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BUSINESS

New Hilton hotel coming to Lakeland's Lake District. See the plans



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Key Points

A new \$21 million LivSmart Studios by Hilton hotel is planned for The Lake District in Lakeland.

The 121-room extended-stay hotel will be the first of its brand in the Memphis area.

Construction is slated to begin in June and finish by June 2027.

A stagnant mixed-use development in a Memphis suburb could see activity soon with a major brand hotel project in the works.

Eric Watts — a University of Memphis graduate — is the president of Dallas-based commercial real estate firm RREAF Holdings' Extended Stay Hospitality. He is also the president of Germantown-based MXR Hospitality — a joint venture between RREAF Holdings and McNeill Economy Hospitality in Germantown — which launched in March 2025 and focuses on developing and managing extended-stay hotels across the country.

Watts recently told The Commercial Appeal that MXR Development has plan to construct a new \$21 million, 121-room LivSmart Studios by Hilton hotel on 2.35 acres at The Lake District mixed-use development in Lakeland. The four-story, 58,856-square-foot hotel will be located at the development's northwest corner at 9820 Lake District Drive West.

“The people involved in this project, we have roots in Memphis,” Watts said. “... This is kind of our legacy project.”

The Lakeland Municipal Planning and Design Review Commission unanimously approved a site plan for the hotel during its March 12 meeting. Watts said the plan is to start construction on the LivSmart Studios by Hilton in June with the expectation to be completed and opened in June 2027.

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Lakeland Mayor Josh Roman was pleased a major brand hotel property is coming to the Memphis suburb. Lakeland’s only existing hotel is Super 8 by Wyndham Lakeland at 9779 Huff N Puff Road. which was built in 1989 and renovated in 2012.

“Having an international brand like Hilton choose our community for a multimillion-dollar project is outstanding,” Roman said. “This is a direct response to the work that was put in to secure a Shelby County TIF incentive and underscores the momentum we have as a city.”

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Paul Luker, Lakeland's planning director, echoed Roman sentiments. He was glad to see some resurgence of activity happening at The Lake District, which also recently saw Georgia-based firm Trilogy Investment take over the [townhomes project](#) at the development.

"We're starting to see movement in that development again after it's come through its financial struggles," Luker said during the meeting.

New Lake District hotel would be brand's first in Memphis area

The LivSmart Studios by Hilton hotel is described as a midscale, affordable extended-stay hotel brand designed for long-term guests. LivSmart offers studio

apartment-style suites equipped with full kitchens, a 24/7 laundry room, fitness center, free grab-and-go breakfast and outdoor patios with grills and fire pits.

During the COVID-19 pandemic, Watts said extended-stay hotels outperformed all other hotel classes in occupancy rate.

HOTELS IN MEMPHIS SUBURBS: [Collierville threatens lawsuit over unfinished hotel. How we got here](#)

Watts noted extended-stay hotels brands included Super 8 or WoodSpring Suites back in the day.

“However, Hilton, Hyatt and Marriott all saw an opportunity of a space that hadn’t really been pioneered between your extended stay that everyone knows and then your upper-scale extended stay like your Home2 Suites, TownePlace Suites, SpringHill Suites and Residence Inn,” he said. “So, they partnered with developers and operators over the last two to three years and designed the LivSmart Studios by Hilton that we’re wanting to build here.”

The LivSmart Studios by Hilton in Lakeland would be the first of its kind in the Memphis area. Watts said the hotel staff is expected to be between 10 to 12 employees.

The hotel brand has two hotels that have opened: one in Tullahoma, Tennessee, and the other in Kokomo, Indiana. There are several other LivSmart Studios hotels under construction, including another Tennessee location in Clarksville.

Watts said MXR Hospitality has plans to build 50 LivSmart Studios by Hilton across the country over the next five years, including the Lakeland location. He noted the appeal of The Lake District is the location at the southeast corner of Canada Road and Interstate 40.

“We’re looking at growing markets, visibility and obviously we’re very high on the walkability and use of The Lake District,” Watts said. “The city of Memphis is

obviously growing out to Lakeland and Arlington. You got BlueOval (City) and all the other projects and investments coming into Memphis as well as Arlington and Lakeland. The fact of having retail and restaurants already there (The Lake District) and having that infrastructure for our (hotel) guests is a plus.”

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