

Ofland Hotels Breaks Ground on Ofland Smoky Mountains

The new boutique outdoor hotel marks the company's entry into Tennessee and its second property, following the success of Ofland Escalante in Utah

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EINPresswire.com/ -- Ofland Hotels, the Las Vegas-based outdoor hospitality company, broke ground on its second property, [Ofland Smoky Mountains](#), in Townsend, Tennessee. The expansion into Tennessee marks a major milestone for the company, following the success of its flagship property, Ofland Escalante, which opened in 2021.



The new hotel will feature 75 cabins and will be located just 5 minutes from the Cades Cove entrance to the Great Smoky Mountains National Park.

The new boutique outdoor hotel will feature 75 cabins set on 27.6 acres located just 5 minutes from the Cades Cove entrance to the Great Smoky Mountains National Park. Ofland Smoky Mountains is expected to open in the summer of 2027 with reservations becoming available in January.

The announcement was marked by a groundbreaking ceremony on September 15th where Ofland Hotels Founder Charles Tate, CEO Noah Ellis, Head of Development Luke Searcy, and CFO Ryan Terracino led a symbolic dig at the site of the future hotel.

"Our guests will be coming to experience the Great Smoky Mountains. We're not trying to compete with that," said Noah Ellis, CEO of Ofland Hotels. "We're five minutes from the entrance to Cades Cove, where guests will spend their days hiking and exploring the national park. Our job is to give them a place worth coming back to. A good meal, a hot shower, and a comfortable night's sleep is just the start. Sending them home with a few new memories and a deeper appreciation for the outdoors is the cherry on top."

Accommodations & Amenities:

Each cabin will feature a studio-style layout with a queen bed, living area with a sofa bed, a kitchenette, an en-suite bathroom, and a private open-air shower. The exterior will include a private deck, a wood-burning campfire ring with a grill, and a picnic table.

The lodge will serve as the property's common area, housing the front desk, a general store, fire pits, and a food counter serving a Southern-inspired menu for breakfast and dinner. Additional amenities will include a heated pool, an oversized hot tub, and an outdoor drive-in movie theater with vintage trucks and seating for up to 150 guests.

Bookings will be available year-round. Rates will start at \$249 per night with no resort or pet fees. Ofland Smoky Mountains will also be available for buyouts and special events.

The team bringing the project to life includes construction management group KDW, architecture firm Boundary Works, cabin manufacturer Wind River Built, and construction crew Tyson & Associates.

Regional-Inspired Design:

Custom-made by Wind River Built, a Tennessee-based manufacturer of modular buildings, each 345-square-foot cabin is built with a residential level of craftsmanship. Floor-to-ceiling windows frame the living area while maple cabinetry, honed granite counters, and champagne bronze fixtures carry into the kitchen and bathroom. The open-air showers feature tall privacy walls, charcoal porcelain tile, valance lighting, and an outdoor heater. On the exterior, a post and beam porch nods to traditional Appalachian design.

Communal buildings will be constructed using traditional materials that are designed to weather gracefully in the climate. Natural wood siding, deep porches, and low-slung roof lines further echo the design of the original homesteads. The interior of the lodge will incorporate grounding earth tones, generous amounts of daylight, and a rustic timber reception desk. The exterior will feature a broad covered porch with fire pits and lounge seating, giving guests a central gathering place to enjoy their morning coffee, cool off in the afternoon shade, and watch the sunset.

Travis Pyke, CEO of Wind River Built, said, "Wind River Built is honored to partner with Ofland on a project that brings such a unique hospitality experience to the Great Smoky Mountains region. Over the past several years, we've had the opportunity to work closely with their team as this vision has taken shape, and it's been exciting to help support a development that is so thoughtfully connected to the landscape, the guest experience, and the character of this destination. Ofland has built an incredible team around a strong vision, and we're proud to play a role in bringing this one-of-a-kind project to life."

Looking Ahead:

The development of Ofland Smoky Mountains represents an investment of more than \$25 million. Next in the pipeline, Ofland Zion will become the company's third development and its second property in Utah.

To learn more, follow @OflandHotels on social and visit www.SmokyMountains.ofland.com.

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