

TRAVEL

The 6 Most Beautiful New Hotels in the Southern U.S.

From an Art Deco dazzler in Nashville to a beach-chic boutique on the Mississippi Gulf Coast

TEXT BY ANNE RODRIQUE-JONES · Posted February 21, 2018



Photo: Emily Doria / Courtesy of Noelle

Southerners know how to build a fine hotel—hospitality is a duty in these parts, after all. The region may be known for comfortable porches, where a rocking chair and tumbler of bourbon are de rigueur, but the finer things in life are certainly appreciated. Here, properties are stacked with soaring columns, oversize chandeliers, lavish velvet furnishings, and lobbies that can stop you in your tracks. It makes for a stay unlike any other in the country—all complete with world-class service. Here are *AD*'s picks for the most gorgeous new hotels in the South.

Noelle, Nashville



Photo: Emily Doria / Courtesy of Noelle

Noelle is Nashville's newest Art Deco darling, and can be found on the historic Printers Alley in a building that was once home to Noel Place, one of Music City's premier luxury hotels that opened in 1930. Today's version of the property infuses local charm with luxury around each turn: original brass hardware, soft blush Tennessee granite walls, and geometric patterns carved into the guest room's wooden ceilings. There's a host of on-site amenities, including a restaurant, a rooftop bar, a coffee shop, a fitness center with Peloton bikes, and even a working printing press. Keep Shop, the hotel's retail store, is highly curated with an impressive smattering of local apparel, home accessories, books, and apothecary. noelle-nashville.com

Hotel Alessandra, Houston



Photo: Shannon O'Hara / Courtesy of Hotel Alessandra

Downtown Houston lands a new luxury property. The Hotel Alessandra is a towering 20-story stunner of planes and glass with interiors designed by [Rottet Studio](#), who created that whole Hollywood-chic vibe in the Bungalows at The Beverly Hills. A grandiose marble staircase welcomes guests, and it's advised to have a glass of Champagne at Bardot Lounge. There's dinner at Lucienne, where you'll find glamorous Texans tucking into Gulf shrimp tartare and escargot. Calming rooms boast fine linens and punchy emerald velvet sofas, with black marble baths and standalone tubs. Even fancier? The hotel will provide car service in its Maserati for the stay. hotelalessandra-houston.com

86 Cannon, Charleston, SC



Photo: Katie Charlotte Photography

Charleston's newest boutique inn, 86 Cannon, is housed in a circa-1860 fully restored single house in the chichi Cannonborough-Elliottborough neighborhood. In fact, the property just received a [Carolopolis Award](#) from the Preservation Society of Charleston for such impressive historic care initiatives. Today, the posh Low Country interior designs can be credited to Betsy Berry of [B.Berry Interiors](#), where clean Southern style is paired with unexpected hues of deep blues, red, and pretty patterns. Five guest rooms boast Frette linens, heart pine wood floors, and original brick fireplaces. There's a festive Champagne welcome, cruiser bikes for peddling about the Holy City, and a nightly wine and cheese hour; and for those who prefer a nightcap, a tippie is always available on the third-floor library honor bar. [86cannon.com](#)

Perry Lane Hotel, Savannah, GA



Photo: Jason Dewey / Courtesy of Perry Lane

Opening in the spring of 2018, the slick new Perry Lane Hotel, a Luxury Collection Hotel, Savannah presents more of an experience than just a place to lay your head. Peregrin Rooftop Pool & Bar will be a playground for cocktail sipping and lawn games. The Emporium Kitchen + Wine Market by Sage Restaurant Group offers only the best picnic accoutrements—along with cooking classes and wine tastings. And there's the Wayward, a cheeky on-site cocktail bar. And boy, are the rooms dapper; take redecorating notes. Here, dark blue walls, a fully stocked private bar, rich furnishings, high-end bedding, and local art dress the space. A small resort fee includes a bevy of amenities, from a chef's selection of appetizers to a shoeshine and sparkling wine in the lobby—just a few of the exclusive extras. [perrylanehotel.com](#)

The Roost, Ocean Springs, MS



Photo: Christy Ryan / Courtesy of The Roost

Located in the artsy Mississippi Gulf Coast town of Ocean Springs, this six-room property is the very definition of a boutique hotel. The town is anchored by the Walter Anderson Museum of Art and Shearwater Pottery, so it's fitting that the Roost would pay homage to the artist with a namesake guest room. The Shearwater Suite, with a master bedroom and full kitchen, is awash in creamy beach-chic decor and opulent furnishings that make you feel as if you're weekending at a wealthy but completely unpretentious friend's summer home. There's a loftlike common outdoor space equipped with oversize chairs, communal tables, and stunning chandeliers—ideal for sipping wine and doing what Southerners do best: making new friends.

roostoceansprings.com

NOPSI, New Orleans



Photo: Courtesy of NOPSI

The NOPSI hotel in downtown New Orleans stands for New Orleans Public Service Inc., and once served as the city's power and transportation company. After sitting dark and dormant for more than 20 years, it's been restored to its current gilded glory. In a nutshell: It oozes with Gatsby-esque style, and nods to the original building are everywhere—like meeting rooms named for streetcar lines and the original payment center that remains in what's dubbed the Avenue. With a grand lobby to greet guests—often with live entertainment—along with spa suites and plenty of options for dining and drinking, the hotel has become a new luxury option for guests—and a historic throwback for locals, who can often be found sipping gin cocktails at the bar. nopsihotel.com