

The new hotel is located in Chattanooga's vibrant Southside District, welcoming guests as the city's newest destination for culture, connection and creativity

CHATTANOOGA, Tenn. (March 31, 2026) - [Caption by Hyatt Chattanooga Downtown](#) is open, planting the brand's flag in the heart of the Southside District at 105 W. Main St. and making history as the first Hyatt property to call Chattanooga, Tennessee, home. Operated by LBA Hospitality and developed by 3H Group Inc., the 123-room hotel brings together modern, design-forward accommodations, a dynamic food-and-beverage program and flexible social and event spaces, offering visitors and Chattanooga residents alike a spirited new gathering place in one of the South's most celebrated cities, one built as much for the community as for the traveler passing through.

Caption by Hyatt Chattanooga Downtown is the second Caption by Hyatt hotel in the United States, joining the stylish Caption by Hyatt Downtown Nashville, two hours north in the heart of one of Music City's most vibrant and walkable neighborhoods offering guest floor-to-ceiling views of The Gulch. Plus, the growing global brand footprint that includes locations in Osaka and Tokyo, Japan, Central Sydney, Australia and Shanghai, China.

"Caption by Hyatt Chattanooga Downtown is a place where locals and travelers alike can create community and build connections," said Jason Ballard, Global Brand Leader for Hyatt's Essentials Portfolio. "We're happy to be planting Caption by Hyatt roots in another Tennessee city for World of Hyatt members and guests to visit while exploring the Volunteer State. This opening would not be possible without the dedication and commitment from the teams at 3H Group and LBA Hospitality who are bringing this experiential brand to life in Chattanooga."

Situated in Chattanooga's lively Southside neighborhood, the hotel offers access to the city's celebrated arts scene, acclaimed restaurants, outdoor adventures and the scenic Tennessee River waterfront. The surrounding community has been an enthusiastic champion of the project since its earliest days, and that spirit of local investment and pride is felt throughout the property. With its bold design and deep local spirit, the hotel is poised to become a gravity point for guests and Chattanooga residents alike. LBA Hospitality will keep the brand at the center of all their work as the hotel management company is known for delivering distinctive guest experiences and locally connected food-and-beverage programs across the Southeast.

Hiren Desai, president and CEO of 3H Group Inc., said, "As a Chattanooga native, this project carries personal significance. Bringing the first Hyatt-branded property to this city represents an important milestone, and seeing Caption by Hyatt Chattanooga Downtown come to life in the Southside reflects years of deliberate work and partnership. Our decision to partner with Hyatt stems from their commitment to understanding the needs of both owners and guests. Caption by Hyatt is an innovative brand, and its flexible design and focus on guest experience make it a natural fit for a city as dynamic and creative as Chattanooga. This hotel raises the bar for hospitality in Chattanooga, and we are committed to serving both the community and our guests at the highest level."

The opening is the latest chapter in Chattanooga's well-documented rise as one of the South's most compelling destination cities. The Southside, once an industrial corridor, has emerged as one of the region's most dynamic urban neighborhoods, and Caption by Hyatt Chattanooga Downtown adds a significant hospitality anchor to a district already home to some of the city's most celebrated dining, arts and entertainment. The arrival of the brand reflects the neighborhood's momentum and the city's growing profile on the national stage.

Chattanooga Mayor Tim Kelly said, "Caption by Hyatt Chattanooga Downtown is a welcome addition to our city and a reflection of the momentum Chattanooga has built as a destination for visitors, businesses and residents alike. This hotel brings new investment and a world-class hospitality brand to the Southside, a neighborhood that continues to define Chattanooga's identity as a forward-thinking city. We are proud to welcome the Caption by Hyatt brand to Chattanooga, and we look forward to the positive impact this property will have on our community and our economy for years to come."

Guestrooms and Amenities

Caption by Hyatt Chattanooga Downtown features 123 thoughtfully designed guestrooms that blend bold style with comfort and practicality. Floor-to-ceiling windows flood each room with natural light and frame sweeping views of the city skyline, Lookout Mountain and the surrounding ridgelines that define Chattanooga's iconic landscape. Smart storage solutions and flexible lounge-style seating make every room as functional as it is stylish.

Rooms are appointed with plush bedding, 55-inch HDTVs with Chromecast and signature Apotheke bath amenities, the brand's plant-based amenity program designed to minimize single-use packaging and plastic. Caption by Hyatt Chattanooga Downtown is also dog-friendly, welcoming four-legged guests up to 75 pounds.

Dining, Rooftop and Social Spaces

The hotel's two signature outlets round out an exceptional food-and-beverage experience. Nomia Modern Kitchen and Stratus Rooftop Lounge are signature dining concepts developed by LBA Hospitality, bringing distinctive dining and cocktail experiences to Chattanooga's Southside.

Nomia Modern Kitchen, the ground-floor restaurant, draws on Tennessee ingredients and global influences to create a culinary experience that is local in spirit — a gathering place for guests and Chattanoogaans who appreciate honest, inspired cooking.

Above it all, Stratus Rooftop Lounge crowns the hotel with a rooftop bar experience unlike any other in the city, offering craft cocktails, vibrant programming, a lounge pool for hotel guests, and unobstructed views of Lookout Mountain and the Tennessee River valley that remind every guest exactly where they are.

In the lobby of Caption by Hyatt Chattanooga Downtown is Talk Shop, the brand's signature all-day food-and-beverage concept. The space adapts throughout the day, from morning coffee and casual bites to craft cocktails and evening conversation, anchoring a sense of community that extends well beyond the hotel's walls.

Caption by Hyatt Chattanooga Downtown is designed to feel like an authentic expression of the city it calls home. The hotel's spaces highlight local makers, regional ingredients and the creative energy that defines Chattanooga's Southside, a neighborhood that has evolved from an industrial corridor into one of the region's most celebrated destinations for dining, arts and culture. Thoughtful nods to the city's music, art and rail history are woven throughout the design, while locally driven events and creative partnerships keep the property rooted in the community around it. Residents are as welcome here as any out-of-town guest, whether that means a weeknight dinner at Nomia Modern Kitchen, an evening at Stratus Rooftop Lounge or a locally programmed event. The result is an experience that feels social, spirited and genuinely of Chattanooga, not just in it.

"Caption by Hyatt Chattanooga Downtown is exactly the kind of project we love bringing to life," said Farrah Adams, Chief Operating Officer of LBA Hospitality. "From the culinary creativity of Nomia, to the skyline views at Stratus, to the energy of Talk Shop, the goal is to create experiences that reflect Chattanooga's character while delivering the level of hospitality guests expect from the Hyatt brand."

"The food and beverage experience at Caption by Hyatt Chattanooga Downtown is unlike anything else in this city," said Chef Chris Moore, Corporate Director of Food & Beverage, Lifestyle & Full Service Brands for LBA Hospitality. "At Nomia Modern Kitchen, we're serving Asian-inspired cuisine with a Tennessee soul — inventive dishes and signature cocktails that reflect the same spirit of discovery and connection that defines this city. Stratus Rooftop Lounge brings craft cocktail culture to the Chattanooga skyline, where stunning views meet the kind of warm, genuine hospitality you only find in the South. Together, these two concepts are destinations in their own right, and we can't wait for Chattanooga to make them their own."

Meetings and Events

Caption by Hyatt Chattanooga Downtown offers versatile meeting and event spaces that carry the same creative energy as the rest of the property. A first-floor private boardroom provides an intimate setting for executive meetings and small group gatherings, doubling as a private dining area and tasting table for curated culinary experiences. A top-floor event space accommodates about 75 guests, offering a distinctive backdrop for conferences, banquets and corporate events.

The hotel also plans to host a ticketed dining series in the event space, with a rotating menu that celebrates regional flavors and culinary creativity, a one-of-a-kind programming opportunity for Chattanooga. Catering experts are on hand for all events to keep guests engaged and well fed from start to finish.

Transportation

An on-site parking deck with valet service ensures convenient arrival for guests and visitors alike, a notable amenity in Chattanooga's growing downtown. The closest airport is Chattanooga Metropolitan Airport (CHA), located about 15 minutes from the hotel by car. Guests can also easily access the Chattanooga Red Line free electric shuttle, rideshare services, and major highways, making travel in and around the city simple and convenient.

Opening Offer for World of Hyatt Members

To celebrate the grand opening of Caption by Hyatt Chattanooga Downtown, the hotel is offering a special opening promotion for World of Hyatt members to earn double points when they book their stay now through June 22, 2026 for stays now through December 31, 2026. Additionally as part of World of Hyatt's [500 Reasons to Stay offer](#), members can earn 500 Bonus Points per qualifying night March 31, 2026 through June 30, 2026. Members can earn these points on top of other offers and there is no need to register. For more information on Caption by Hyatt Chattanooga Downtown or to make a reservation, please visit the hotel's [website](#). Plus, to take advantage of Caption by Hyatt Downtown Nashville's latest offers visit the hotel's [website](#).

The term "Hyatt" is used in this release for convenience to refer to Hyatt Hotels Corporation and/or one or more of its affiliates.

For further information:

About Hyatt Hotels Corporation

Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company guided by its purpose – to care for people so they can be their best. As of December 31, 2025, the Company's portfolio included more than 1,500 hotels and all-inclusive properties in 83 countries across six continents. The Company's offering includes brands in the *Luxury Portfolio*, including **Park Hyatt®**, **Alila®**, **Miraval®**, **Impression by Secrets**, and **The Unbound Collection by Hyatt®**; the *Lifestyle Portfolio*, including **Andaz®**, **Thompson Hotels®**, **The Standard®**, **Dream® Hotels**, **The StandardX®**, **Breathless Resorts & Spas®**, **JdV by Hyatt®**, **Bunkhouse® Hotels**, and **Me and All Hotels**; the *Inclusive Collection*, including **Zoëtry® Wellness & Spa Resorts**, **Hyatt Ziva®**, **Hyatt Zilara®**, **Secrets® Resorts & Spas**, **Dreams® Resorts & Spas**, **Hyatt Vivid® Hotels & Resorts**, **Bahia Principe Hotels & Resorts**, **Alua Hotels & Resorts®**, and **Sunscape® Resorts & Spas**; the *Classics Portfolio*, including **Grand Hyatt®**, **Hyatt Regency®**, **Destination by Hyatt®**, **Hyatt Centric®**, **Hyatt Vacation Club®**, and **Hyatt®**; and the *Essentials Portfolio*, including **Caption by Hyatt®**, **Unscripted by Hyatt**, **Hyatt Place®**, **Hyatt House®**, **Hyatt Studios®**, **Hyatt Select**, and **UrCove**. Subsidiaries of the Company operate the World of Hyatt® loyalty program, ALG Vacations®, Mr & Mrs Smith, Unlimited Vacation Club®, Amstar® DMC destination management services, and Trisept Solutions® technology services. For more information, please visit www.hyatt.com.

About Caption by Hyatt

The Caption by Hyatt brand redefines what hospitality looks like in the modern world. Designed to be truly of the community—not just in it—the people make the place throughout each Caption by Hyatt hotel. Caption by Hyatt hotels hire local, buy local, and vibe local. Be it an open-mic night or a pop-up art installation, each space within Caption by Hyatt hotels is programmed to reflect each destination and its community. At the heart of each Caption by Hyatt hotel is Talk Shop: an all-day spot where guests can eat, drink, get some work done, hang with friends, or just chill. Caption by Hyatt hotels offer guests a place where “you can do you and be you,” with a tech-forward mindset offering digital check-in, digital keys, mobile-order food service, Staycast streaming technology and more.

About LBA Hospitality

Established in 1973, LBA Hospitality is a recognized leader in the hotel management and development industry, operating more than 100 properties across the Southeast and Midwest. Based in Dothan, Alabama, LBA partners with leading brands including Marriott, Hilton, Hyatt, and IHG to deliver exceptional guest experiences and outstanding results for ownership groups. The company's success is built on a commitment to people, performance, and community — providing hotel management that blends strong operational expertise with genuine hospitality. To learn more, visit www.lbahospitality.com.

MEDIA CONTACTS

Waterhouse Public Relations
lcablepeticord@waterhousepr.com

Meredith Beyer, Hyatt
Meredith.beyer@hyatt.com

###

Additional assets available online:  (4)

<https://newsroom.hyatt.com/31March2026CaptionbyHyattChattanoogaDowntown>