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The Oliver Hotel Celebrates 10 Year Anniversary

Knoxville, TN (December 2, 2021)- The Oliver Hotel, an Original by Oliver Hospitality, is celebrating the 10th anniversary of its 2011 opening. In celebration of this achievement, the Oliver Hotel will host a memorable soiree for the local community and longtime supporters. The hotel will launch a unique room offering for loyal and new guests alike in an effort to share this milestone.

Originally built in 1876 as the Peter Kern Bakery, our beloved building has hosted everything from Kern's Ice Cream Parlor to a drugstore to a dancing hall. In 1982, the building was converted into the Blakely House Hotel to welcome guests arriving for the World's Fair. Several years later, it was sold to Kristopher Kendrick, who changed its name to Hotel St. Oliver. Known for its quirky, eclectic style, the hotel operated for more than two decades under the radar of the casual passerby.

In 2011, Ethan Orley and Philip Welker, principals of BNA Associates, happened upon the hotel and decided that they wanted to bring it back to life. As the renovations unfolded, they took care to preserve its history while transforming it into a modern and luxurious hotel, The Oliver Hotel. "Everyone thought it would be crazy for us to do hotels without having a background in hospitality, but after building a long tenured team we found out how successful we could be," said Ethan Orley.

Over the last 10 years there have been many memories created and milestones reached. When asked which year stuck out to our owners' the most, Philip Welker said, "2016, we were named Top 10 College Bars by Playboy Magazine. It was announced after we completed the main restaurant, Oliver Royale. It felt like everything for that hotel was coming together at that point. We made it."

Michael Riley, previous GM of The Oliver Hotel, now Corporate Director of Revenue at Oliver Hospitality, AJ Dave, current Assistant General Manager of The Oliver Hotel, and Kevin Simmons, current Director of Facilities of The Oliver Hotel, all opened the hotel in 2011 and had great memories to share. Among the stories they shared, here are their favorites: their first trip to Blantons with the team to pick out the hotel's first barrel, a tradition which has since created 15 barrels over seven years for our bourbon program and witnessing the 2019, \$1,000,000 renovation that reimagined the rooms into more modern sanctuaries while keeping the warm family-like welcome.

“In the next 10 years we hope to continue to be an establishment in the Knoxville community, build stronger relationships with the team members who have turned into family, and deliver exceptional guest experiences that exceed their expectations,” said Philip Welker.

To show appreciation for all our loyal guests that have travelled near and far to stay with us over the years (and those that have yet to stay), The Oliver Hotel will be launching a special room rate of \$20.11* for a standard room that will be bookable through the website in honor of our hotel’s ten years of service.

This will be available on a first come basis, for a limited number of rooms from January 1, 2022 to June 1, 2022 and is only available through theoliverhotel.com with code 2011.

*The \$20.11 rate is only good for new reservations. Existing reservations cannot be amended to reflect this rate.

About The Oliver Hotel:

[The Oliver Hotel](#) is a historic hotel for the modern traveler. Tucked in an 1876 building that has been lovingly renovated, The Oliver is Knoxville’s downtown gem. Eclectic and southern, this 28-room retreat on Market Square pays homage to Knoxville’s rich history and cherished traditions while offering guests the charm, sophistication, and amenities of a modern boutique hotel.

About Oliver Hospitality:

[Oliver Hospitality](#) is the Nashville based hotel and restaurant management company. Spanning the southeast and west coast, Oliver Hospitality aligns its mindset with the unique attributes of each project in order to deliver outstanding operating results. Managing both company-owned Oliver Hotel Originals as well as 3rd party properties, Oliver strives to be a leader for its colleagues, community and clients. Our Southeast portfolio includes [The Oliver Hotel](#) in Knoxville, TN, [Hotel Clermont](#) in Atlanta, GA and [Fairlane Hotel](#) in Nashville, TN. Our West coast portfolio includes [Station House Inn](#) in South Lake Tahoe, CA.

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