

## Convenience, Comfort And Community

An Interview with Nicholas Allen, General Manager, Sheraton Grand Nashville Downtown

**EDITORS' NOTE** A 15-year hospitality industry veteran, Nicholas Allen is the General Manager of Sheraton Grand Nashville Downtown where he oversees all operations for the storied Music City gathering place. He began his professional journey as a part-time front desk agent at a Residence Inn in Indianapolis and quickly discovered his passion for service and creating outstanding guest experiences. With tenure at properties and brands including The Westin Austin Downtown, the Indianapolis Marriott Downtown and Interstate Hotels & Resorts on his resume, Allen has a track record for managerial and operational excellence and cites being a part of creating memorable guest experiences and supporting and watching the development and growth of his teams as his favorite parts of his role.



Nicholas Allen

**Will you provide an overview of the property and how Sheraton Grand Nashville Downtown is positioned in the market?**

Sheraton Grand Nashville Downtown is one of the city's tallest and most recognizable buildings with 494 guest rooms and suites and a rich history that creates a sense of place. Our prime location in the downtown neighborhood appeals to both business and leisure travelers and offers desirable proximity to attractions including Broadway, Bridgestone

Arena and Nissan Stadium as well as nightlife and historical landmarks. Our contemporary design, amenities, food and beverage experiences, and extensive meeting and event spaces allow us to cater to the needs of all guests from business guests seeking a functional yet stylish location for corporate events to leisure travelers looking for a comfortable, modern home base while exploring Nashville. Our emphasis on

convenience, comfort and community differentiates us from competitors in the market and elevates our positioning as a practical yet sophisticated destination within the city.

**Sheraton Grand Nashville Downtown has gone through a major renovation. What can guests expect from the property?**

We're proud to be the latest U.S. property within the Sheraton Hotels brand to undergo a brand-defining transformation which includes upgrades to all meetings and events venues, the addition of new spaces, a redesign of all guest rooms and suites, the addition of new communal spaces, and the creation of elevated food and beverage experiences. Our lobby has been reimagined to serve as a "Public Square" within the hotel and offers a community table, karaoke studios, and a coffee bar, cocktail bar and marketplace called &More by Sheraton, which create unique opportunities for gathering and socializing. Our meeting and event spaces have been upgraded with modern decor and technologies and we welcomed the addition of three new

**PROPERTY BRIEF** Newly reimagined, Sheraton Grand Nashville Downtown ([sheratongrandnashville.com](http://sheratongrandnashville.com)) is located in the heart of Nashville, offering access to the city's top attractions and creating opportunity for seamless immersion and exploration. Following a multi-million-dollar renovation to its 494 guest rooms and nearly 29,000 square feet of event space and a thoughtful reimagining of its lobby experience, Sheraton Grand Nashville Downtown connects business and leisure travelers to the best of Music City. Showcasing the best of hospitality expertise built on the tradition of a trusted brand, Sheraton Grand Nashville Downtown provides guests with a welcoming space that offers the comforts of home combined with modern amenities and opportunities for gathering and celebration.

**What excited you about the opportunity to lead Sheraton Grand Nashville Downtown and made you feel it was the right fit?**

I took on the role of general manager at Sheraton Grand Nashville Downtown in spring of 2023 and have played a key role in supporting our renovation project since. The renovation is a pivotal moment in Sheraton Hotels' worldwide transformation of its guest experience and its global mission to become the world's gathering place, and the opportunity to be a part of such a defining moment for both the Sheraton brand and the property itself was what drew me in.



Sheraton Grand Nashville Downtown

flexible workspaces known as The Studios. Guest rooms and suites have been reimaged with comfort and productivity in mind, and the Club Lounge has been upgraded with enhanced amenities. Guests can expect the same level of service and access that we've always offered, but with enhanced amenities and a modernized experience tailored towards the needs of the modern traveler.

**How valuable is it for Sheraton Grand Nashville Downtown to have such a strong suite product?**

Our newly renovated suites are crucial to our success, especially with so much of our business consisting of corporate travelers. The suites were refreshed to offer comfortable, practical, and spacious settings for remote work and relaxation and include upgrades to technology and added amenities to increase the appeal. Maintaining a well-appointed, modern collection of suites designed for the modern traveler not only allows us to attract high-profile clientele in both the leisure and corporate travel sectors, but supports our positioning as the premier choice for business events and corporate hospitality in the highly competitive Nashville market.

**How has Sheraton Grand Nashville Downtown approached its culinary offerings and what are the keys to being successful in this part of the business?**

Culinary experiences at Sheraton Grand Nashville Downtown serve as a key element of our storytelling and the overall guest experience with community at the core. Our Library Bar Restaurant & Lounge sits a block away from Nashville Public Library and pays homage to Nashville's history through literary-inspired cocktails and decor and a menu of signature dishes; Skye Lounge is our 28th floor, vibe-driven lounge experience that offers 360-degree views of the Nashville skyline and is currently home to a



*Skye Lounge at Sheraton Grand Nashville Downtown*

sushi experience in Sora Kitchen; and &More by Sheraton is our lounge-level experience perfect for guests looking for an alternative to the traditional full-service restaurant. In order to see and maintain success in the food and beverage sector of the business, it's important to consistently be evolving and elevating offerings to meet the needs of guests, ensure variety in experiences, and ensure consistent, top-tier service that keeps guests coming back time and time again.

**What do you tell people about the strengths of Nashville from a tourism perspective?**

Nashville has a very diverse and vibrant tourism landscape. The city is most popularly

known for its world-renowned music scene with live music daily, legendary Honky Tonks on Broadway and iconic venues like the Ryman Auditorium and the Grand Ole Opry. Culture is an equally prominent draw with the city's collection of museums, galleries, historic landmarks like the Country Music Hall of Fame and the Tennessee State Capitol and a bustling culinary scene. Our geographical location also supports tourism as Nashville's central location and various direct flight paths make the city easily accessible for both leisure travelers and business-oriented guests looking to host events or meetings in a city with a strong leisure appeal. Nashville has something for everyone and is by far one of the most appealing leisure and business travel destinations in the country.

**How do you define the role of a general manager and how do you approach the role?**

Personally, for me it's a matter of leadership. It's about striving every day to be better as a team. As a general manager, it's my goal to guide, inspire, and support my team while aligning operations with strategic goals. Leading with passion, integrity, and commitment to continuous improvement is how we drive the team forward and succeed.

**What advice do you offer to young people interested in pursuing a career in the hospitality industry?**

A career in hospitality can be both very rewarding and challenging, but it's not for everyone. Hospitality takes hard work and dedication with long and, in some cases, sporadic hours. But if you have passion for helping others and genuinely care, it's very rewarding. Our guests are our number one priority, and we always need to stay passionate to help. My advice to a young future hotelier is to stay curious and be ambitious and you'll find there's no limit to how far you can go if you have that ambition and drive while remaining curious and open to an ever-changing industry. ●



*Premium King bedroom*