



BOBBY

HOTELS

BRAND GUIDE

BOBBY
HOTELS

WHERE
IT
ALL
BEGAN



THE HOTEL WITH THE BUS ON THE ROOF

A spark of inspiration ignited by the creative energy of Nashville in 2013 led to a place where communities are nurtured, connections are made between explorers and their destinations, and buses are craned to rooftops. A community of musicians, artists, and a little dog named Sasha.





Bobby Hotels is your cultural guide to an immersive local experience. Inspiring discovery, we foster meaningful connections between guests and our vibrant and diverse destinations. We go beyond the conventional by curating comfortable and eclectic guest rooms, thoughtfully designed community spaces, delectable cuisine, and off-the-beaten-path nightlife. A patron of music, the arts, and furry companions, Bobby Hotels bridges the gap between guests and the distinctive spirit of each hotel's unique location.



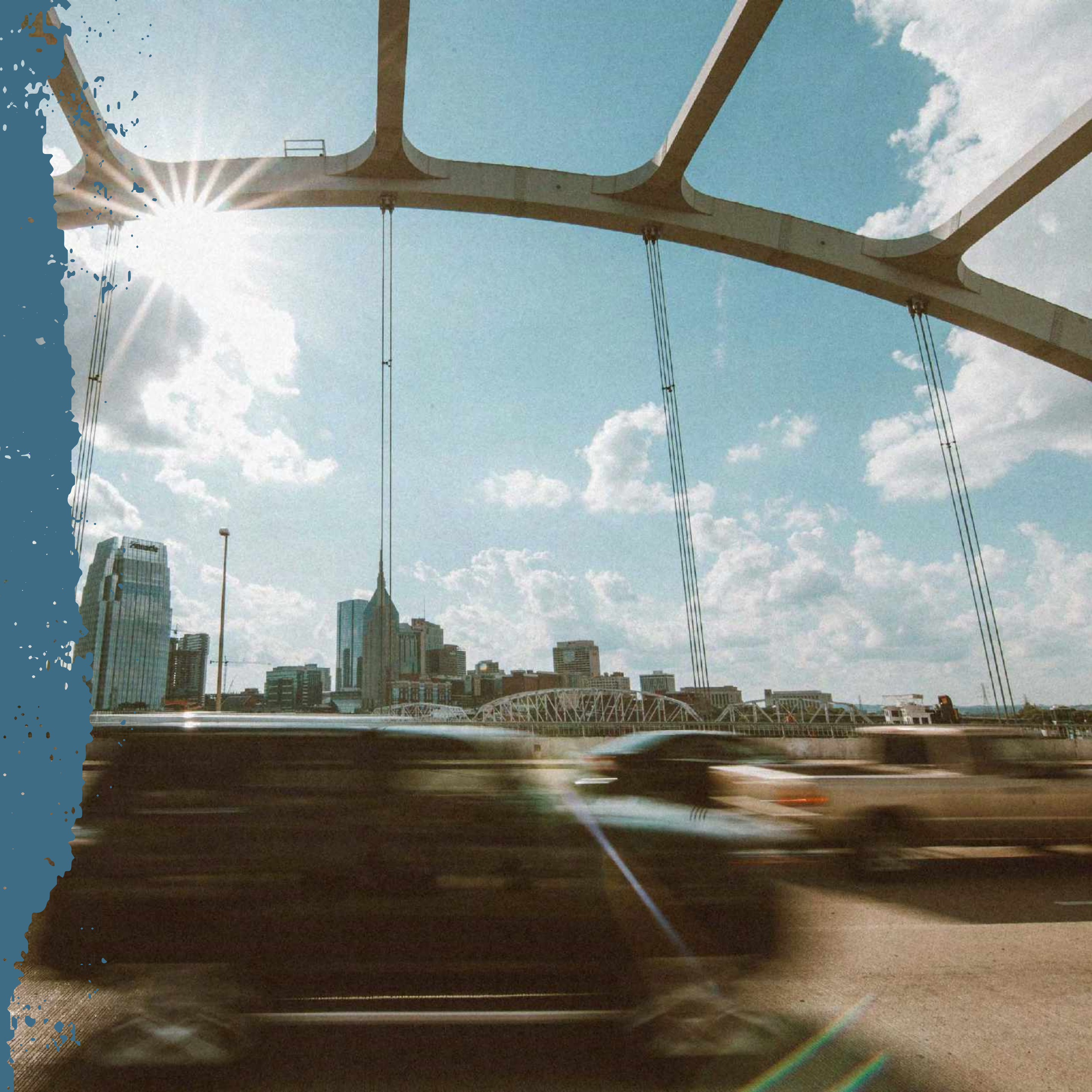
BOBBY
HOTELS

LOOK NO
FURTHER,
YOU'VE
FOUND
THE SPOT

BOBBY
HOTELS

MISSION

OUR PURPOSE DRIVES
OUR MISSION, DEFINING
THE ROAD WE TAKE TO
ACCOMPLISH IT.





MISSION

TO REVEAL THE SOUL WITHIN DESTINATIONS

Serving as guides to the local experience of each destination.

Igniting inspiration through distinctive environments,
thoughtful hospitality, and meaningful engagement.



VISION

OUR VISION IS THE FUTURE
WE ASPIRE TO CREATE.

*uncover the rhythm
of each destination*





OUR VALUES
DEFINE
WHAT WE
STAND FOR

we value

GENUINENESS

WE KEEP IT REAL.

We don't follow fads.

We march to the beat of our own drum.

We walk the talk.

We care about each guest experience.





we value

EXPLORATION

WE'RE IN THE PURSUIT OF DISCOVERY.

We nurture curiosity.

We appreciate the world around us.

Guiding the guest journey drives our motivation.

we value

COMMITMENT

WE HAVE HEART.

We lead with intention.

Thoughtfully empowered every step of the way.

We keep our focus and stick the landing.

Pushing through the pack and going further.





we value

INCLUSIVITY

WE WELCOME EVERYONE, EVERYWHERE, AT ANY TIME.

We celebrate every occasion.

The dress code is jeans to tuxedos.

We meet guests wherever they are in their journey.

Ultimately learning from everyone at the table.

we value

GENUINENESS, EXPLORATION, COMMITMENT, INCLUSIVITY



GENUINENESS

We keep it real.



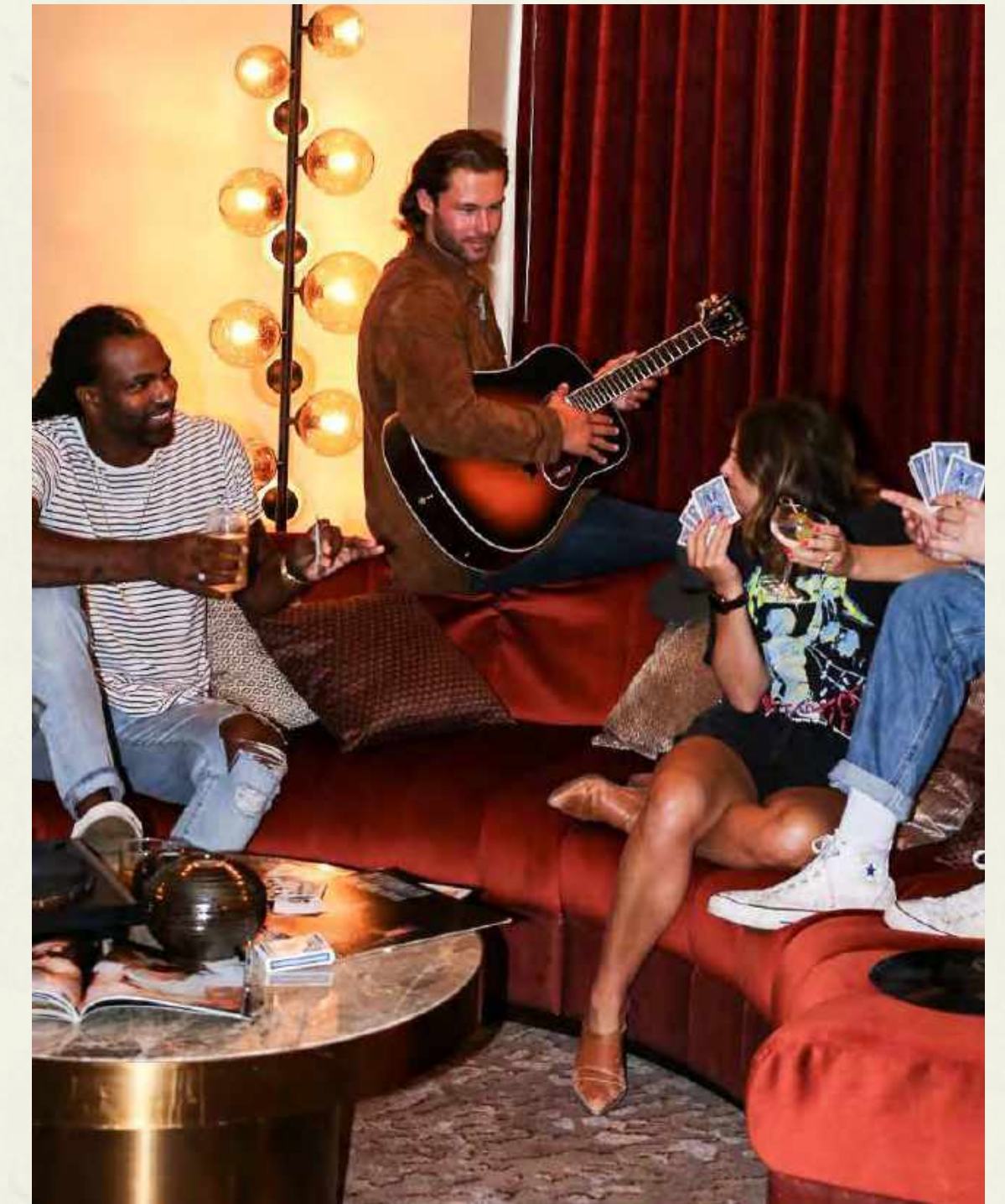
EXPLORATION

We're on the pursuit of discovery.



COMMITMENT

We have heart.



INCLUSIVITY

We welcome everyone, everywhere, at any time



*explore the pulse of the
world around you*

OUR PERSONALITY
REFLECTS HOW
WE SPEAK, LOOK,
AND INTERACT.



we are

SPIRITED

WE SHOW UP WITH PASSION.

We are playful, fun-loving, enthusiastic,
curious, optimistic, resourceful

We are not careless, thoughtless,
impulsive, immature, flighty, restless





we are

KIND

WE GIVE OUR BEST AND A BIT MORE.

We are listeners, patient, intentional,
thoughtful, grateful

We are not judgey, scripted, distracted,
unwelcoming,

we are

BOLD

WE MAKE THE MOST OF EVERY MOMENT.

We are firm in our values, are the first to say “hello”, think big, eccentric, unexpected, daring, uncommon...

We are not crude, over-confident, arrogant, presumptuous, stubborn





we are

APPROACHABLE

WE WELCOME EVERYONE.

We are upbeat, available, attentive,
appreciative, social

We are not over-familiar, fake, distracted,
insincere, exclusive

we are

SPIRITED, KIND, BOLD, APPROACHABLE



SPIRITED

We show up with passion



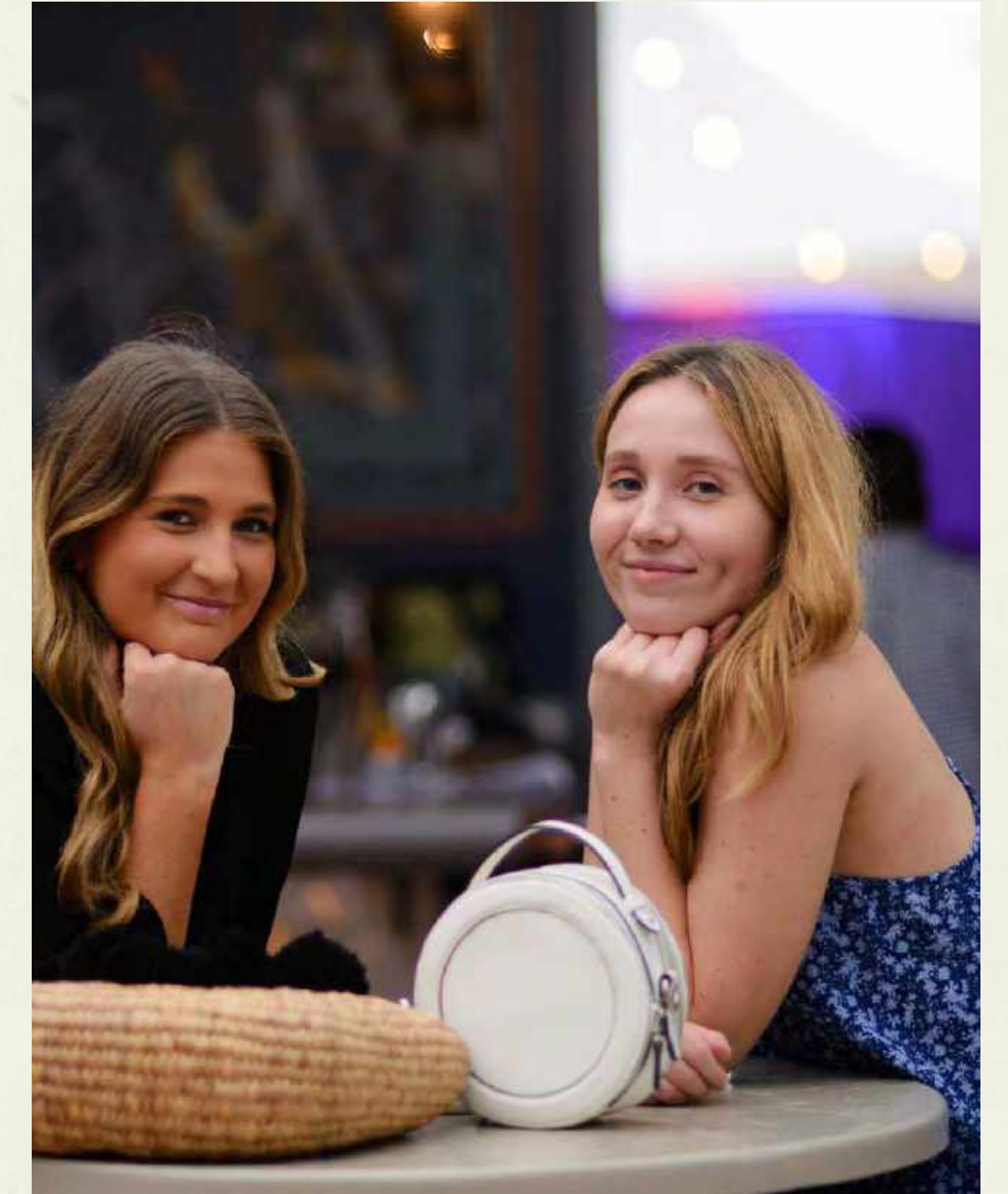
KIND

We give our best and
a bit more.



BOLD

We make the most of
every moment.



APPROACHABLE

We welcome everyone.

A photograph of a crowd of people at an outdoor event. In the foreground, a man wearing a white straw hat and a light blue shirt is seen from behind. Next to him, a woman wearing a black hat and a light-colored patterned shirt is also seen from behind. The background is filled with other people, some wearing white shirts and yellow skirts, suggesting a festive or cultural gathering. The text is overlaid in a white, cursive font across the center of the image.

*experience the connection between
people with places and places with people*

OUR PASSIONS ARE HOW WE DELIVER OUR MISSION.

Inspiring our experience and programming.



we are passionate about

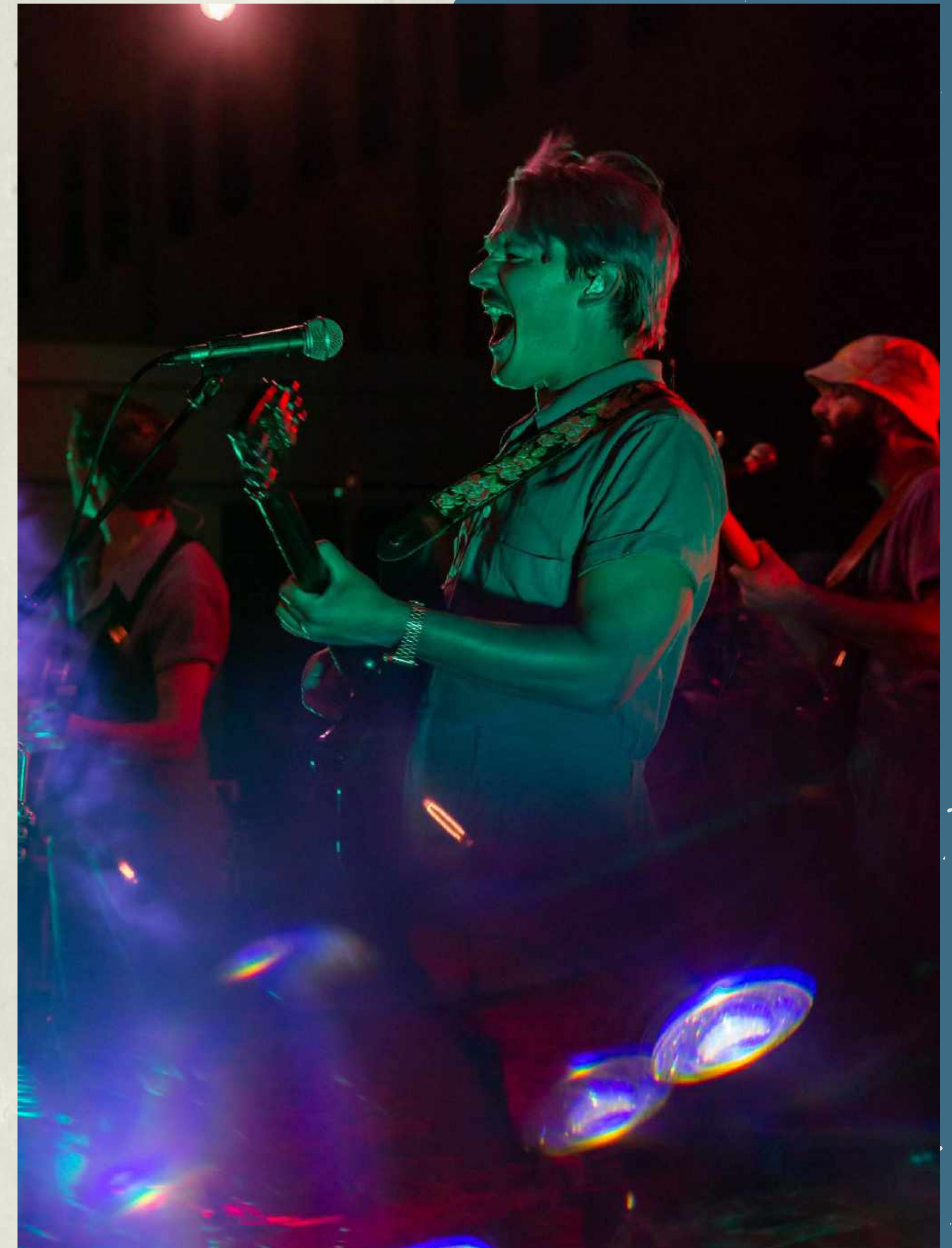
EXPRESSION

WE EXPLORE CREATIVITY.

The Bobby experience is dedicated to self-expression - from our teammates personalizing their uniforms to diverse guest programming.

Our eclectic interiors feature a mix of objects, textures, and larger-than-life centerpieces. Setting the stage for inspiration at every corner.

Our local and brand programming reflects our patronage of art and music. Contributing to the cultural fabric of our destinations through local to national programming.





we are passionate about

COMMUNITY

WE CONTRIBUTE TO THE PLACES AND PEOPLE WE SERVE.

We are driven to nurture and grow the communities we serve.

We're not just a stage for our programs; we get involved.

Our spaces are built for community building. Bringing people together.

Art, music, humane efforts, food insecurity, nutrition education, and diversity at all levels ignite us to activate within our communities.

we are passionate about

DISCOVERY

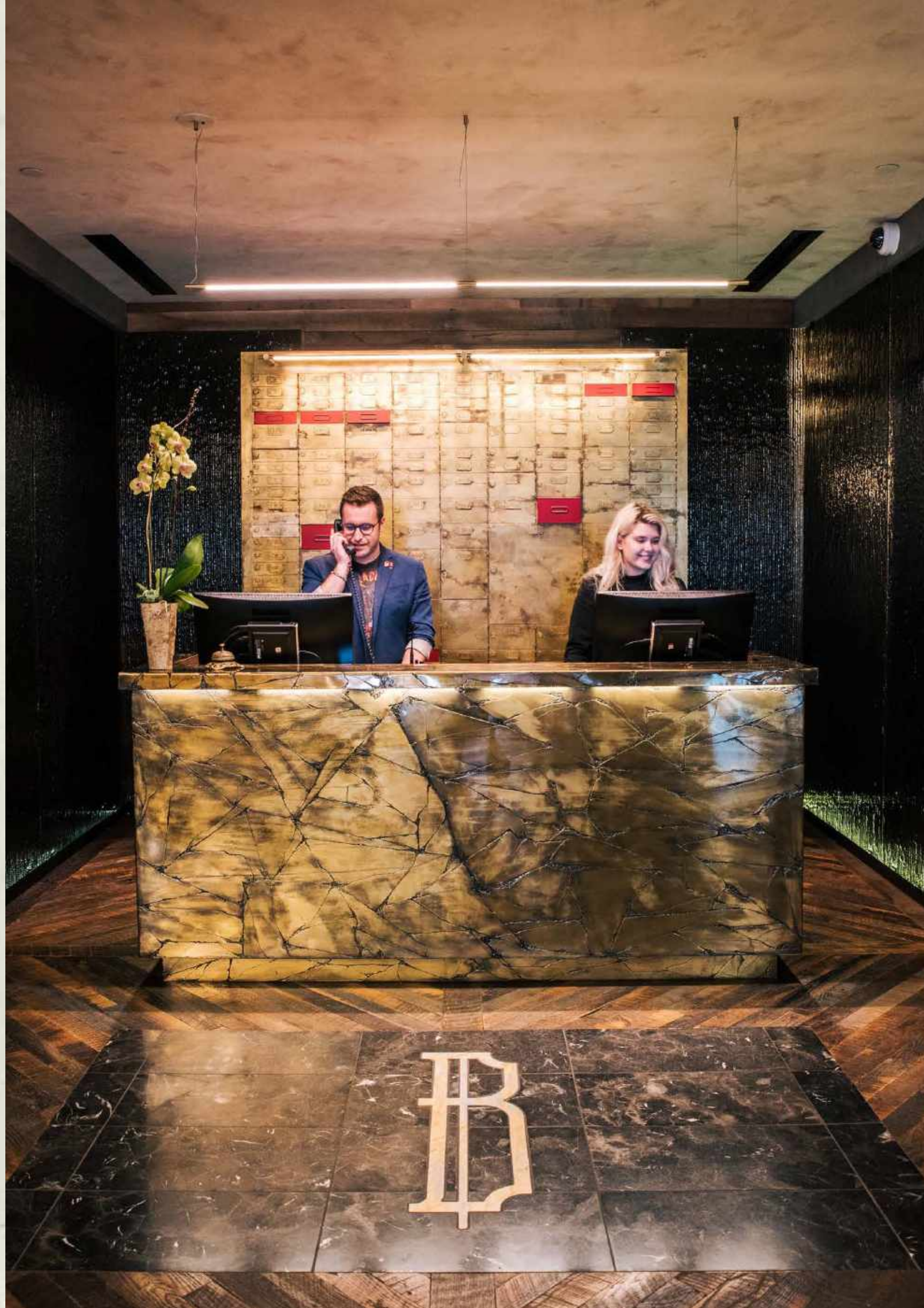
WE ARE GUIDES TO THE DESTINATIONS WE LIVE IN.

The explorer in us recognizes the explorer in our guests.

Constantly exploring the destinations we reside in with genuine interest, peeling back the layers to find what makes them tick.

We experience our own destinations and are ready to share those experiences with our guests.





we are passionate about

HOSPITALITY

WE WELCOME YOU TO OUR TABLE.

Focused on being a community center rather than setting trends. We're a place for locals and a window for guests.

One step ahead, we're dedicated to elevating our guest experience at every turn.

We're genuinely dedicated and motivated by providing exceptional and anticipated service to all who walk in our doors.

we are passionate about

EXPRESSION, COMMUNITY, DISCOVERY, HOSPITALITY



EXPRESSION

We nurture the creative spirit.



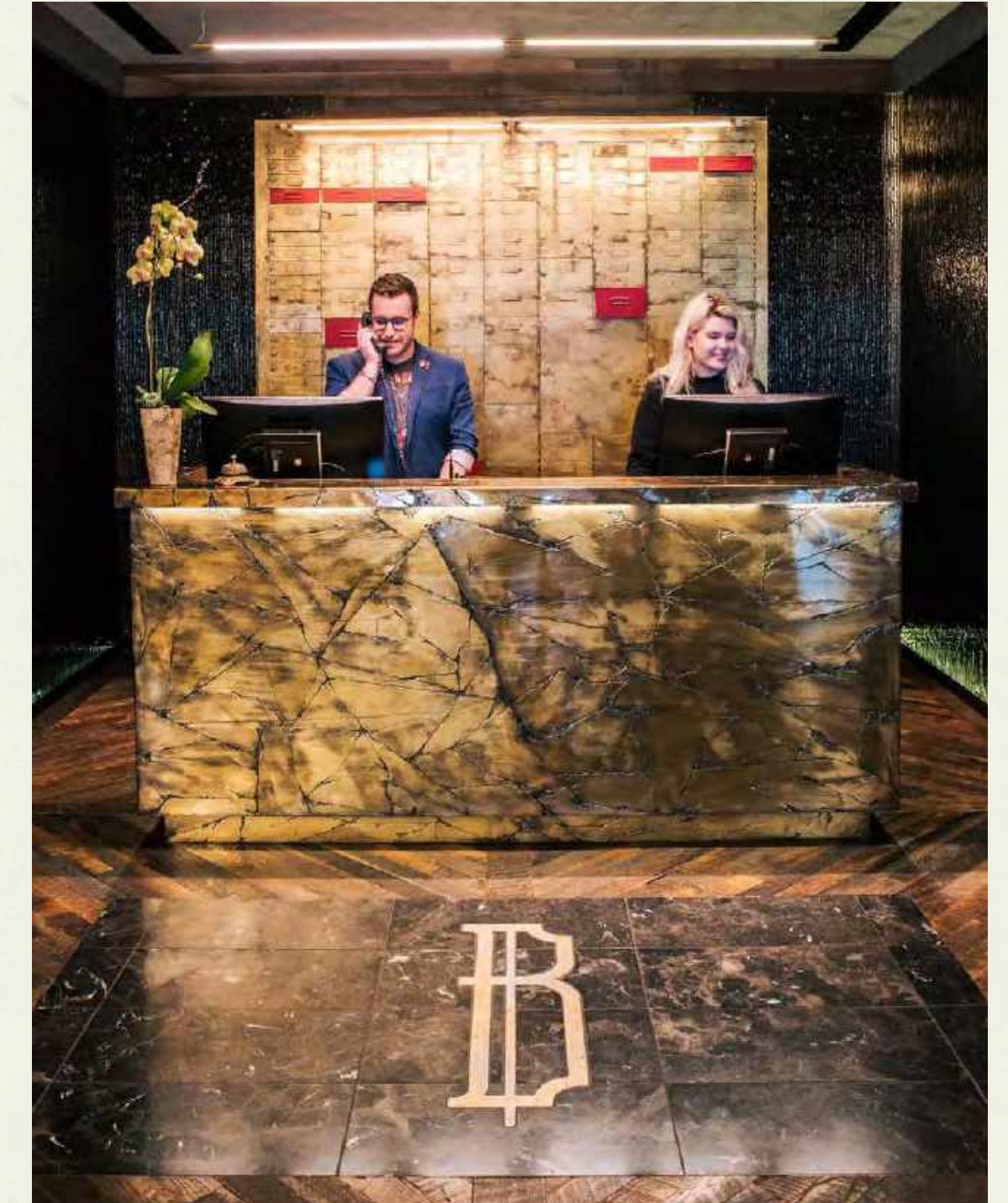
COMMUNITY

We contribute to the places and people we serve.



DISCOVERY

We are guides to the destinations we live in.



HOSPITALITY

We welcome you to our table.



BOBBY
HOTELS

PULL UP
A CHAIR,
EVERYONE
IS WELCOME

THE PROTAGONIST

Our guests are the drivers of their stories, regardless of age, geography, and interests.



THEY'RE ON A JOURNEY.

The Protagonist is not a passive participant. Their journey is both physically and mentally driven. Requiring experiences that meet both requirements to forge forward.



THEY SET THE TONE.

Their energy influences the groups they travel in. The Protagonist drives the experience and is a catalyst for the collective journey.



THEIR EXPERIENCE HAS DEPTH.

The Protagonist values connection. Avoiding surface-level interactions. They want to feel like their time was well spent.



THEY APPRECIATE THE DETAILS.

Quality over quantity influences their perception. The Protagonist seeks a personalized approach.

LOOK NO
FURTHER,
YOU'VE
FOUND
THE SPOT



Let Bobby be your guide.

IT'S THE ESSENCE OF WHAT DRIVES OUR EXPERIENCE.



LET BOBBY BE YOUR GUIDE

We deliver a commitment that goes beyond hospitality. Creating deeper connections for guests and locals to the destinations we're in through:



GUIDE CULTURE

Our teammates are dedicated to helping guide the experience.



COMMUNITY SPACES

Eclectic environments are designed to encourage lingering and gathering.



FOOD & BEVERAGE

Locally connected, not necessarily sourced, food and beverage concepts.



PROGRAMMING

Created for locals and an added bonus for guests to inspire engaging moments.

Brand CULTURE

We are all guides to the guest experience.

We are committed to taking hospitality beyond “customer service.” Taking the extra step to ensure that we’re not only checking boxes but providing guests the boxes they didn’t know they needed.

Empowered to connect with our guests and serve as a conduit to our destinations.





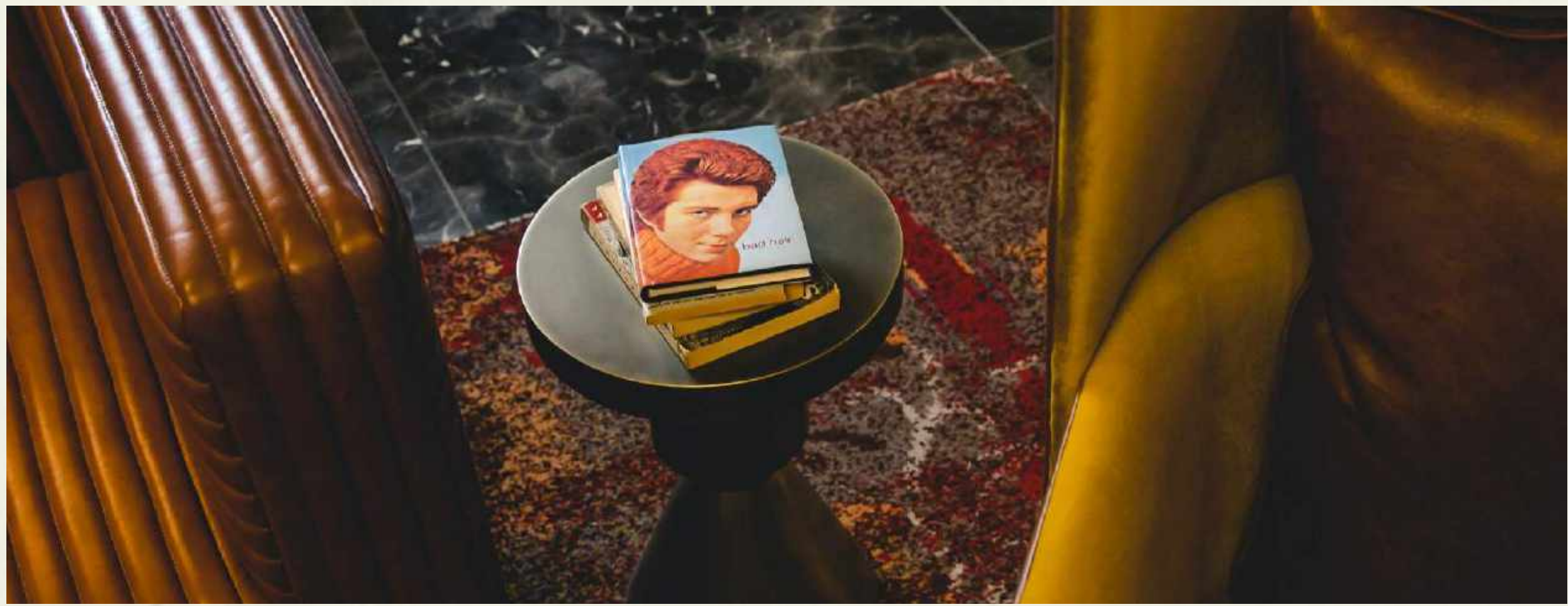
COMMUNITY SPACES

Our eclectic interiors feature a mix of objects, colors, textures, and centerpieces to inspire exploration, discussion, and introspection.

ECLECTIC DESIGN



ECLECTIC DESIGN





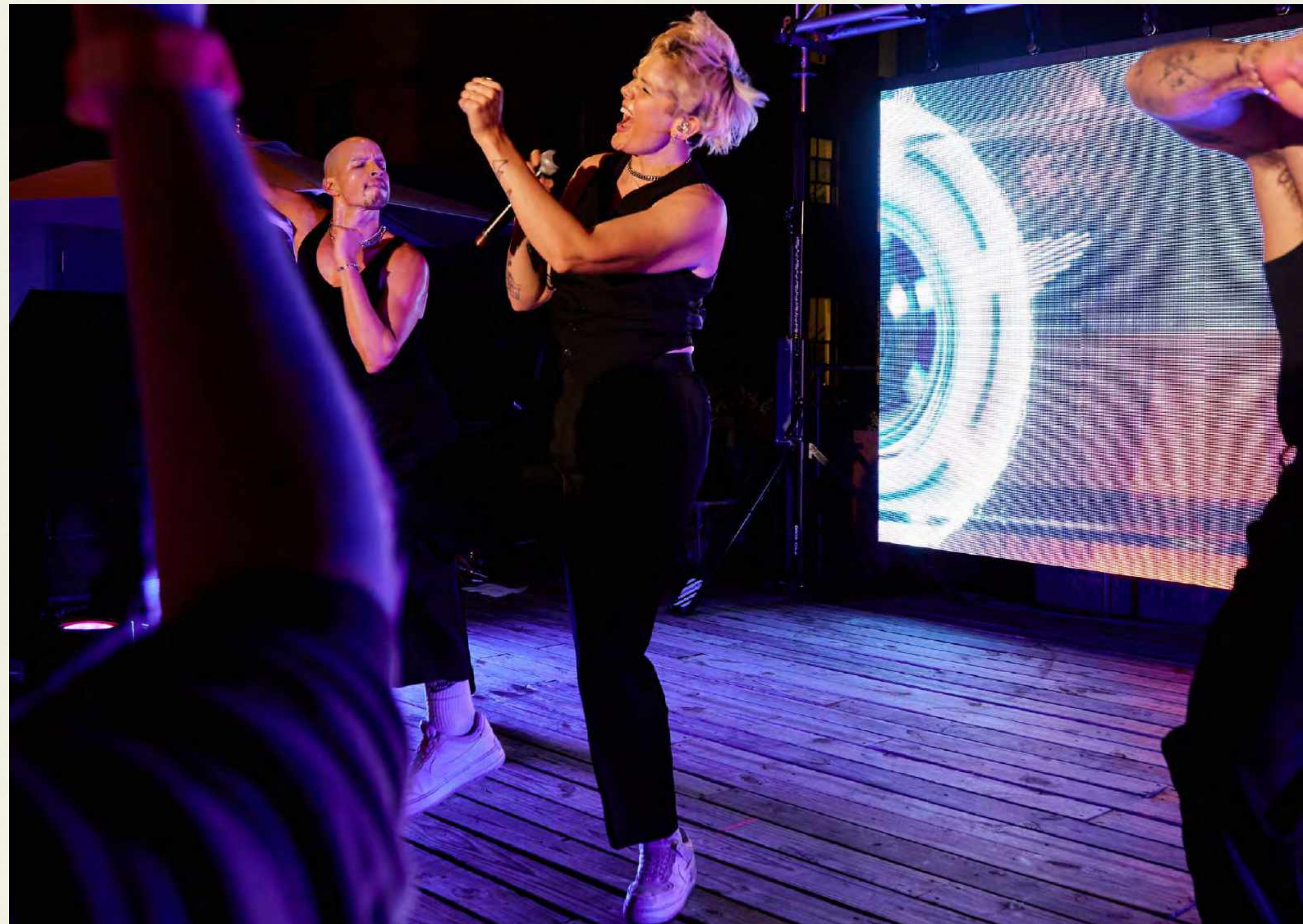
FOOD & BEVERAGE

Our Food & Beverage spaces are places to break bread over locally-driven culinary experiences.

From local coffee culture to late-night nightcaps, our outlets are connected to each destination's local community. Giving locals a place while providing guests an inside look.

PROGRAMMING

Bobby Hotels programming reflects our mission. Bringing it to life through music, art, and a dog program with a purpose.





BACKYARD SESSIONS

Our summer music series spans over five months and features one-of-a-kind performances by indie acts across all genres on a Bobby Hotels stage.

Inspired to uplift local acts while discovering music from around the country.

The program activates our community spaces through the connective power of music.

THE COLLECTION

A rotating art exhibition featuring local, regional, and national contemporary artists surrounding collected themes and conversations.

We partner with local galleries to connect with the existing community. Hosting artist talks and guided tours of The Collection for guests and locals alike.

The program activates our lobby and community spaces to inspire conversation, contemplation and provides a rotating dynamic visual element to our design.





DOG-IN-RESIDENCE

Nothing says “welcome home” better than a greeting from a furry friend. Our dog-in-residence program features a dog we adopt from a local shelter partner as a hotel lobby ambassador to meet and greet guests throughout their stay.

During its residency, the dog is provided training to become an exceptionally well-mannered companion for a U.S. veteran, thanks to our partnership with Pets for Patriots and a local shelter partner.

Pet adoption events, volunteer days, and more show our commitment to raising awareness that shelter pets are great pets too!

BRAND AT A GLANCE

MISSION

TO REVEAL THE SOUL
WITHIN DESTINATIONS

VISION

TO ENHANCE COMMUNITIES

VALUES

- ★ GENUINENESS
- ★ EXPLORATION
- ★ COMMITMENT
- ★ INCLUSIVITY

PERSONALITY

- ★ SPIRITED
- ★ KIND
- ★ BOLD
- ★ APPROACHABLE

PASSIONS

- ★ EXPRESSION
- ★ COMMUNITY
- ★ DISCOVERY
- ★ HOSPITALITY

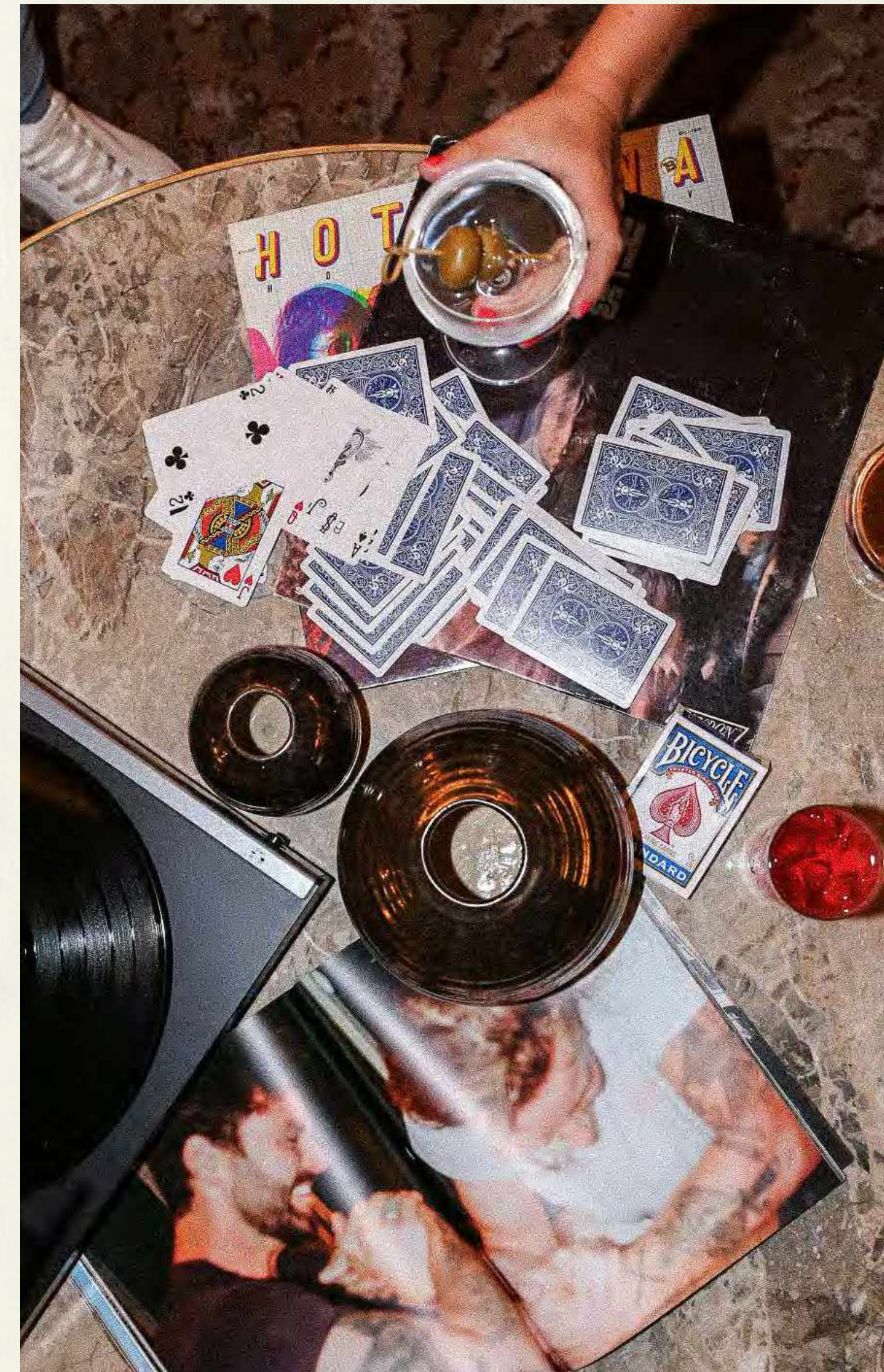
OUR GUEST

THE PROTAGONISTS

- ★ THEY'RE ON A JOURNEY.
- ★ THEY SET THE TONE.
- ★ THEIR EXPERIENCE HAS DEPTH.
- ★ THEY APPRECIATE THE DETAILS.

EXPERIENCE

GUIDE CULTURE
COMMUNITY SPACES
FOOD & BEVERAGE
PROGRAMMING



FOOD & BEVERAGE

union tavern

Located in the heart of Nashville's lively downtown Art's District, Union Tavern offers a casual dining and gathering space. Featuring a market-driven menu highlighting local purveyors through a shared plates experience.

CAFE at BOBBY

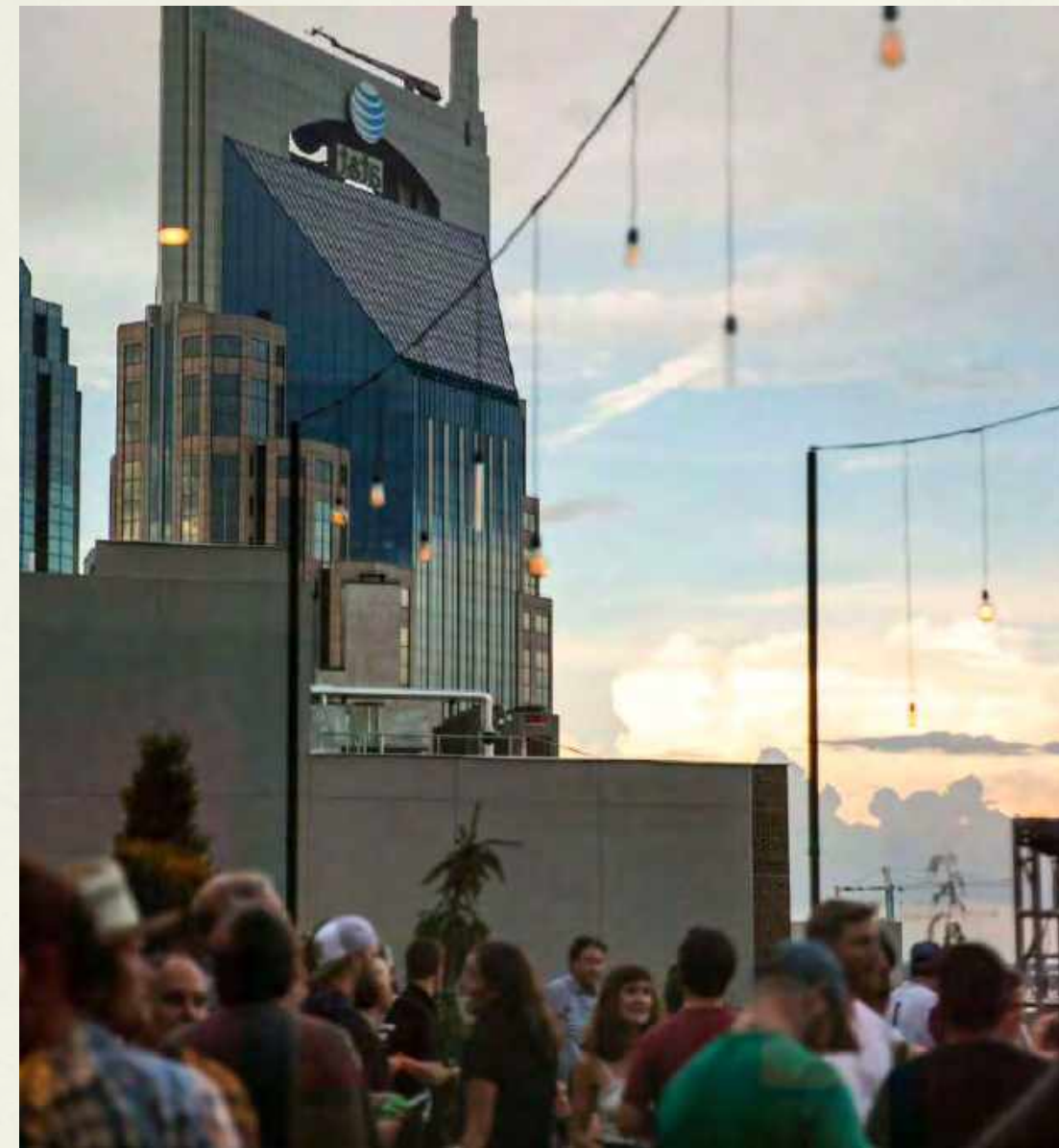
Café at Bobby is a vibrant space with an airy pet-friendly patio and cozy indoor seating. Focused on neighborhood ingredients, offerings include coffee, beer, and wine all accompanied by brunch bites.

ROOFTOP *Lounge*

Bobby's backyard 10 stories above downtown! Play yard games, and sip specialty cocktails surrounded by downtown views, or grab some snacks and take a load off in Bobby's retrofitted 1956 Scenicruiser.

BOBBY'S *Garage*

Bobby's Garage is a gritty bar that piques outsiders' interest with entryway from Printers Alley. The space is adorned with wall graffiti of guests and passerby, salvaged car parts, and a bar with fire doors fit for any gear aficionado.



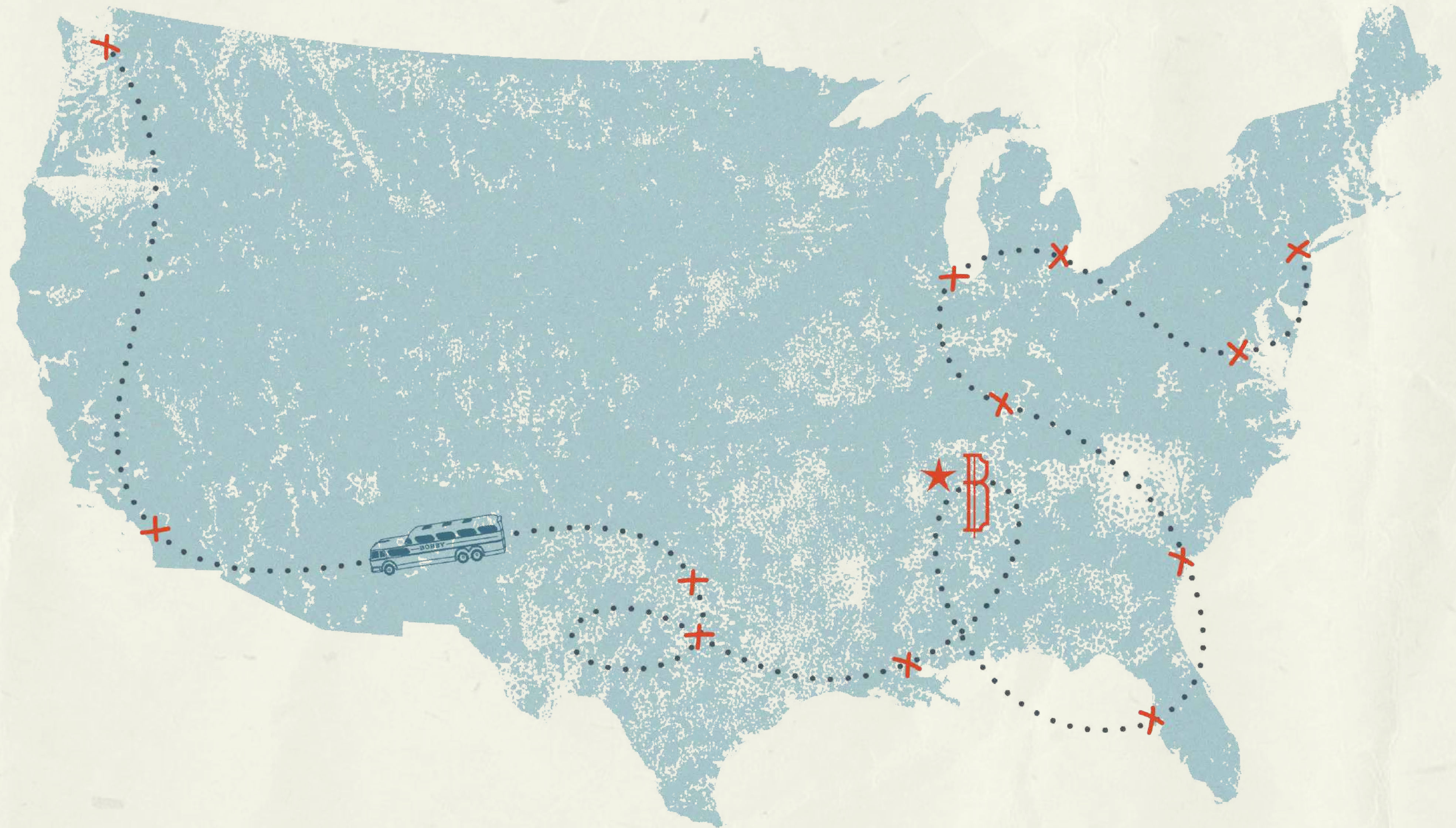
BOBBY'S PIPELINE

YOU ARE HERE

★ NASHVILLE, TN

WHERE TO NEXT

- AUSTIN, TX
- DETROIT, MI
- FORT WORTH, TX
- LOUISVILLE, KY
- NEW ORLEANS, LA
- SAVANNAH, GA
- ST. PETERSBURG, FL
- WASHINGTON DC
- CHICAGO, IL
- LA/VENICE BEACH, CA
- NY/23RD TO CANAL, NY
- SEATTLE, WA





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