

July 17, 2025



## Travel + Leisure Co. Expands Sports Illustrated Resorts Portfolio With New Vacation Ownership Destination in Nashville

*Leisure travel company expands into one of the nation's top sports and entertainment destinations*

ORLANDO, Fla.--(BUSINESS WIRE)-- [Travel + Leisure Co.](https://www.travelandleisure.com) (NYSE:TNL), a leading leisure travel company, today announced plans for a new location for the Sports Illustrated Resorts brand in Nashville, Tennessee. As one of the country's most sought-after sports and entertainment destinations, Nashville offers an ideal setting for a resort that immerses travelers in the spirit of sports, music, and community.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20250717915027/en/>



Travel + Leisure Co. Announces New Sports Illustrated Resorts Location in Nashville. Pictured here is a rendering of the resort's lobby.

Richards, chief operating officer at Travel + Leisure Co. "With this new resort, sports enthusiasts can enjoy that same excitement at a resort built specifically for them, offering a place where game day culture meets iconic sports storytelling."

Set to welcome its first owners and guests in Spring 2026, the resort will be located on Music Row in the heart of Midtown, just one mile from downtown Nashville and The Gulch. The planned Nashville resort will operate as a vacation ownership property, offering a selection of studio, one-bedroom, and two-bedroom suites. Each suite will feature a full kitchen and in-unit laundry, providing comfort and convenience for those looking to unwind after a day of sports and city exploration.

Amenities will include a resort-style outdoor pool, a quick-service dining venue, an exclusive lounge for owners, and a signature fitness center. Rooted in the legacy of nearly 70 years of *Sports Illustrated* storytelling, the resort will reflect the brand's celebration of athletic achievement,

Nashville is home to iconic professional football and hockey teams, and competitive college conferences. From Sunday game days to playoffs and college rivalries, the city delivers a nonstop calendar of athletic excitement.

"Nashville is a city where the thrill of game day and the energy of live entertainment go hand in hand," said Geoff

competitive spirit, and fan connection while embracing what makes Nashville a destination unlike any other.

The addition of the Nashville location reinforces Travel + Leisure Co.'s multi-brand strategy to expand its portfolio into new vacation experiences tailored for today's travelers. It also supports the vision of Sports Illustrated Resorts to bring fans closer to the action—whether following their favorite teams on the road or returning to the places that hold game-day memories.

Building on its previously announced resort in Tuscaloosa, set to break ground in Spring 2026, this marks the latest addition to the Sports Illustrated Resorts portfolio, expanding the brand's presence into one of the nation's premier sports and entertainment destinations.

Designed for sports fans who want to travel alongside their teams or return to their favorite game day destinations, Sports Illustrated Resorts plans to offer flexible, points-based ownership across a growing collection of iconic locations.

To learn more about Sports Illustrated Resorts, visit <https://www.sportsillustratedresorts.com/>.

Follow Sports Illustrated Resorts on [Instagram](#).

### **About Travel + Leisure Co.**

Travel + Leisure Co. (NYSE:TNL) is a leading leisure travel company, providing more than six million vacations to travelers around the world every year. The company operates a portfolio of vacation ownership, travel club, and lifestyle travel brands designed to meet the needs of the modern leisure traveler, whether they're traversing the globe or staying a little closer to home. With hospitality and responsible tourism at its heart, the company's nearly 19,000 dedicated associates around the globe help the company achieve its mission to put the world on vacation. Learn more at [travelandleisureco.com](http://travelandleisureco.com).

### **About Sports Illustrated**

For 70 years, Sports Illustrated (SI) has been recognized for shaping modern culture at the intersection of sports, lifestyle, and entertainment. SI is a 360-degree platform that unites athletes, teams and fans worldwide through quality content, innovative digital experiences, unforgettable events, and original products. Its award-winning media arm brings powerful storytelling to life through probing profiles and up-to-date news on SI.com, across social media platforms, and through its renowned print magazine whose cover is widely regarded as the most coveted space in sports media. The most trusted name in sports transcends media through [SI Tickets](#), a fan-first ticketing platform, [Sports Illustrated Resorts](#), the ultimate destination for active lifestyles & sports enthusiasts, SI Studios, the brand's home for film, TV, and long form podcasts, and more. SI brings its unique perspective to marquee events and captivating brand activations including "SI The Party", Club SI, the Sportsperson of the Year Awards, SI Swimsuit Launch Weekend, and the SI Circuit Series.

For more information, visit [SI.com](http://SI.com).

Follow Sports Illustrated on [X](#), [Instagram](#), [Tik Tok](#) and [Facebook](#).

View source version on businesswire.com:

<https://www.businesswire.com/news/home/20250717915027/en/>

### **Media:**

Public Relations

[Media@travelandleisure.com](mailto:Media@travelandleisure.com)

Source: Travel + Leisure Co.