



## **ON AIR SOON: REVERB BY HARD ROCK™ HOTEL DOWNTOWN ATLANTA**

Bolton Atlanta, LP and Hotel Equities amplify the momentum to open the brand's inaugural hotel.

*Atlanta, GA – March 20, 2019* – Atlanta-based [Hotel Equities](#) (HE) reported out on the construction progress for the [REVERB by Hard Rock™ Downtown Atlanta](#) hotel, signaling that construction is on schedule to open in February 2020. Local developer Bolton Atlanta, LP has partnered with Hotel Equities to open and operate the inaugural hotel for Hard Rock's newest generation of music-centric hotels. REVERB™ is the brand's entrance into the select-service category.

The 197-room hotel is located adjacent to Mercedes-Benz stadium in downtown Atlanta, offering direct access to the world-class sports and entertainment venue, as well as a rooftop bar with outstanding views of the Atlanta skyline. With innovative technology woven throughout REVERB™, Atlanta's deep pool of creative talent, along with its booming film, television and music industry, make it an ideal location for the contemporary flagship hotel. REVERB™ is designed to amplify the experience for guests. This will be an exciting and non-traditional hotel for downtown Atlanta's thriving business market.

"We are elated to be a part of this iconic hotel project," said Joe Reardon, chief development officer for Hotel Equities. "We were able to add immediate value for the ownership group through development services led by Patrick Trainor, vice president of projects and facilities for Hotel Equities. Our headquarters, located in Atlanta, and our team's deep knowledge of convention business allows our sales and marketing and operations teams to position the new hotel as one of Atlanta's best-in-class hotels."

The new hotel brand delivers on Hard Rock's mission to create authentic experiences that rock. With a thoughtful mix of features like the Constant Grind Coffee & Bar, inviting outdoor spaces and premium amenity closets on each floor. "Atlanta is thrilled

to debut Hard Rock's first REVERB™ property, adding to the hotel inventory for guests visiting the city," said William Pate, president and CEO, Atlanta Convention & Visitors Bureau. "REVERB™ will enhance our walkable convention and entertainment district with new accommodations near restaurants, Mercedes-Benz Stadium, Georgia World Congress Center and Downtown attractions."

Hard Rock's Senior Vice President of Hotel Development Todd Hricko added, "We've already started receiving guest and group booking inquiries for REVERB by Hard Rock™ in Atlanta. This tells us we are fulfilling a demand in one of the most dynamic and thriving cities in the U.S."

### **About REVERB by Hard Rock™**

REVERB by Hard Rock™ is a new select service hotel designed for the modern music lover; a sanctuary for the eclectic, a place where fans meet and experience a melting pot of music culture. The hotel features a modern, urban design package and programming focused on local music, food and lifestyle. Each space at REVERB™ is designed with a commitment to lessen environmental impact, dedication to smart technology and an inventive design focused on bringing people together. All floors in the hotel will contain a fully loaded amenity closet containing premium items like professional grade irons, lit vanity mirrors, extra pillows, plush sleeping bags, carafes for on tap still and sparkling filtered water. The shared areas on the first floor will highlight social collision: Constant Grind Coffee & Bar™, Will Call check in, Roadie Bunk rooms designed for groups featuring 6 queen bunk beds and a karaoke machine, MEET a co-working space and more. Music brings people together, now they have a new place to stay. Explore more by visiting <http://reverbhotels.com/>.

"Reverb Atlanta is where fun, great music and high action meets the hottest location, said Paul Breslin of **Horwath HTL**, hotel consultants and asset management. "We are so excited to see Hard Rock launch its new lifestyle brand in Atlanta, Georgia."

**Batson-Cook Construction** brings a century-old tradition of passion, skill and integrity to the construction of this new hotel. Iconic Batson-Cook projects define the skylines of cities throughout the southeast, and Reverb by Hard Rock will be a grand addition to that portfolio. "The opportunity to be a partner in the introduction of a new, exciting brand is a rare opportunity," said Joe Appleton, SVP of Batson-Cook Company. "We take seriously our responsibility to build an exceptional new hotel in the city we call home."

**Gensler** provided architecture and interior design services for the inaugural location of Hard Rock's newest hotel brand, REVERB™. "This is a great addition to our Atlanta community and indicative of our city's growing reputation as a hospitality and tourism destination," says Robert Fischel, principal and hospitality leader at Gensler.

**Hotel Equities** (HE) is an Atlanta-based full-scale hotel ownership, management and development firm operating 120+ hotels throughout the U.S. and Canada. Frederick W. Cerrone,

CHA, serves as Founder and Chairman; Brad Rahinsky serves as President and CEO. For more information, visit [www.hotelequities.com](http://www.hotelequities.com).

Photo Caption:

*Reverb by Hard Rock Downtown Atlanta  
View from inside the rooftop bar*

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