

TRAVEL AND HOSPITALITY

1 Hotels ventures out into Texas with verdant Austin plans

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When complete, the property will be the tallest tower in Texas. Image credit: MJ Tangonan/Unsplash

By LUXURY DAILY NEWS SERVICE

Hospitality group 1 Hotels is announcing a new property in Austin, set to open in 2026.

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The new property joins a roster of locations in New York, West Hollywood, Sanya, South Beach, Toronto and San Francisco. The latest location in Austin ignites the group's entrance into the fastest-growing market in Texas.

"In one compelling location, 1 Hotel Austin captures the rich diversity of ingredients and experiences that make our brand's offering unique," said Barry Sternlicht, founder/CEO of 1 Hotels and chairman of Starwood Capital Group, in a statement.

"When we open our doors, our guests will immerse themselves in the energetic attractions of the Austin creative community while simultaneously serving a restorative relationship to the Hill Country's natural beauty."

Enjoying a verdant Austin

1 Hotels continues centering its sustainable ethos with its Austin property, with a clear appreciation for nature at its forefront.

The new location will reside in a tower overlooking a landscape of plants and the beloved Texan gem, Waller Creek. There will be an expansive connected chain of parks, bike trails and pedestrian paths, designed by urban planners to restore the creek's natural ecology.



The property will be within walking distance to many beloved Austin activities. Image credit: Tomek Baginski/Unsplash

Once completed, the property will be the tallest tower in Texas, overlooking a gateway to the Rainey Street District. The location will also be within walking distance of most renowned activities the city has to offer.

Odes to nature will be woven throughout the new property, with native stone, trees, plants and reclaimed wooden surfaces which call back to traditional Texas river houses and ranches. Guest rooms will also feature Texan touches that meld a cowboy meets technologically advanced feel, reflective of the essence of Austin.

Completing the new oasis is a pool on the 16th floor of the tower. The new location will also offer guests panoramic views of Austin City Limits and the Waller Creek below.

Each detail of the new property reflects the group's appreciation for nature while helping guests connect to their own pleasant oases.

"We have never been more deliberate about aligning our creative process with our brand's purpose of connecting our guests to the beauty of nature, to each other, and most memorably, creating an oasis' for themselves," Mr. Sternlicht said.

Automaker Audi of America is also building on its relationship with 1 Hotels to develop three new hotel properties in San Francisco, Nashville and Hanalei Bay, Hawaii.

Hotel guests at each of these locations will be able to experience the Audi e-tron by taking advantage of the hotels' house cars through the guest shuttles and chauffeured drives. The Audi e-tron is the official electric vehicle of seven 1 Hotels locations in the U.S., including Brooklyn and Central Park, New York, West Hollywood, Los Angeles and South Beach, Miami ([see story](#)).

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