

Marriott Plans for First Branded Hotel on U.S. Tribal Land in Arizona

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Presently, there is not a single Marriott-branded hotel on tribal land in the U.S., but that is about to change. Marriott International just signed a management agreement with Salt River Devco—an enterprise of the Salt River Pima-Maricopa Indian Community—for a new Courtyard by Marriott to sit on the Pima-Maricopa land near Scottsdale, Ariz.

The Courtyard by Marriott, to be managed by Marriott, will offer 156 guestrooms 3,000 square feet of meeting space and a bistro. The property will be located within the Pima-Maricopa community's 101 Corridor commercial and industrial development, which occupies a segment of the community's 56,000-acre property.

Salt River Devco's plan to open a non-casino hotel on the Salt River Pima-Maricopa Indian Community is a wise move, many industry experts believe.

"The tribes have generally been very stable with their gaming facilities, but what they really need to do is diversify into other investments that support gaming," Jim Butler, Chairman of the Los Angeles-based Global Hospitality Group, told *CPE*.

The Pima-Maricopa Community owns and operates the Casino Arizona at Talking Stick and Casino Arizona at Salt River in the 101 Corridor. "Hotels are a perfect example when they increase the number of visitors or extend the stay of visitors. Development of these 'supportive investments' will increase the profitability and the draw of gaming facilities. You get more people and more money," Butler said.

The opening of the Courtyard by Marriott is scheduled for 2012.

