

From the San Antonio Business Journal:

<http://www.bizjournals.com/sanantonio/stories/2002/02/04/newscolumn1.html>

Real estate roundup

Phoenix Hospitality reaching new heights in the hotel biz

Feb 3, 2002, 11:00pm CST

Life is "suite" for Phoenix Hospitality Group.

The Boerne-based hospitality consulting/management company recently took over the management of Northpark Executive Suite Hotels in Austin. The hotel is located in Northwest Austin, near the Arboretum and the high-tech corridor that is home to the Texas operations of companies like IBM, 3M and National Instruments.

In addition, Phoenix is nearing completion of a multimillion-dollar renovation of Houston Park Place Suites Hotel in Houston.

The \$2 million renovation on Houston Park started last June, says Ed McClure, CEO and founder of Phoenix. Those renovations include the Coffee Caf[®], an in-hotel convenience store. A new fitness facility, new carpet and wall treatments are also part of the project.

"The brick is the same," McClure says, "but in all other aspects, this property is a new hotel in regards to service, management, amenities and attitude."

Phoenix took over management last year of Houston Park Place, which is located near the M.D. Anderson Medical Center and the new Reliant Park.

Phoenix is exploring franchise affiliations for the Austin and Houston hotels, McClure adds. Lines his company is looking into include Hawthorn, Carlson and Marriott. All three flags have their own line of amenities geared specifically toward the business traveler -- which has been a big portion of the business for the

Northpark and Houston Park hotels. Phoenix, however, is also considering operating the hotels as independents, McClure adds.

Founded in 1994, Phoenix also manages the Radisson Downtown Market Square hotel in San Antonio -- which underwent a \$1.2 million renovation in 1999. The company also co-owns and manages the Ye Kendall Inn and Limestone Grille -- both of which are in Boerne. From 1994 to 2000, Phoenix also managed and co-owned the Guadalupe River Ranch in the Texas Hill Country.