

MILWAUKEE HOTEL FACT SHEET



AREA	TOTAL ROOMS
DT Hotels within ½-mile of the WI Center	3,747
DT Hotels outside ½ mile of the WI Center	1,756
Total DT Hotel Rooms	5,230
Airport	2,481
Outlying & Resort Hotels	9,807
Total Greater Milwaukee Area	17,518

LARGEST HOTELS:

- **Hilton Milwaukee City Center**
729 rooms
- **Hyatt Regency Milwaukee**
481 rooms
- **Potawatomi Hotel & Casino**
381 rooms
- **The Pfister Hotel**
307 rooms
- **Doubletree by Hilton**
243 rooms
- **InterContinental Milwaukee**
221 rooms

CONNECTED TO WISCONSIN CENTER

Hilton Milwaukee City Center	729
Hyatt Regency Milwaukee	481
SpringHill Suites	155
Total	1,360

YTD 2017	MILWAUKEE COUNTY	% INC OVER PRIOR	CITY OF MILWAUKEE DOWNTOWN	% INC OVER PRIOR
Occupancy Rate	63.9%	-1.0%	64.4%	-0.3%
Average Daily Rate	\$114.43	4.4%	\$141.41	2.7%
RevPar**	\$73.17	3.3%	\$91.12	2.4%

Source: Smith Travel Research (**RevPar = revenue per available room (Avg room rate x occupancy %))



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HOTES OPENED IN 2017-2018

- Westin Milwaukee - 220 rooms
- Homewood Suites - 94 rooms
- Hyatt Place - 150 rooms

HOTELS UNDER CONSTRUCTION

- **Potawatomi Hotel & Casino:** Construction began late 2017 on an \$80 million second tower, housing 119 rooms and suites, bringing the hotel's total number to 500. The 180,000-square-foot addition will also feature a spa and additional meeting space. It is expected to open in the spring of 2019.

FUTURE CONSTRUCTION

- **Choice Hotels International:** Plans for 110-150-room Cambria hotel on NW corner of Plankinton & Clybourn
- **Jackson St. Holdings:** 125-145 room hotel as part of 22-story high rise on SW corner of Water and St. Paul
- **Ascendant Holdings:** 15-story tower with a 220-room hotel to be built atop the historic Humphrey Scottish Rite Masonic Center, could open as early as Spring 2019

2018-2019 UPDATES/RENOVATIONS

- **Drury Plaza Hotel Milwaukee Downtown:** Opening the summer of 2019

