



VANTAGE HOSPITALITY GROUP/COURTESY

A 158-room Lexington Inn & Suites hotel is planned for a 1.90-acre parking lot site at 2800 S. Federal Highway in Dania Beach.

Global company plans hotel in Dania Beach

Based in Coral Springs, firm expands into backyard

BY ARLENE SATCHELL
Staff writer

Global hotel company Vantage Hospitality Group is eyeing a site in Dania Beach for its first South Florida property.

Construction of a 158-room Lexington Inn & Suites is expected to begin by early next year at 2800 S. Federal Highway, according to a spokesman for Brown Nestor-Florida, Vantage's real estate services affiliate.

The new Dania property is part of Vantage's push to create more awareness of the company and its hotel brands in its own backyard, said Gary Rito, Brown Nestor's president.

"We're a South Florida company, but we don't have great exposure in our area, so it makes sense to initiate our growth in this neck of the woods," Rito said.

Vantage, headquartered in Coral Springs, has more than 1,200 franchised and corporate-owned properties worldwide with 71,000 rooms.

The company's hotel brands include Americas Best Value Inn, Lexington by Vantage, America's Best Inns & Suites, Jameson Inn and Country Hearth Inn & Suites.

Lexington Inn & Suites is part of the Lexington by Vantage brand, a collection of midscale and upscale inns, hotels and suites.

An affiliate of Vantage Hospitality has executed a contract with the owner of the parcel of land earmarked for the new Dania hotel, which sits adjacent to another parcel under Hollywood's jurisdiction that's being considered for a 700-car multiple story parking structure, Rito said.

Parking for the six-story Lexington Inn would mostly be accommodated in the new parking garage as the hotel will have only six

spots directly in front of its circular driveway, he said.

The hotel, which will cost about \$12 million to \$15 million to build (excluding land costs), is in the final permitting stage and its construction schedule will be tied to the parking garage's progress, Rito said.

Once construction begins, the hotel is expected to be completed in about 14 months, barring unexpected delays, he said.

The Lexington brand is similar to select service brands such as Hampton Inn & Suites and Hilton Garden Inn, Rito said.

The Dania property will have a pool on its second level, meeting space as well as a food and beverage element. Room rates are expected to start around \$120 to \$150 per night.

The approximately 190-acre hotel site is currently used for temporary parking for Fort Lauderdale-Hollywood International Airport and Port Everglades.

The proximity to Broward's busiest ports of entry is expected to help it capture a share of the pre- and post-cruise stay and business travel market, Rito said.

"We think it's a great opportunity for us,"

Bernard Moyle, Vantage's chief operating officer and CFO, said of the Dania hotel, given the growth at the Fort Lauderdale airport and seaport. "The economy is doing well, and Broward County is doing well."

Vantage also is looking at a handful of sites in the tri-county area including one near Miami International Airport for possible hotels, Moyle said.

For information, go to vantagehospitality.com.

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