



Something for Everyone
Bernard Wolfson (L), President of Hospitality Operations, Inc, and Howard Wolfson (R), VP of Operations, go into detail regarding their work on the new high-end yet, budget-conscious Hampton Inn located in Miami's urban core.



Downtown Miami's Newest Mid-Range Hotel:

Hampton Inn & Suites Miami Brickell-Downtown

As Downtown Miami emerges as one of the nation's fastest-growing commercial and residential centers, the area is becoming the destination of choice for many business and recreational travelers. While the city's urban core only attracted 9 percent of overnight visitors as recently as 2004, this figure doubled to 18 percent just five years later.

In response to this growing demand, experienced hospitality operators that have evaluated the market are spurring a flurry of new luxury hotel openings, firmly establishing Downtown Miami as an urban alternative to South Beach. But as the number of high-end properties has risen in recent years, a void has been left behind in the midrange market.

Filling a niche in the market

Today, Downtown Miami is home to more four and five star hotels per capita than anywhere else in Florida, with midrange hotel rooms accounting for only about 1,000 of Downtown's 6,500 rooms.

The middle range of the market is preparing to welcome a new addition this year with the opening of Downtown Miami's newest hotel, the Hampton Inn & Suites Miami Brickell-Downtown. Scheduled to open this fall in the heart of Miami's



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booming Brickell Financial District, the Hampton Inn & Suites will feature 221 rooms ideal for business travelers and out of town guests seeking a high quality property in a convenient, urban setting.

The new hotel is the brainchild of Bernard Wolfson, President of Miami-based hotel development firm Hospitality Operations, Inc, South Florida's largest Hampton Inn-brand franchisee. Known for bringing moderately-priced hotel accommodations to areas that lack them, Wolfson recognized that the Downtown Miami/ Brickell neighborhood was without a lodging

option that fit this description.

The area's commercial appeal and rising status as a cultural and entertainment destination made it a prime target for Wolfson's next Hampton Inn & Suites project, which will be the firm's fifth Hampton Inn-branded property in South Florida.

"The Hampton Inn & Suites Miami Brickell-Downtown will be the newest mid-range lodging option in a Downtown Miami market that is enjoying heightened popularity as a destination for visitors and businesspeople," says Wolfson. "This dynamic, coupled with the

hotel's mid-market appeal and the Brickell area's emergence as an international commercial hub, is expected to result in steady demand for our hotel. This will



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quickly become a 'go-to' option for travelers seeking dependable accommodations that offer all the conveniences of an urban location without a steep price tag."

From a real estate development perspective, Wolfson's newest project stands out against what has otherwise been a significant drop-off in new hotel construction nationwide: the U.S. has experienced a 21 percent decline in the number of hotel rooms in development since late 2009, according to McGraw Hill.

Wolfson further defied the conventional wisdom in the hospitality sector by securing a commercial mortgage at a time when bank financing was hard to come by. He credits this achievement to the financial viability of the project, the development team's experience in the South Florida market, and the clear need for a new mid-range hotel in this location.

More than a place to stay

Already home to more international financial institutions than any U.S. location outside of Wall Street, the Brickell Financial District has come alive in recent years with new residents and, in turn, retailers who are serving the growing population. Wolfson's Hampton Inn & Suites property will join this mix by adding roughly 10,000 square feet of street level restaurant and retail space.

Beyond its central location within walking distance of numerous commercial and residential buildings and the popular Mary Brickell Village shopping plaza,

the property will offer retailers and their patrons access to a 210-space parking garage, the availability of monument signage, and close proximity to public transit options, including Miami's MetroRail and MetroMover systems.

"Downtown Miami and the Brickell Financial District are experiencing a classic case of 'retail following rooftops,'" said Lyle Stern, president of Koniver Stern Group, which is leasing the Hampton Inn & Suites' street-level space. "With more and more people moving into the area and the number of visitors in Downtown Miami on the rise, there are multiple drivers luring retail businesses to the area. The Hampton Inn & Suites Brickell property offers a pedestrian-friendly location, convenient on-site parking, and a strong built-in customer base. It's an ideal setting for a mid-range restaurant in a submarket that has seen diminishing supply."

The hotel will also comprise 3,500 square feet of meeting space ideal for businesses seeking a convenient, comfortable setting that can accommodate company-wide gatherings and meetings with out of town guests.



A Focus on Sustainability and Smart Design

The Hampton Inn & Suites project, which is LEED-registered, will include a number of environmentally sustainable features. These include a 35,000 gallon cistern to collect rainwater for irrigation purposes, charging stations for electric cars, low-flow



water fixtures, and an Ozone laundry system designed to reduce the consumption of water, energy and chemicals. The hotel's housekeeping staff will use environmentally safe cleaning agents that will eliminate the use of toxic materials.

Breaking out of the midrange hotel 'mold,' the new hotel will feature a modern, upscale interior design reminiscent of a high-end



property. Common areas will feature original artwork by local artists and sleek patterns that evoke Miami's hip personality.

Downtown Miami offers 'something for everyone'

Alyce Robertson, Executive Director of the Miami Downtown Development Authority, believes the new Hampton Inn & Suites Miami Brickell-Downtown will fill an important segment of the hotel market as the city looks to grow its 'destination appeal.'

"If Downtown Miami is going to continue strengthening its position as a hotspot for tourists, then we need to make sure our hotel base offers something for everyone," says Robertson. "Bringing a new mid-range hotel into the market is important as we look to bring in new visitors and meet the needs of our growing residential and commercial base."

Wolfson is looking forward to a successful hotel launch this fall. His team is beginning to aggressively market the property to potential tourists, travel agents, and to the area's growing number of residents and businesses, all of whom will help drive guest traffic. "We are optimistic that the new Hampton Inn & Suites Miami Downtown-Brickell is poised to become the hotel of choice for visitors seeking a mid-priced, high quality property in Miami's new-look urban core," he says with confidence. ■