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The Plasencia Group Advises on Sale of Hilton Houston Westchase

The transaction was led by The Plasencia Group's Robert Wiemer

Houston, Texas – The Plasencia Group, a national boutique hospitality real estate advisory firm, is pleased to announce it has facilitated the sale of the 297-key Hilton Houston Westchase. The Hilton, a Houston mainstay, boasts a prime location on Westheimer Road, the main thoroughfare through the heart of the Westchase District. Westchase is one of the city's top commercial submarkets, especially within the tech and energy spaces. The transaction was orchestrated by a team led by Houston-based Senior Managing Director Robert Wiemer.

The hotel has been at the forefront of a lodging renaissance in the Houston market, which led the nation's Top 25 markets in RevPAR growth in 2024. Since opening in 1980, the Hilton has established itself as a Westchase icon and a top performer in the area. At 297 keys and with 12,578 square feet of meeting space, including a nearly 5,000-square-foot ballroom, the property is well-suited to capture the full spectrum of local lodging demand. The hotel's Rio Ranch restaurant is a Westchase institution and is a destination for guests, local residents, and nearby office tenants alike.

Senior Managing Director Robert Wiemer remarked, "The Hilton is an irreplaceable asset within the local lodging marketplace and will be well-served by the continued strength of the Houston market and Westchase submarket."

The Plasencia Group has been a trusted advisor in the hospitality real estate space since the firm's inception in 1993. With an outstanding track record of over 100 Hilton-branded hotel and resort dispositions nationwide and over 100 hotel and resort engagements in Texas alone, the firm has consistently delivered results for its clients. The recent sale of the Hilton Houston Westchase is yet another testament to The Plasencia Group's ability to navigate changing market conditions and deliver success to its valued clients.

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The Plasencia Group is a full-service lodging investment advisory firm offering transaction services, capital markets, owner representation, and development management consulting services to its clients. The firm has advised investors on some of the most recognized hotel and resort transactions in North America since it was founded in 1993 by Chief Executive Officer Lou Plasencia. For more information, please visit www.tpghotels.com.