

News

# Rock County sees hotel boom

*Five hotels to open by April 2019*

**By:**

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ROCK COUNTY, Wis. - As more people come to Rock County for both business and pleasure, the county is running out of room to house everyone.

By April 2019, that problem will hopefully be fixed, as five new hotels will open.

"In general, Janesville is in tremendous need for additional hotel rooms. We had not had a hotel built since the mid-'90s here," said Gale Price, Janesville's economic development director. "It's pretty unconscionable for me to think that a city of almost 65,000 people had not had a new hotel built in that long of a period of time."

That will soon change, as construction has already started on one hotel in Janesville and the groundbreaking of a second hotel is set to happen in June.



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Rock County is seeing a boom in hotels. There will be FIVE new hotels open in [#Janesville](#) and [#Beloit](#) by this time next year. A total of 400 hotel rooms will be added [#news3](#)

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"What we have seen is a tremendous increase in the occupancy in the hotels in the area, especially in the summer when there are tournaments -- multiple tournaments -- going on at youth baseball and softball; that is a big draw for the community," Price said. "Not to mention, now that people are traveling again and coming through this corridor, they're staying in our community."

Marriott TownePlace Suites is already under construction on Janesville's northeast side. Price said the 52,000-square-foot building will have 87 rooms and sits on about 6.7 acres. It is an extended-stay hotel, and the rooms will be bigger and have kitchenettes.

“We really feel that this is important for the business community standpoint when they are bringing potential clients or employees and when people need to make a transition to this location and don’t have a place that they’ve purchased or an apartment that they’ve lined up yet,” Price said. “So this would allow for an extended-stay where it’s a little more like home, but yet gives them an opportunity to find really where they want to be for the long term in the marketplace.”

Construction on that hotel started in April and is scheduled to be done by the end of 2018 or the beginning of 2019.

Janesville’s second new hotel will be a Cobblestone Hotel and Suites. It will be built in a city parking lot overlooking the Rock River downtown. Price said the 32,000-square-foot building will have 53 rooms and a restaurant.

“Given the number of new companies that we’ve had come in to the community and have located downtown and them bringing clients in, we felt it was very important and very appropriate to land a hotel in the downtown.”

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Janesville currently does not have a hotel in its downtown. The groundbreaking is scheduled to start in June, and construction should finish up by February 2019.



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Each city will have an extended-stay hotel and a new hotel located downtown. Beloit will also have a Holiday Inn Express [#news3](#)

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In Beloit, three new hotels are set to open within the next year.

Visit Beloit's Executive Director Celestino Ruffini said the last hotel built in Beloit was in 2013.

An extended-stay Home2 Suites by Hilton will have 102 rooms and is set to open in late September or early October. Holiday Inn Express will be six stories with 124 rooms. It's expected to be finished by April 2019. Both hotels are off Milwaukee Road.

Beloit will also have a second downtown hotel. Hotel Goodwin will be 34 rooms and is set to open in August. It's a boutique-style hotel and will have a café and rooftop meeting space.

"I think they all fit, from a diversity standpoint, different needs and different opportunities from both price point to need, if it's business or tourism," said Melissa Hunt, a regional economic development director for Wisconsin Economic Development Corporation.

She said Rock County as a whole is growing as more business comes in and the individual communities do well working together to promote the county.



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The hotels range in size from 34 to 124 rooms. The first one will open in Beloit in August [#news3](#)

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“This is really consistent with the true strategic growth that we’re seeing in all these communities really partnering and working together to make sure they understand the needs of each of the communities and how they all work together, as well,” Hunt said.

WEDC awarded Beloit a \$250,000 grant to help finance the downtown hotel.