



The Adolphus Fact Sheet

ABOUT:

Situated in the heart of Dallas' Downtown, [The Adolphus](#) serves as a landmark of hospitality offering timeless culture, storied surroundings, imaginative food and drink, and a collection of locally celebrated amenities and experiences. Opening its doors in 1912, the 407-key hotel was the original planned site for City Hall and was modeled after a beaux-arts German castle—a nod to founder Adolphus Busch and his German roots. The hotel underwent an expansive restoration and renovation in 2018 to deliver intuitive, memorable service to its highly esteemed clientele—while continuing to maintain its century-long charm and history. Guests can enjoy a suite of amenities including a fitness center, rooftop Pool Adolphus, Spa Adolphus, The Barber Shop, Commerce Goods + Supply, nearly 30,000 square feet of event space, and five distinct culinary concepts: Otto's Coffee & Fine Foods, The French Room & French Room Bar, City Hall Bistro and Rodeo Bar.

HISTORY:

Recognized as Dallas' first luxury hotel and the original address for hospitality, The Adolphus debuted in 1912 as a passion project of Anheuser-Busch co-founder Adolphus Busch, modeling the facade of a German castle and remaining Texas' tallest building for a decade. Throughout the 20th century, the hotel grew to national prominence and in 1983, was added to the National Register of Historic Places. The hotel has welcomed respected leaders and notable guests like presidents Jimmy Carter, Ronald Regan, and George HW Bush, as well as British royalty including the late Queen Elizabeth II and Prince Philip. Today, the property's storied history can be felt through the curated art, books, and furnishings along with significant artifacts on display like a gifted official portrait and hand-written thank you note from the Queen.

CULINARY:

A dynamic destination, The Adolphus is home to five unique dining concepts: [The French Room](#) and [French Room Bar](#), [Rodeo Bar](#), [City Hall Bistro + Bar](#), and [Otto's Coffee & Fine Foods](#).

The French Room: Inspired by the hotel's original European architecture, The French Room serves as the crown jewel of The Adolphus and welcomes guests seeking an opulent dining experience with marble floors, gilded Louis XVI style chairs reupholstered in subtly

luxury fabrics, ornate sconces and candy-colored twin Italian Murano Glass chandeliers. The French Room is widely celebrated for setting the standard for fine dining in Dallas since its early 1900s origins and is most known for its elegant afternoon [tea service](#) available daily from 11:00 a.m. until 3:30 p.m.

The French Room Bar: A sultry and elegant hideaway, The French Room Bar features artisanal cocktails and a menu of elevated classics and shareable plates. Antique portraits adorn the navy lacquered walls, while custom-made chairs, barstools and banquettes beckon patrons to stay awhile. An original fireplace, with a new red finish, serves as the focal point. The entrance to the dual concepts is a bright salon filled with contemporary pieces from Texan artists sourced by Dallas art legend, Lucia Simek.

City Hall Bistro + Bar: A bright and lively all-day bistro in the heart of The Adolphus, City Hall Bistro + Bar pays homage to its position as the original intended site of Dallas' City Hall. Featuring warm service and a thoughtful beverage program, the casual, inviting atmosphere is a destination for socializing in the downtown Dallas scene.

Rodeo Bar: Rodeo Bar originally opened its doors in 1981 and was re-established in 2021 to introduce a new menu and vibe. As the newest concept to join the hotel's culinary scene, Rodeo Bar honors the heart and soul of Texas grit and authenticity with a playful menu of nostalgic American fare.

Otto's Coffee + Fine Foods: Otto's is an upscale Viennese-style café named after a former Adolphus Busch brewery employee who served as the general manager of The Adolphus in 1928. Offering locally sourced beans from Full City Roaster Coffee Roasters, coffee and espresso drinks are complemented by full breakfast and lunch menus as well as chef-curated grab-and-go meals.

Sushi by Scratch: Tucked inside a secret hotel room on the eighth floor of The Adolphus, Sushi by Scratch is a unique omakase tasting experience and pop-up. Led by husband-and-wife team Phillip Frankland Lee and Margarita Kallas-Lee, the two-hour refined culinary exploration seats only eight guests and serves 17 bite-sized courses with the option to order more.

DESIGN:

A hotel worthy of its history, The Adolphus originated as a passion project for Adolphus Busch and was hand built by European craftsmen in the early 20th-century. By investing in the booming Texas real estate market in the early 1900s, Busch debuted the city's first true luxury hotel modeling the architecture of a German castle, but taller. For the next decade, the 22-story hotel remained the state's tallest building. Architects of The Adolphus were commissioned to design the property in the elegant style of the Beaux Arts emphasizing classical forms and features, elaborate details, lavish ornamentation and heavy masonry. Welcoming new generations of discerning, cultured travelers

appreciating the complex narrative and luxe feel of The Adolphus, the property underwent an extensive two-year renovation from 2016-2018. Helmed by local Dallas creative and design firm SWOON the Studio in partnership with property management group Makeready, the multi-million-dollar refresh included careful historical restoration work. During this time, The Adolphus also entered Marriott's luxurious Autograph Collection portfolio of highly distinct properties.

ACCOMODATIONS:

Discover uninterrupted downtown Dallas views, gleaming hardwood floors, a curated selection of artwork, and flawless attention to detail that has earned The Adolphus a top retreat of dignitaries and VIPs since its inception in 1912. The Adolphus is home to 407 guest rooms, offering a variety of luxurious and executive suites. Room categories include:

Deluxe Room - With a handful of floor plans between 400 and 500 square feet, each deluxe room offers single and double king-sized beds designed to foster both work and play.

Executive Suites - Offering up to 650 square feet, these expansive suites are complete with one or two king-sized beds, fine linens, a marble-clad bathroom, and a well-appointed sitting area with a second TV. Options include the executive junior suite or executive studio suite.

Terrace Suite - Embrace the sights and sounds of downtown Dallas in the Adolphus' Terrace Suites complete with an outdoor patio.

Couture Suite - Optimal for exceptional entertaining, the one-of-a-kind Couture Suite includes an additional guest room with its own bathroom and spacious living area. The Couture Suite is complete with a private terrace overlooking downtown and Pool Adolphus.

Hollywood Suite - For the truly glamorous type of traveler, the Hollywood Suite sets the stage for memorable experiences and entertaining. Guests will enjoy an expansive private terrace, Butler's pantry and refrigerator and ample dining and living space.

Presidential Suite - Perched on the 23rd floor, the Presidential Suite has its own grand entry and sprawls over 1,500 square feet. The suite includes two bedrooms, three bathrooms, and expansive living and dining areas.

Honeymoon Suite - The 850 square-foot Honeymoon Suite features a spacious master bedroom with a king-sized bed, two full bathrooms and ample entertaining space including a private terrace.

WELLNESS:

Every aspect of The Adolphus has been carefully curated to offer total relaxation and exemplary service as a top urban retreat in the heart of Dallas. From the [Barber Shop](#) specializing in an expert shave and cool conversation to [Spa Adolphus](#) encompassing over 5,000-square-feet and six treatment rooms, The Adolphus is also home to a [rooftop pool](#)

[deck](#) with private cabanas and a 24/7 [fitness facility](#) with state-of-the-art equipment.

MEETINGS + SPECIAL EVENTS:

The Adolphus has delivered intuitive, memorable service to its highly esteemed clientele for more than a century. With nearly 30,000 square feet of event space spread across 15 different rooms, The Adolphus' venue spaces can host up to 400 guests. Functional and flexible floor plans allow for endless potential amongst the sophisticated yet timeless aesthetic of the property. The Adolphus' dedicated team of professional event planners provides unforgettable hospitality along with the property's award-winning on-site culinary team for any catering needs. Venues include:

- Grand Ballroom (5,304 sq ft)
- The Century Ballroom (4,400 sq ft)
- The Governor's Ballroom (2,223 sq ft)
- Sam Rayburn Room (2,200 sq ft)
- Pat Morris Neff Room (1,044 sq ft)
- John Neely Bryan Room (825 sq ft)
- Executive Room (332 sq ft)

The Adolphus has over 100 years of experience creating cherished moments and celebrating guests' own stories. Whether your wedding fantasy is exchanging vows in an intimate setting or hosting an extravagant party, The Adolphus' elite team of wedding planners and on-site culinary experts are able to customize the day from start to finish, all in an unmatched setting with pristine service.

EXPERIENCES:

The Adolphus is proud to not only provide premier accommodations but also bespoke gathering spaces, a cultural hub, and an enduring icon for the city of Dallas. Located on the ground floor, Commerce Goods + Supply redefines the concept of the hotel gift shop featuring a curated mix of artisan goods and elevated essentials—including *The Reynard*, designed exclusively for Commerce by [Stetson](#). Rotating guest experiences include artists in residency, locals' night and live music at Rodeo Bar, weekend live entertainment and rooftop yoga at Pool Adolphus, weekday specials found at Social Lobby, and more.

LOCATION:

The Adolphus is centrally located in the heart of downtown Dallas just steps away from the lively city center. As the perfect jumping-off point to immerse in Dallas' rich cultural scene, there's an activity for anyone just outside the door. From a family outing to the Dallas Aquarium to a sophisticated afternoon spent strolling through the Perot Museum, guests are offered convenient access to the Arts District and East Quarter.

Most notably and less than a mile away sits the Kay Bailey Hutchison Convention Center, one of the largest convention centers in the nation encompassing over 2,000,000 square-feet. Every year, the convention center welcomes over a million visitors attending major national and international conventions, meetings, concerts, athletic competitions,

auto shows and more. Additionally, the American Airlines Center is one of the nation's top arenas setting the precedent for sporting and live entertainment events just over a mile away from the hotel.

The Adolphus is easily accessible from the two major airports in the metroplex—Dallas Fort Worth International Airport and Dallas Love Field—which are just 25 minutes and 18 minutes from the hotel respectively.

STARTING RATE:

\$309/night

CONTACTS:

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Reservations:

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[Online booking](#)

Media:

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