today’s fun-hunting traveler. Each zone features a series of bold, colorful and visually stunning murals from local artist [“SEVEN”](#) that highlight Chattanooga’s rich culture and several iconic tourist destination in the area.

Moxy designed these public spaces to be the ultimate 24/7 neighborhood hangout spot for both day and night where Moxy's energetic crew can always be found hosting lively games or chatting with guests about the many restaurants, shops and entertainment venues nearby. The Living Room creates the perfect setting for guests and locals who want to gather for a drink, to grab a bite or just socialize as the energy and excitement of the Moxy experience builds throughout the day.

“Do It Your Damn Self”

The Living Room has other thoughtful design touches, such as a locker area where guests and the public can store their laptops and bags while playing a game of Giant Jenga or having drinks with others. Next to Bar Moxy, guests will find a 24/7 self-service, grab-and-go beverage and food area, dubbed as the “Do It Your Damn Self” space. Moxy uses this playful approach to food and beverage service to ensure guests can enjoy eating what they want, whenever they want it – from pre-made meals from [Dish t' Pass](#) to a wide range of locally-sourced food and drinks, such as handmade chocolates and pastries from [Hot Chocolatier](#), hand craft energy bars from [Ascent](#), artisanal snacks from [Nokes Granola](#), naturally flavored soda water from [Pure Soda Works](#), and a special Moxy Gelato from [Milk and Honey](#). Nearby, guests will find a unique “hole food” display stocked full of fresh-baked bagels and pretzels from [Niedlov's Breadworks](#) and delicious donuts from [Julie Darling Donuts](#).

On the other side of the hotel, divided by a sitting area where guests can relax and mingle with others, sits three multi-purpose rooms with state-of-the-art AV equipment that can be utilized for meetings and small gatherings. When not in use, guests are likely to find a Moxy crew member using the media room to host an impromptu video game tournament or holding a 24-hour movie marathon.

Most important, Moxy Chattanooga Downtown resides in the Gig-City so guests will have plenty of plug-ins for their personal devices and free access to the world's fastest Internet speeds of up to 10 gigabits per second. This means guests will always have plenty of bandwidth to stream videos, view their Instagram page or showcase one of their Instagram-worthy photos or videos, whenever and wherever they want – even while walking on an Internet-enabled treadmill in the hotel's 24-hour fitness center.

Railyard #ATTHEMOXY

While Moxy Chattanooga Downtown was designed to appeal to next-generation travelers, the Railyard was created to be a sophisticated, trendy space where guests could go to have a memorable experience but remain attractive to locals. The Railyard has 7,000 square foot of outdoor space that hums with boundless energy and activity every night, making it “the place to be” for happy hour and social gatherings in the Scenic City. The Railyard is also pet friendly and features its own separate portable bar, a 3,000 square-foot of rentable and tentable space for private events, and a spacious patio area where guests can socialize over drinks or enjoy the night under the stars with their friends around the large firepit.

Desai added, “The Railyard exemplifies everything the Chattanooga Southside is about – energetic fun, playful in nature and a spontaneous vibe. By offering our guests and locals a place where they can find a winning combination of lively and friendly ambience, enjoy creative beverage offerings at approachable price points, and make memorable experiences on their own terms, the Railyard is destined to become the epicenter of nightlife for the Chattanooga Southside until the wee hours of morning.”

Sleeping #ATTHEMOXY

Every guestroom at Moxy Chattanooga Downtown is uniquely designed to be a functional, flexible and uncluttered space. Each cozy room has an open storage concept featuring the brand's signature peg wall where guests can unpack and hang their clothes in lieu of having a traditional closet. In addition, every room has flexible furniture (a chair, stool and table) that can be folded and placed on the peg wall when not in use. While Moxy designed its rooms to have a sleek and simple minimalist style, the bathroom amps it up with high-end touches and stylish design finishes, including large mirrors alongside a spacious vanity area, and a walk-in rain shower that guests will never want to get out of.

For additional information about Moxy Chattanooga Downtown, please visit moxynooga.com or Follow us at @ #moxynooga and #AtTheMoxy.

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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 company's award-winning loyalty programs – Marriott Rewards®, The Ritz-Carlton Rewards®, and Starwood Preferred Guest® (SPG). The programs, operating under one set of unparalleled benefits, enable members to earn points toward free hotel stays, achieve Elite status faster than ever, and seamlessly book or redeem points for stays throughout our loyalty portfolio of 29 brands and more than 6,700 participating hotels in 129 countries & territories. To enroll for free or for more information about the programs, visit members.marriott.com. To learn more about Moxy Hotels, visit www.MoxyHotels.com.

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