



smarter
FURNISHINGS

Changes in
ATTITUDE

Margaritaville Resorts

GATLINBURG, TN

The Partner

When Margaritaville Resorts set out to open their Gatlinburg, Tennessee location, they envisioned more than a hotel — they wanted an inviting, upscale retreat that blended the Smoky Mountains' charm with the brand's signature coastal flair. Designer Susan Ballard and procurement partner Metzger Inc. were tasked with turning that vision into reality.

They needed a furniture partner who could produce custom bedroom casegoods — headboards, nightstands, and media units — for 161 rooms, all while meeting strict quality standards, staying within budget, and hitting a fast-moving deadline. They turned to Smarter Furnishings for its hospitality expertise, global manufacturing capabilities, and reputation for delivering complex projects under pressure.

The Process

From the very start, the challenge was clear: create a high-end look without overshooting the budget. Smarter Furnishings collaborated with Metzger Inc. to run a detailed pricing and value-engineering exercise, finding ways to reduce costs while preserving the designer's aesthetic vision and product durability.

With pricing locked in, the next hurdle was speed. The project called for a model room in just four weeks. The production team delivered right on schedule, giving the client an opportunity to review and approve all finishes, materials, and construction details.

To ensure every piece was perfect, Susan Ballard traveled to Smarter Furnishings' factories in Vietnam, working alongside the production team to finalize samples, coordinate with a paint supplier, and achieve the signature glazed finish that would give the furniture its elevated yet relaxed feel.

Once approved, Smarter Furnishings manufactured all 161 units in just three months, even air-freighting select pieces for final sign-off before the complete shipment was sent to Gatlinburg for installation.





The Outcome

The results were exactly what the team had envisioned — and more. Guests now step into rooms that radiate both comfort and sophistication, with furniture pieces distinguished by their craftsmanship and finish. The custom-glazed treatment elevated the overall design, delivering a look that felt unmistakably Margaritaville while blending seamlessly into the Gatlinburg setting.

Beyond aesthetics, Smarter Furnishings' value engineering saved the project hundreds of thousands of dollars, freeing resources to be invested in other guest experience enhancements. Most importantly, everything was completed on time for the resort's late-summer opening — perfect for peak tourist season in East Tennessee.

The Margaritaville Resort Gatlinburg project proved that with clear communication, collaborative teamwork, and a shared vision, exceptional results can be achieved — even under the most demanding timelines.



We believe you deserve a partner that will give you peace of mind with proven furniture solutions.

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Smarter Furnishings is a trade name of Appalachian University Systems, Inc.

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