

Hilton hotels are lodging in North Texas as the region sees business, entertainment growth


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The openings of three new [Hilton](#) hotels in North Texas within the first few weeks of 2017 underscore the importance of the region to the international lodgings brand. Hilton executives say.

Hilton Worldwide (NYSE: HLT) announced last week the launch of a Hilton Garden Inn in Arlington, a Hampton Inn and Suites in Richardson and another Hampton in Dallas near I-75 and Walnut Hill Road. The new properties are all expected to tap business travelers from Dallas-Fort Worth's roughly 10,000 company headquarters, as well as draw leisure guests drawn to local dining, sports and entertainment.



The newly-opened Hilton Garden Inn in Arlington.

HILTON WORLDWIDE

"This influx of companies, jobs and people to Texas in general has contributed to a vibrant scene for the travel and tourism industry," [Phil Cordell](#), global head of focused service brands for Hilton said in a prepared statement. "This has created an opportunity for two of our most popular and well-known, global brands – Hilton Garden Inn and Hampton by Hilton – to capitalize on this trend with these comfortable, amenities-rich yet accessible new hotels."

But Hilton is far from done building in North Texas. Though it couldn't give exact growth projections, the company did say it's working with local franchisees to convert existing hotels to Hilton brands and build new lodgings from the ground up.

"We're in conversations with a number of owners about conversions because we have new brands, and about new properties," added [John Greenleaf](#), global head of Hilton Garden Inn. "We don't have a number yet, but we've signed deals within Dallas and are very active in the market."

Greenleaf told me more about what makes DFW a key growth region for Hilton.

Why is North Texas an important market for Hilton?

If you look at the number of companies in the market and the number that continue to move in, you see lines of strong business travel. And there's strong leisure travel, considering the number of activities and sports teams in the area. We also see a growing market, and one of the true benefits of market like this is it has the ability to grow, whereas in other markets, they're limited in their ability to expand.

How do you choose sites for new hotels?

When we look at deals with our development team, we look for sources of business, the competitive setting, the dynamics and health of the market in terms of occupancy, and forward-looking considerations like if companies are coming in or expanding. We also look at the existing success of our hotels in the market to see if we'll be successful, and then at what brand would be most appropriate.

How do you decide what brand to use for your hotels?

It's like trying to pick your favorite kid. What we find is certain brands in certain segments are better for what the market offers up. The good news is, it's a very rare occasion when we don't have a brand to offer.

How do you compete with other hotels in the region?

There are two ways to look at a key market. One is that there isn't enough supply, and if there isn't, there's room for more hotels. The ability for us to come in with a brand that people are familiar with, to me, equates success.

If there's more successful product, then we look at what brands are successful, and then we look at how a [Hilton](#) brand will fare compared to those other brands. We look at where the business will come from and whether our competitors may not have the strength to stand up to a new Hilton hotel, because we offer a high quality and consistent product.

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T O U R I S M

North Texas Hotels

Ranked by Total No. of guest rooms

Rank	Hotel Name	Total No. Of Guest Rooms
1	Sheraton Dallas Hotel	1,840