



Glamping & Urban Hotel Retreat Studies & Advisory

Bryan-College Station, Texas

HSP provided market analysis, financial analysis, financing and investment due diligence and underwriting for a multi-hotel investment by a private equity firm. In addition, HSP advised the client on the franchise and management agreements and negotiations. The hotel projects are unique and compelling urban retreat hotel and glamping projects located in Texas and developed within the past ten years. The hotels are part of the Valencia Hotel Group and include the Cavalry Court and the George, both located in College Station, Texas.

Cavalry Court, set on approximately four acres, is focused on authentic Americana. Set in the heart of Aggieland, the urban retreat blends luxury and modern amenities, all rooted deep in Aggie traditions. The hotel includes exterior corridors with rocking chairs, lawn games, bicycles, poolside cabanas, and a beautifully landscaped courtyard with fire-pits throughout. Indoor and outdoor games and food trucks expand the experience for guests and include ping pong, cornhole and washers.

The George hotel is steeped in an atmosphere of authentic Texas charm, bringing a sophisticated flair all its own to the Brazos Valley. The 162-room luxury boutique hotel is located in College Station's most vibrant community, Century Square, a walkable 60-acre mixed-use destination offering the city's best in retail, dining and entertainment venues. The luxurious 4-Star hotel in Bryan-College Station offers a unique, curated experience that harkens back to College Station's days as a rail stop before the area was synonymous with Texas A&M University.

The hotels were developed, are successfully operating, and have won numerous awards.

Client: Private Equity Group

Time Period: 2015