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Pharos CB Hospitality snaps up Aloft Tampa Downtown



Pharos CB Hospitality has purchased the Aloft Tampa Downtown for a sales price of \$30 million. Positioned in the city center on the Tampa Riverwalk, the hotel is close to the Tampa Convention Center, the Florida Aquarium, the University of Tampa, and the Amalie Arena. The 130 room property traded for \$230,770 per room key. The hotel features loft-like rooms, a splash pool, corporate meeting space, and its branded W XYZ bar. Aloft is part of the Starwood Hotels & Resorts portfolio of brands.

"This acquisition represents an attractive long-term investment for our investors in a one-of-a-kind location," noted J. Edward Watson, senior founding partner of Pharos CB Hospitality.