

smarter
FURNISHINGS



Compass by Margaritaville

Pigeon Forge

The Partner

Smarter Furnishings partnered with Compass by Margaritaville on a 161 room hospitality project developed by an ownership group with whom we had an established working relationship. While this was our first project with the Compass brand, we collaborated closely with the project's interior designer, Susan Ballard, Principal of SK Ballard Contract Interiors.

The Compass brand brought defined design standards and performance expectations, requiring a partner that could balance customization, consistency, and efficiency. From the start, trust and clear communication between the ownership team, designer, procurement group, and Smarter Furnishings set the foundation for success.



The Process

The designer was awarded prior to procurement, with Susan Ballard providing initial sketches and detailed design intent. Smarter Furnishings translated those concepts into fully scoped pricing and production documentation, developing comprehensive spreadsheets to support budgeting and approvals.

A model room with key pieces were reviewed to validate design, construction, and finishes. Several elements required custom engineering, including a routed nightstand insert that combined two materials while eliminating seams that could collect debris.

The headboard was developed to align precisely with Compass brand standards and required a custom-engineered teak veneer. This solution removed natural wood knots to achieve a consistent appearance across all units. Multiple rounds of line drawings and finish samples were reviewed and approved, with materials sourced locally in Vietnam to maintain quality and efficiency. During production, the project encountered shipping and customs delays that required the model room pieces to be remade and reshipped.



To support installation readiness, Smarter Furnishings included extra hardware and spare parts with the main shipment, a proactive step to minimize on-site disruptions.

Installation was managed by the procurement group, with Smarter Furnishings ensuring all products were delivered install-ready and supported by clear documentation and communication.

The Outcome

Despite logistical challenges and complex design requirements, the Compass Hotel by Margaritaville Pigeon Forge project was completed on schedule. A highly collaborative approach between the ownership group, designer, procurement team, and Smarter Furnishings ensured that challenges were addressed quickly and effectively, maintaining momentum from development through installation.

The team translated the brand vision into a fully realized guest experience through disciplined execution, proactive problem-solving, and strong cross-functional communication. Project photography and marketing assets were shared across platforms, crediting Susan Ballard for design and Smarter Furnishings for furniture manufacturing and delivery.

This project reinforced the value of early collaboration, flexibility, and trusted partnerships in delivering hospitality environments that meet brand standards while elevating the guest experience.

The impact of that execution was nationally recognized when Compass Hotel by Margaritaville Pigeon Forge was ranked No. 1 Best New Hotel in the 2026 USA TODAY 10BEST Readers' Choice Awards.

