

# Conroe, Texas: North Houston's Emerging "Leading Lady"

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Conroe provides small-town living while located only 40 miles north of Houston, the fourth-largest city in the country. This quaint city is currently having a resurgence and is considered one of the fastest-growing cities in Texas. Conroe has a reported population of 103,035 as of August 31, 2023, a 36% increase from 2013, and it is only projected to grow. The town has ample land for new development, and the recent improvements are heavily influenced by the city development model of The Woodlands just ten miles south.

With this location near The Woodlands and so much available land, Conroe is starting to experience spillover from that city and become popular as a "bedroom community," resulting in additional residential development. One such project in the city is the highly anticipated **Grand Central Park**, a 2,046-acre residential community development along Interstate 45 and South Loop 336, just five miles north of The Woodlands.

Furthermore, the **Conroe Economic Development Council** is seeking to attract more manufacturing and energy companies to move headquarters to the community given the abundance of land.

Overall, Conroe is positioned to become the new "leading lady" for suburban development in the North Houston market, competing with The Woodlands, Spring, and Humble.



Source: Google Street View

## Tourism and Visitation

The city of Conroe prides itself on being a retreat for the residents of the greater Houston area, with its 22,000 acres of lake and 156 miles of shoreline on **Lake Conroe**. Surrounding the lake are several residential lakefront communities, restaurants, bars, and public beaches. Accommodating the tourism seasonal influx, Lake Conroe is home to two major lake resorts: **Margaritaville Lake Resort** and **Holiday Inn Club Vacations Piney Shores Resort**. In addition, campgrounds are available at the **Cagle Recreation Area** and **Stubblefield Lake Recreation Area**.

According to **Visit Conroe**, other attractions in the city include the following:

- **Conroe's Historic Downtown** (established in 1890) features independent retail businesses in the city's Main Street Square, in addition to local restaurants, breweries, and cafés.

### Summary

Conroe is known as a historic small town and an affordable staycation destination. However, as of 2023, it is one of the fastest-growing cities in Texas. Its current offerings range from state parks to lakeside resorts, and the city has potential for significant development, with ample vacant land available.

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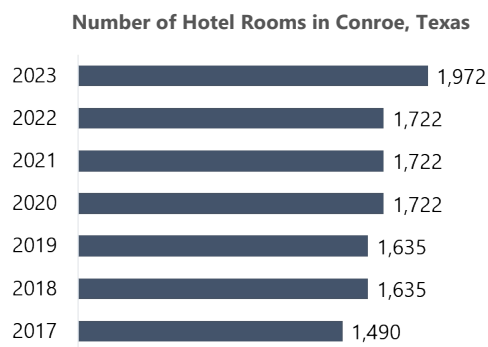
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- **Sam Houston State University's College of Osteopathic Medicine**, a medical branch of Sam Houston State University, opened in 2019 in the Grand Central Park community.
- Breweries in the Conroe area, such as **Southern Star Brewing Co.**, **Copperhead Brewery**, **B52 Brewing Co.**, and **Fass Brewing Co.**, are growing increasingly popular.
- The **Lone Star Convention & Expo Center** is the third-largest convention, expo, and fairgrounds complex in the greater Houston area, following **George R. Brown Convention Center** and NRG Park.
- Several state parks and national forests are located throughout the area, such as **Huntsville State Park** (2,000 acres), **W.G. Jones State Forest** (1,700 acres), and **Sam Houston National Forest** (161,500 acres). Each offers trails, picnic areas, campsites, lakes, and creeks.

## Hotel Supply

The majority of the hotels in the Conroe market benefit from a location near Interstate 45, a major highway, attracting both commercial and transient travel. Hotel supply growth in Conroe reached a plateau from 2020 through 2022, with an increase in 2023, as illustrated in the chart below.



*Source: STR*

According to **STR**, the most recent addition to the Conroe market was the **Hyatt Regency**. This 250-room property opened in May 2023 in the Grand Central Park residential community. With its full-service amenities such as an onsite restaurant and 30,000 square feet of meeting space, the new Hyatt Regency creates new opportunities for Conroe, where the supply is mostly limited-service hotels.

For more information on the greater Houston market or to inquire about a specific project, please **contact Kira Black** of the **HVS Houston office**.

### Sources

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## About **Kira Black**



Kira Black is a consulting and valuation Project Manager with the HVS Houston office. Her passion for hospitality grew while working in the food and beverage industry in the Houston area for nearly two decades. During her career in food and beverage, she held various management positions, where she developed strong communication skills and a talent for superior customer service. While attending her master's program, Kira completed the Certification in Hotel Industry Analytics (CHIA) and Certification in Advanced Hospitality & Tourism Analytics (CAHTA). She gained her Bachelor of Arts from the University of Houston in 2010. Contact Kira at +1 (281) 917-5864 or [\[email protected\]](#).