



HOTEL DROVER:

LUXURY WITH A,
texas twist

WRITTEN BY: ERIN FERRIS | PHOTOS COURTESY OF: HOTEL DROVER

Anchoring the restored and revitalized Mule Alley in the Fort Worth Stockyards National Historic District is a brand-new luxury hotel: Hotel Drover. This Marriott Autograph Collection® hotel opened its doors for the first time in March and has quickly become a destination for travelers and locals alike thanks to its genuine Texas hospitality, unparalleled comfort, and outstanding service, as well as its unique and thoughtful design and purposeful connection to both local history and the surrounding landscape.



Located in the Fort Worth Stockyards National Historic District, Mule Alley has been breaking new grounds, undergoing a transformation on its journey to become a one-of-a-kind destination for dining, shopping, entertainment, and business. The first phase of this large-scale project, which included restoring a number of century-old barns to house these establishments, is anchored by a new hotel: Hotel Drover.

The name Hotel Drover honors the old-time drovers who led millions of people and livestock along the Chisholm Trail toward profitable northern markets during the late nineteenth century. As business boomed, Fort Worth – already an established stop along the trail – and its stockyards and meatpacking plants boomed as well, and by the early 20th century, the area became known as the “Wall Street of the West.” This rich history of economic success, along with the drovers’ legacy of hard work, honest service, pioneering spirit, and respect for the land, their animals, and each other, is woven into the fabric of Hotel Drover.

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“Our goal is simple – Hotel Drover pays homage to the Stockyards’ National Historic District in Fort Worth and harnesses the true spirit of the drover to create a new legacy for the Stockyards,” General Manager Kristin Assad said. “Hotel Drover is so much more than just a place to rest your head at the end of the day. We are building a place where simple pleasures and one-of-a-kind experiences blend effortlessly to become special memories.”

Hotel Drover’s unparalleled hospitality, unique and thoughtful design, and purposeful connection to both local history and the surrounding landscape have earned it the prestigious Marriott Autograph Collection® hotel distinction. This elite group of independent hotels, peppered across the United States and around the world, are collectively recognized for the individual personalities that make each and every establishment “exactly like nothing else.” Hotel Drover also earned a coveted place on Business Insider’s list of new hotels to visit in 2021, and it seems that since the doors first opened in March, many have followed the magazine’s advice. Hotel Drover has quickly become a destination for travelers – and even locals – in search of a true Texas experience.

Guests of Hotel Drover have 200 charming guest rooms, uniquely-furnished bunkhouse rooms, and luxurious suites from which to choose. Luxury sheets, down comforters, organic bath products, and wet bars come standard, and suites also offer soaking tubs, fireplaces, balconies, and patios. When not relaxing in these cozy, comfortable accommodations, guests can enjoy the property’s 2-plus acres of outdoor space. The area boasts flagstone courtyards, fire pits, outdoor games, a music stage, a cabana deck, and last but certainly not least in Texas, a lovely swimming pool.



While Hotel Drover is located just a stone's throw from Mule Alley's many bars and restaurants, guests need not leave the hotel for a cold drink and a delicious meal. Named for Fort Worth's position on the 97 degree West Meridian, 97 West Kitchen & Bar is Hotel Drover's signature restaurant. Its menu presents creative, elevated versions of ranch classics and Southern comfort foods, and its arrangement offers a fresh take on communal dining. Located in the center of the hotel, the Lobby Bar is surrounded by the hustle and bustle yet acoustically designed and comfortably furnished for groups of all sizes to gather for casual conversation and craft beverages.

Also found within Hotel Drover walls are two unique shops: Lucchese Custom Collection and Little White Lies. The Lucchese Boot Company has been manufacturing and selling luxury boots and footwear since 1883, but the Lucchese Custom Collection boutique in Hotel Drover is the only one of its kind, offering boots, clothing, and accessories. In contrast, Little White Lies has a distinctly feminine feel regarding ambiance and goods. This stylish boutique offers vintage gifts as well as tasteful and chic apparel, jewelry, bags, and travel accessories.





While well-appointed for guests traveling through the area for just a night or two, Hotel Drover is also equipped and prepared for special occasions and gatherings of all kinds and sizes. With more than 40,000 square feet of combined meeting and event space, Hotel Drover is a perfect location for meetings, conferences, parties, weddings, and everything in between. Especially lovely are Legacy Hall and The Barn, each of which – in its own unique way – blends old and new in ways that feel elegant and sophisticated yet simultaneously calm and inviting. Legacy Hall connects to a lovely veranda overlooking Mule Alley and Marine Creek, while The Barn flows seamlessly into an expansive lawn, affectionately called the Backyard. Exquisitely landscaped and surrounded by mature loblolly pines, the Backyard serves as a beautiful backdrop for any occasion thanks to a custom, transparent tent that can enclose the lawn and remain heated or cooled, depending on the unpredictable and ever-changing Texas weather.

Regardless of space chosen, special event groups have access to customized catering menus and bar services courtesy of 97 West as well as multimedia and technology support, creative design and concept consultation, group transportation, and on-site security if needed. At Hotel Drover, “no request is too big.”

Though available for special events, the Backyard is also open to others staying at the hotel or living nearby. “It was important that we celebrate our connection to Marine Creek and the Trinity Trail

for both our hotel guests and locals,” said Kayla Wilkie, Creative Design and Development, Hotel Drover/Majestic Realty Co. “We did this by designing a year-round Backyard zone that engages 97 West Kitchen and Bar and our fire pit and music zone. With our mix of mature oaks for shade, agave, and saguaro cactus, string lights, and custom Adirondack chairs, I think we have created a very special experience unlike anything in Fort Worth.”

Wilkie added that the Backyard will regularly host live music events and celebrity guest artists beginning this spring.

Should guests choose to venture off property, they will find themselves within walking distance of Mule Alley and the historic Exchange Avenue. Home to a plethora of varied shopping, dining, and entertainment venues, the Stockyards District offers a little something for almost everyone, from one-of-a-kind souvenirs and rustic home décor to tangy margaritas and zesty barbeque to live music and lively rodeos. Just a small distance farther, guests can visit the Cultural District’s museums and galleries, enjoy downtown’s Sundance Square and nationally acclaimed zoo, or take in a college or professional sporting event.

Whatever brings visitors through the front door, genuine Texas hospitality, unparalleled comfort, and outstanding service await every guest of Hotel Drover. Sit back, relax, kick off those boots, and let Hotel Drover handle the rest.