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## The Athens Group and Hatteras Sky Select Pivot to Manage Asher Adams, an Autograph Collection Hotel, in Salt Lake City, Utah



*Image courtesy of The Athens Group*

*Press Selects: [linked here](#)*

**SALT LAKE CITY, UT – DEC. 6, 2023** – [The Athens Group](#), a luxury hospitality development company, known for the creation of generational hotels and resorts, along with its partner, [Hatteras Sky](#), a commercial real estate firm focused on multifamily and hospitality development in high-growth American markets, are pleased to announce they have selected Pivot, the lifestyle operating vertical of Davidson Hospitality Group, to operate and manage Asher Adams, its 225-room Marriott Autograph Collection hotel in downtown Salt Lake City.

“We are excited to partner with Pivot along with Marriott Hotels as we complete the Asher Adams,” said Kim Richards, President and CEO of The Athens Group. “Asher Adams will be the first Autograph Collection hotel in the city, and we expect it to be the finest hospitality experience in the market.”

Opening in the fall of 2024, Asher Adams – which recently topped off construction – features the adaptive reuse of the historic Union Pacific Depot Train Station which first opened its doors in 1909. The hotel will consist of the historic train station as well as a new, eight-story guestroom tower. It will also feature a signature restaurant, a patisserie and two bars including a specialty bar located on the second floor of the Union Pacific building that will enjoy expansive views of downtown and the Wasatch Mountains, a state-of-the-art fitness center, and meeting and event spaces. Visitors and hotel guests can also enjoy The Depot, a 17,000-square-foot live entertainment venue managed by Live Nation located immediately adjacent to the hotel.

Named after Asher and Adams, one of the first cartographers to depict railroad routes on maps, the hotel's concept is inspired by the former train station, as history and a classic destination are brought together with a variety of culinary and beverage experiences and entertainment options that will serve travelers and locals alike. The hotel will focus on providing highly curated experiences and thoughtful design as the train station's irreplaceable French empire architecture is preserved and showcased with its original stained-glass windows, oil on canvas murals, and more.

“As champions of immersive, independent hotels, we are delighted to partner with The Athens Group and Hatteras Sky on this remarkable project. It's an honor to contribute to the enhancement of the city's

burgeoning arts and culture district for visitors and locals alike,” said Thom Geshay, Chief Executive Officer of Davidson Hospitality Group. “Our experience with adaptive reuse and historically significant hospitality projects runs deep. From successfully overseeing conversions of a former fire station and bank to reinvigorating century-old landmarks, we consistently create value for owners while also delivering an exceptional and authentic guest experience.”

Asher Adams is well positioned on the northside of [The Gateway](#) above the iconic Olympic Plaza and will offer hotel guests immediate access to the 650,000 square feet of dynamic dining, entertainment, shopping, and special events, including The Depot. Guests will be walking distance to the TRAX Blue and Green light rail stops, Delta Center - home of the Utah Jazz - and can enjoy nearby access to Temple Square, Salt Palace Convention Center, Salt Lake City International Airport, museums, and parks in addition to all the best that downtown Salt Lake City has to offer. Six, world-class ski resorts are within 45 minutes of this desirable downtown location, providing winter sports enthusiasts a unique combination of a ski holiday with cosmopolitan amenities.

To learn more about The Athens Group and Asher Adams, please visit <https://athensdevco.com/project/asher-adams-an-autograph-collection-hotel/>.

To learn more about Pivot, please visit <https://davidsonhospitality.com/pivot/>.

#### **ABOUT THE ATHENS GROUP**

Founded in 1988, The Athens Group is a full-service real estate development company specializing in the creation of luxury resorts and urban hotels, branded and non-branded luxury residences, home sites and communities, as well as golf courses, spas and related recreational amenities. The Athens Group places a particular emphasis on the development of environmentally conscious hospitality assets and many of its hotels and resorts are LEED Gold or Silver. The company is based in Phoenix, Arizona with offices in California, Florida and Utah. For more information, please visit their [website](#).

#### **ABOUT HATTERAS SKY**

Hatteras Sky is a commercial real estate development firm founded by Jason Cordon and Amy Kelly. In addition to conventional development, the group specializes in adaptive redevelopments of historic buildings with a focus on multifamily and hospitality developments. For more information about the firm, its team, and additional projects, please visit the Hatteras Sky [website](#).

#### **ABOUT PIVOT**

Pivot is the lifestyle operating vertical of Davidson Hospitality Group. With a deep-rooted passion for continuous innovation, Pivot offers exceptional service delivery, revenue generation, integrated marketing and financial responsibility. Constituted by some of the most accomplished leaders in lifestyle hospitality, Pivot caters to today's independent, adventure-minded traveler through approachable design, locally-inspired food and beverage, intuitive, heartfelt service and authentic experiences at each of its properties. In 2023, Davidson Hospitality Group was ranked #1 in Guest Satisfaction among Third-Party Hotel Management Companies by J.D. Power for the second consecutive year. For more information, visit [www.davidsonhospitality.com](http://www.davidsonhospitality.com). Follow us on Instagram: [@davidsonhospitality](#) and X: [@DavidsonHospGrp](#). Like us on Facebook: [@DavidsonHospitalityGroup](#). Connect with us on LinkedIn: [@DavidsonHospitalityGroup](#). #DavidsonHospitality

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