

LaPour Announces the JW Marriott Downtown Phoenix, Capitalizing on Downtown's Next Phase of Growth

Office Conversion Repositions Arizona Center Asset to Meet Rising Demand for Luxury Hospitality in One of the Nation's Fastest-Growing Urban Markets

PHOENIX, AZ, UNITED STATES, August 14, 2026 /EINPresswire.com/ -- As Downtown Phoenix continues to emerge as one of the country's most dynamic urban business centers, LaPour is advancing plans for a proposed [JW Marriott Downtown](#) Phoenix, a transformative adaptive reuse office to hotel conversion to address the demand for new, upscale and luxury hotel options.

“ This project is unique in that it really is an urban resort, walkable to the areas best restaurants and entertainment.”

Jeff LaPour, founder and CEO of LaPour

Rather than developing another hotel from the ground up, the project represents the repositioning of an institutional-quality office building into a luxury hospitality destination designed to meet the changing demands of one of the Southwest's fastest-growing markets.

The proposed development would convert a 19-story office tower at [Arizona Center](#) into a 340-room JW Marriott, featuring a resort style inground swimming pool overlooking the Center's 1.5-acre grotto, across from the new Cleaverman restaurant by Pretty Decent Concepts in the heart of Downtown Phoenix.

“Downtown Phoenix has undergone a transformation in the past few years since we last developed the AC hotel next door at Arizona Center. The market has reached a pivotal moment with population growth, significant new multifamily investment, convention activity and tourism continue to accelerate, yet the market remains underserved when it comes to luxury hospitality. Hard to believe Phoenix is the 5th largest city in the US yet the Downtown business district lacks a hotel of this quality.” said Jeff LaPour, founder and CEO of LaPour. “Thank you to the Burton Family for having the vision, the patience and the capital to turn around this property and make it something the city can be proud of.”

Unlike many office conversion opportunities, the existing building possesses characteristics

rarely available in today's market, including 13-foot floor-to-floor heights, expansive glass offering panoramic city and mountain views, oversized guest room layouts and floor plates ideally suited for luxury hotel operations.

The proposed JW Marriott would include 340 guest rooms, approximately 15,000 square feet of meeting and ballroom space on the 18th and 19th floor with sweeping city views, outdoor event venues, signature food and beverage concepts, a resort-style pool, fitness center and Club Lounge.

The investment is backed by some of Downtown Phoenix's strongest economic fundamentals.

Located 1/2 block from the Phoenix Convention Center, the project sits adjacent to a convention campus that generated more than 351,000 hotel room nights and approximately \$454 million in direct visitor spending in 2025. A planned 240,000-square-foot expansion is expected to further increase visitation and demand for premium hotel accommodations.

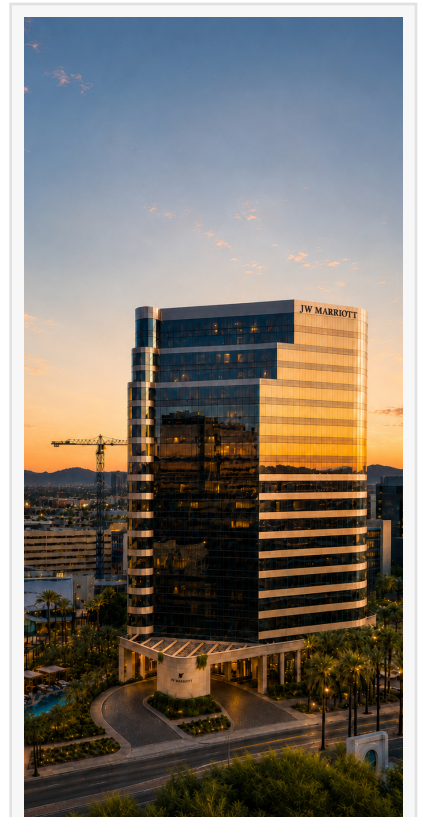
Additional demand generators include Arizona State University's Downtown Phoenix campus the Phoenix Biomedical Campus, more than 450 technology companies and ASU's new medical school, MLB Baseball at Chase Field, NBA basketball at Footprint Center and thousands of government and private-sector employees who collectively attract millions of annual visitors to the urban core.

"This project is unique in that it really is an urban resort, walkable to the areas best restaurants and entertainment. We selected the JW brand for its affordable luxury for the leisure traveler but also its appeal to the business traveler and event planner." LaPour said. "Plus, Arizona Center sits at the crossroads of nearly every major demand driver shaping the city's future. We think this is a powerful combination to help drive Downtown as a premier destination for business, tourism and hospitality."

"I didn't think there's a future for an office building at that site, so I wanted to change the use and Jeff LaPour wanted to do a hotel, and he's somebody I really respect in the marketplace," said Daryl Burton.

The proposed JW Marriott Downtown Phoenix remains in the planning stages. For more information, visit www.lapour.com.

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