



Fairfield Inn & Suites Memphis, Tennessee

## **Hotel Equities Selected to Operate Marriott Hotel in Memphis**

### **Fairfield Inn & Suites by Marriott in Downtown Memphis**

ATLANTA - (November 2, 2016) – Atlanta-based [Hotel Equities](http://www.hotelequities.com) recently announced its selection as the management firm for the new Fairfield Inn & Suites by Marriott as part of a development in downtown Memphis, Tennessee.

Goodlettsville-based EPIQ Hotels, Inc. and MNR Hospitality LLC, under the leadership of President B. Patel, are the developers of the hotel. In addition to this custom urban model of the Fairfield Inn & Suites, the project will also include a signature bar and restaurant on the corner of Union Avenue and B.B. King Blvd., facing AutoZone baseball park.

“We see great potential for this beautiful new hotel in a well-connected and thriving area of downtown Memphis,” said **Joe Reardon**, Sr. Vice President of Business Development and Marketing for Hotel Equities. “We are pleased to expand our management portfolio with the addition of a unique, purpose-built property in downtown Memphis. We understand the Memphis market well and have much experience here. Our award-winning guest service and management expertise will deliver value to our owner and guests alike.”

With plans to break ground in the first quarter of 2017, the hotel’s developers are currently in the final bidding stage of construction with assistance from Hotel Equities. They anticipate an opening in the second quarter of 2018.

“We are excited to bring a trusted and popular Marriott brand to an integral part of downtown Memphis under top-notch management by Hotel Equities,” said B. Patel, President of EPIQ Hotels, Inc. “We look forward to being a part of the downtown community.”

The latest prototype of the Fairfield Inn & Suites was designed to deliver flexibility—especially in an urban market. This innovative model of the brand provides stress-free stays for travelers seeking to maintain their routine and stay balanced during their travels. The brand supports guest productivity and well-being with smart spaces, health-conscious food options and the Fairfield 100% Guarantee – all at a great value – so guests never skip a beat.

***Hotel Equities (HE)** is an Atlanta-based full-scale hotel ownership, management and development firm operating more than 100 hotels throughout North America. Frederick W. Cerrone, CHA, serves as Chairman and CEO; Brad Rahinsky serves as President and COO. For more information, visit [www.hotelequities.com](http://www.hotelequities.com).*

**Photo Caption:** Rendering of the **Fairfield Inn & Suites by Marriott** in Memphis, Tennessee.

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