Expotel Hospitality to Open and Manage Historic 118 Room Hotel Indigo in Memphis, Tennessee

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 Expotel Hospitality (www.expotelhospitality.com), a New Orleans-based hotel management and development company, today announced it has signed an agreement to provide development consulting, pre-opening services, and post-opening operations management services for the previously announced adaptive re-use project of the circa 1963 former Holiday Inn in downtown Memphis. The iconic, "mid-century modern" structure on the corner of B.B. King Boulevard and Court Avenue will undergo an intensively thorough renovation to include all new mechanical, plumbing, and electrical, new guest room finishes, furnishings, baths, and expanded and reconfigured guest reception and lobby lounge areas. The hotel will become Memphis's first Hotel Indigo® hotel. It is being developed by Three P Partners of Atlanta, Georgia with the architectural services of Memphis-based brg3s architects.

"This marks our first collaboration with Three P Partners," said Larry Spelts, Expotel president and chief development officer. "We are delighted that in selecting Expotel, Chip Patterson and his partners, Stephen Polhill and Matt White, who comprise Three P Partners, have recognized our firm's history of successful developments and openings of new hotels and our passion for boutique and lifestyle focused hotels. Having recently opened the new Holiday Inn at the Louis Armstrong Airport in New Orleans which is now the ninth Intercontinental Hotel Group (IHG) franchise that Expotel has managed, we have the ability to successfully take the important steps required to open yet another IHG brand hotel, Hotel Indigo."

The hotel is scheduled to open in mid-2018. Upon opening, the hotel will feature approximately 3,000 square feet of private dining, event, and meeting space, a fitness center, renovated pool with cabana bar, and a bar and restaurant. Three P Partners and Expotel are in discussions with several nationally recognized, chef-driven restaurant groups with whom they will collaborate on the culinary program for the restaurant that looks onto the corner of B.B. King and Court and affords an opportunity to create a uniquely urban dining experience. The interior design of the hotel will be an exciting interpretation of mid-century modern and reflective of the last century's love affair with the automobile that drove the explosion of the "motor hotel" perfected by Memphis's very own legendary hotelier and founder of Holiday Inn, Kimmons Wilson, who originally developed the structure that will become the Hotel Indigo.

"My partners and I appreciate the opportunity to make a positive impact on this important city block of downtown Memphis that will continue the transformation of downtown Memphis into a premiere destination for business, entertainment, lodging, and dining." said Chip Patterson, a principal of Three P Partners. "We have full confidence in Expotel's ability to introduce a new brand to the Memphis market and quickly ramp up the hotel, enabling it to become the boutique hotel of choice for visitors seeking an authentic experience with local, historic references along with all of the amenities and services that sophisticated travelers demand."

About Three P Partners

Three P Partners is an innovative, full-service development company with the mission to identify, select, and produce hospitality and other real estate ventures. Three P goes beyond the simple hunting and gathering of individual properties and portfolios and uses its experience and national network to identify and analyze a wide range of development deals in different geographical markets. Three P's experience enables them to engage in value creation through innovation in the design and development planning process. The financial goals for the projects that Three P identifies are immediate cash flow, short-term capital event horizons, low leverage, and limited speculation which combine to meet or exceed investors' return expectations.

About Expotel Hospitality

Expotel Hospitality was created by and for hotel owners seeking optimal cash flow from operations and maximum asset value creation. Now, as a third-party management company, Expotel retains the same owner-centric culture that was created when David Burrus, George Newton, III, and Darryl Berger, Sr. founded the firm in New Orleans in 2000. Empathy with ownership has enabled Expotel to deliver exceptional financial results to clients while building stronger relationships and maintaining transparency for owners and their asset managers. With a dozen assets under management from Colorado to Florida and points in between, Expotel is small enough to deliver highly customized and attentive service to ownership groups yet has sufficient scale to support a sophisticated and highly experienced team of talented hospitality professionals in all essential disciplines from operations and sales to revenue management and accounting. Expotel and its senior team have won numerous awards managing flagged hotels of all of the major brands and for many prestigious, independent, boutique and lifestyle hotels. Expotel's evolution from owner to operator is "Hospitality Evolved".

About brg3s architects

From a lineage that began with the Memphis firm Walk C. Jones in 1900, brg3s architects builds upon over 100 years of design excellence. They offer design services for a range of project types requiring architectural solutions. Architecture is both a process and a solution. At brg3s, they provide more than just a solution for their clients. Their approach to the process of architecture involves the collaboration of client, user, planner, architect, engineer, and builder to understand, explore and organize every facet of a project. Through the process all participants become engaged in how each facet is addressed in any given solution. At brg3s, they don't just seek a solution, they seek resolution.

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