

The first hotel on world-famous Beale Street officially opens

MEMPHIS, Tenn. (April 15, 2021) – Situated on the corner of Memphis, Tenn.’s famed Beale Street and Front Street, the new Hyatt Centric Beale Street Memphis has opened its doors as part of the One Beale mixed-used development. Featuring a Beale Street address, the first Hyatt Centric brand hotel in Memphis is the area’s newest social hub for travelers seeking a home base in the heart of the action within the Entertainment District and beyond.

Situated just a 15-minute drive from Memphis International Airport, Hyatt Centric Beale Street Memphis offers a central location, steps from the culture, food and nightlife that makes Downtown Memphis an iconic destination. The pet-friendly hotel has sleek, modern interiors with vibrant colors, textures and décor that reflect the spirit and energy of Memphis. Upon arrival, guests are surrounded by artful touches that pay homage to the city’s rich music culture, including hallway carpets with patterns that mimic soundwaves and light fixtures that resemble treble clef notes. The hotel’s 227 guest rooms, which include 12 suites, feature a neutral color palette, vintage wall graphics, leather headboards, shower walls etched with names and sights signature to Memphis, and oversized windows with sweeping views of the Memphis skyline and Mississippi River. Rooms are outfitted with a selection of thoughtful amenities, including Bluetooth enabled alarm clocks, 55” HDTVs, rainfall showers, jersey-knit bathrobes, Keurig coffeemakers and more.

Hyatt Centric Beale Street Memphis is also home to the only resort-style pool experience in the downtown area with an expansive sun deck, private poolside cabanas, delectable bites and an outdoor stage with regular entertainment. The hotel offers two unique dining experiences that celebrate the dynamic flavors of the region. Serving breakfast, lunch and dinner, CIMAS is a Latin American-inspired eatery with indoor and outdoor patio seating overlooking the “M Bridge.” The restaurant is complemented by CIMAS Lobby Lounge, providing guests with a lively atmosphere to sip and socialize. Rounding out the food and beverage program and perched eight stories high, Beck & Call takes the stage as the area’s newest rooftop whiskey bar serving thoughtfully crafted cocktails, an extensive whiskey selection and small plates. Set against an open-air patio concept with fire pits and inviting seating to soak in the surrounding sights and sounds of the city, Beck & Call is certain to become a hot spot for locals and visitors alike.

“Hyatt Centric Beale Street Memphis prides itself on offering an immersive experience that transports guests beyond the walls of the hotel to the heart of the action on Beale Street,” said Sarah Titus, general manager. “I’m excited to see our food and beverage experiences come to life and quickly evolve into sought after destinations for those looking to indulge and imbibe. We’re eager to become a unique launchpad for savvy travelers who seek out a stay worth sharing.”

Additionally, the hotel boasts approximately 9,000 square feet of flexible meeting and event space created through the conversion of the historic William C. Ellis and Sons Ironworks and Machine Shop, originally constructed in 1879. The state-of-the-art meeting space accommodates up to 450 attendees for meetings and up to 500 for receptions and social events. This is complemented by a dedicated Event Lawn, offering 3,500 square feet of outdoor space overlooking the scenic Mississippi River and pool deck. The history of the building is also brought into the lobby’s check in area, which features locally sourced parts and materials from the original shop machinery. The hotel features a 24-hour Lobby Market with a variety of beverages and snacks, a modern fitness studio with Life Fitness equipment, valet service, and more.

Reservations for Hyatt Centric Beale Street Memphis are available for stays starting April 15, 2021. As a grand opening offer, those who book a stay using code CBOPEN receive a 15 percent savings on the standard rate and a \$15 credit for use at the Lobby Market, valid for stays through July 31, 2021. For more information and full terms or to book a stay, visit www.hyattcentricbealestreetmemphis.com or call (901) 444-3232.

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Terms & Conditions

Offer valid for 500 Bonus Points for each qualifying night stayed by World of Hyatt members in good standing during a hotel’s offer period at participating hotels and resorts. Where a qualifying night and the hotel’s offer period coincide with any check outdate from April 1 – June 30, 2021, World of Hyatt members in good standing will receive an additional 500 Bonus Points for a total of 1,000 Bonus Points for each qualifying night during that period. Offer valid at participating hotels and resorts for stays

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About Hyatt Centric

Hyatt Centric is a brand of full-service lifestyle hotels located in prime destinations. Created to connect guests to the heart of the action, Hyatt Centric hotels are thoughtfully designed to enable exploration and discovery so they never miss a moment of adventure. Each hotel offers social spaces to connect with others in the lobby, meanwhile the bar and restaurant are local hot spots where great conversations, locally inspired food and signature cocktails can be enjoyed. Streamlined modern rooms focus on delivering everything guests want and nothing they don't. A passionately engaged team is there to provide local expertise on the best food, nightlife and activities the destination has to offer. For more information, please visit hyattcentric.com. Follow @HyattCentric on [Facebook](#) and [Instagram](#), and tag photos with #HyattCentric.

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