

Case Study

Americana by Loews Hotels – Arlington (Loews Hotel Arlington 3)

Executive Summary / Elevator Story

Loews Hotels & Co. is doubling down on Arlington, Texas' Entertainment District with **Americana by Loews Hotels**, Arlington - its third property and the capstone of a master-planned hospitality campus. This \$500+ million, 507-room meetings-and-events-focused resort will replace the former Sheraton Arlington Hotel, delivering more than 83,000 square feet of flexible indoor/outdoor event space and pushing the Loews Arlington campus to nearly 1,700 guest rooms and 375,000 square feet of meeting space. Positioned between AT&T Stadium (Dallas Cowboys) and Globe Life Field (Texas Rangers), Americana transforms Arlington into a legitimate National-Tier Convention and Sports-Entertainment Destination while honoring Loews' heritage with a nod to the iconic 1956 Americana Hotel in Bal Harbour, Florida. Expected to generate over \$3.1 billion in economic impact over 30 years, the Project exemplifies strategic public-private partnership, bold redevelopment, and long-term destination investment in a high-growth sports and events market.



Background

Arlington sits at the heart of the Dallas-Fort Worth metroplex and has aggressively developed its Entertainment District into a premier sports, live-event, and tourism hub anchored by two (2) world-class stadiums. Loews Hotels entered the market in 2019 with the

opening of Live! by Loews – Arlington (approximately 300 rooms), a sports-resort concept directly tied to the district's energy. In 2024, the company opened its flagship Loews Arlington Hotel & Convention Center (888 rooms, 266,000 square feet of meeting space), connected to the new Arlington Convention Center and offering resort-style amenities, which Checkmark was part of..



Design and Specifications

Americana by Loews Hotels is being designed by Dallas-based HKS, Inc., the same firm behind the previous two Loews Arlington properties. While full architectural details and interior renderings are still emerging, the hotel is conceived as a contemporary, forward-looking resort that celebrates Loews' refined hospitality heritage while embracing modern meetings and events.

Key specifications include:

- ✓ 507 guest rooms, including 39 suites; standard rooms range from 350–400 square feet.
- ✓ More than 83,000 square feet of indoor and outdoor meeting and event space (meetings/events are the core focus):
 - Interior (44,789 sf total): 17,337 sf Grand Ballroom, 10,000 sf Event Barn, 6,808 sf Junior Ballroom, 10,644 sf breakout rooms, plus ~24,000 sf pre-function space.
 - Outdoor (38,651 sf total): 23,820 sf Event Lawn, Pool Terrace, Junior Ballroom Terrace, and additional terraces for flexible programming.

- ✓ Resort-style amenities (implied by Loews' brand DNA and the district context), including pools, dining, and entertainment spaces that complement the existing Live! by Loews and Loews Arlington Hotel offerings.
- ✓ Strategic location at the former Sheraton site (1300/1500 Ballpark Way / Convention Center Drive area), approximately three-quarters of a mile from the other Loews properties, ensuring easy pedestrian and shuttle connectivity across the district.

The design emphasizes natural light, flexible indoor-outdoor flow, and large-scale event capability while maintaining the upscale yet approachable Loews service standard.

Project Timeline

- ✓ January 22, 2026: Official announcement of Americana by Loews Hotels – Arlington.
- ✓ February 2026: Existing Sheraton Arlington Hotel ceases operations.
- ✓ Early June 2026: High-profile “ground-shaking” demolition/implosion of the Sheraton building.
- ✓ Summer 2026: Construction begins.
- ✓ Late 2028 / early 2029: Projected opening (first half of 2028 also referenced in early communications; final date to be confirmed as construction progresses).

The aggressive timeline reflects Loews' confidence and the city's desire for rapid activation of the site. Checkmark has been awarded the Construction Final Clean Contract.

Economic and Strategic Impact

The Project is projected to deliver approximately \$3.1 billion in economic impact to the City of Arlington over the next 30 years. It will create an estimated 1,200 construction jobs and approximately 250 permanent jobs once operational.

Strategically, Americana cements Arlington's position as a serious contender for national conventions, corporate events, and multi-day sports/entertainment packages. The combined Loews campus (1,695 rooms and >374,000 sf of meeting space) provides the critical mass needed to compete with larger markets while remaining walkable to two NFL/MLB venues, the Esports Stadium, Texas Live!, and dozens of restaurants and attractions. This scale also supports year-round occupancy, reducing seasonality and strengthening the local tax base.

Partnerships and Funding

Americana is a public-private partnership. Loews Hotels fronts the majority of the capital as owner, operator, and developer (its 28th property overall). The City of Arlington is contributing approximately \$40 million toward development costs and performance-based annual grants totaling more than \$57 million over 25 years, subject to benchmarks. This structure mirrors the successful model used for the prior Loews projects and underscores the city's commitment to hospitality-driven economic growth.

Challenges and Opportunities

Challenges: Redevelopment of an active, high-visibility site requires careful demolition logistics, minimal disruption to the surrounding Entertainment District, and coordination with ongoing sports and event calendars.

Opportunities: The Project positions Loews and Arlington as innovators in “sports-meetings hybrid” destinations. ***Future phases could include additional F&B concepts, expanded resort amenities, or even deeper integration with the convention center and stadiums.*** Sustainability features and technology-enhanced guest/meeting experiences are expected given Loews' brand standards and HKS's track record.

Conclusion and Lessons Learned

Americana by Loews Hotels exemplifies how a focused, multi-property campus strategy in a sports-anchored destination can create outsized economic and Brand Value. By acting as both owner and operator, Loews maintains quality control and long-term upside. The Project also demonstrates the power of aligned public-private partnerships in accelerating transformative development. As construction begins in summer 2026, Americana is poised to become the newest landmark in North Texas hospitality and a Case Study in successful destination-scale investment.