



MANAGEMENT, OPENINGS / PIPELINE, OWNERSHIP

by Gregg Wallis September 23, 2025

NewcrestImage opens The Elmore Hotel

The Elmore Hotel has opened in Southlake, TX, under the ownership of [NewcrestImage](#) and management of [Cory Hospitality](#).

With 175 rooms and four floors, the property, formerly The Southlake Hotel, has undergone a year-long, multimillion-dollar renovation, becoming the first boutique lifestyle hotel in Southlake and the latest addition to Marriott's Tribute Portfolio.

"Our renovation has created a thoroughly modern and memorable hotel experience that distinctively stands out for guests and seamlessly blends into the local neighborhood," said Mehul Patel, managing partner, NewcrestImage. "Originally built in 2016, the property now showcases uncompromising contemporary style, luxury amenities, and next-gen technology—all supported with thoughtful Southern-style hospitality and elevated personal service."

According to Paul Cory, CEO, Cory Hospitality, "The Elmore is the kind of exceptional design-forward, lifestyle hotel that our company is boldly bringing to cities throughout Texas. It represents a true living room for the Southlake community where successful business deals are conducted, where travel memories are made and where significant family and community events are held. The property will quickly become a haven for guests and a gathering spot for locals."

The new interior design is inspired by the American Elm tree to symbolize both growth and connection, and features work by British photographer David Yarrow. Fine dining is offered at the Sagewind restaurant, while a variety of cocktail and food options are featured at the hideaway Social Outlaw speakeasy.

Also available is approximately 5,000 sq. ft. of flexible meeting and event space, a fully equipped fitness center, wellness programs next to the outdoor pool and customized packages through local vendors to Southlake's cultural, retail, and wine-tasting locations. The property is a 10-minute drive from DFW International Airport, a seven-minute drive from the Gaylord Texan Convention Center and a 10-minute walk to Southlake Town Square, an open-air shopping district with more than 120 stores and dozens of restaurants.

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