



# COTTON COURT HOTEL

*Offers Texas Tech Parents a Fun New Place to Stay!*

WRITTEN BY: KIMBERLY A. SUTA | PHOTOS COURTESY OF: COTTON COURT HOTEL

Valencia Hotel Group has a strong reputation for developing hotel properties with distinctive designs, amenities, and settings that enrich the cultural heart of the cities they are situated in, with a focus on urban, mixed-use environments. It is fair to say they knocked it out of the park yet again with Lubbock's new Cotton Court Hotel, which opened to the public in September of 2020.

Located in the Downtown Business District, just one mile east of Texas Tech University, the charming hotel is a nod to Lubbock's rich history steeped in the cotton industry. In fact, cotton is the number one cash crop in the High Plains of Texas, producing a whopping four million bales per year, which accounts for a quarter of America's cotton crop. If you can imagine, that is almost a billion pairs of jeans.

*"Cotton is the king up in West Texas, and this is our homage to the old cotton industry,"*

**SAID GUSTAVO "GUS" LUNA,  
THE GENERAL MANAGER OF THE HOTEL.**

*"Cotton Court doesn't look like a traditional hotel. The main building represents a warehouse while the courtyard represents a cotton gin."*

Cotton Court features 165 retro-inspired guest rooms that open to sweeping outdoor porches with custom-designed rocking chairs, an in-house restaurant and bar, and a variety of thoughtfully crafted outdoor gathering spaces, including a sizeable courtyard complete with four firepits and a swimming pool. This area is perfect for relaxing outdoors regardless of the season.

Luna explained that the guest experience starts on the website, which is where you can book your reservation. Upon arrival, you walk through double doors into a lobby decked out in a Western motif with a large brick fireplace mounted with cow skulls. Immediately, you are happily greeted by one of the agents or managers near the welcoming desk.

"When you check in, we offer complimentary Lone Star Beer or water," Luna said. "And every room comes with a minibar stocked with wine, beer, liquor, soft drinks, and snacks."





The hotel offers two options for rooms—either in the main brick building or in one of the rooms surrounding the courtyard. The first-floor rooms in the courtyard come with rustic concrete floors, which are pet-friendly rooms, while the second-floor rooms come with vaulted ceilings for a more spacious ambience.

*“I call the design ‘casual elegance,’”*

**LUNA SAID.**

*“It has a casual feel but it’s still high-end.”*

Do not forget to bring your bath bombs because the hotel also has ten rooms with clawfoot tubs, as well as two suites and one presidential suite. However, Luna noted that they cannot get enough of the outdoor experience when it comes to what guests love most.

“People love the firepits and just enjoy sitting outside,” he said. “You can join us there to make s’mores or have a beer and just make some new friends. Guests also comment on how well they slept and how much they enjoyed the restaurant.”

# MIDNIGHT SHIFT

## RESTAURANT & BAR



Chef Michael Behan is at the helm of Midnight Shift, which he explained is akin to a gastropub, with a wide variety of flavors and cultural influences, including Italian, French, and Asian.

“The restaurant is influenced by the places I’ve lived and traveled to,” Behan said.

The menu ranges from a classic bacon double cheeseburger to pork fried rice and chili garlic shrimp pasta, which are some of the obvious favorites. Midnight Shift’s eclectic seasonal menu made with locally-sourced ingredients is a refreshing new alternative in a town with abundant Mexican-American food.

Behan’s favorite dish that he currently makes is the finger-lickin’-good sweet and sour baby back ribs. “We brine them for two days, use a dry rub, and then they get braised off and on in a braising liquid,” Behan said. “When ordered, they’re topped with a sweet and sour sauce and finished in the oven, so the sauce gets all sticky and good.”

Although Luna raved about the pancakes served with honey-infused butter for breakfast, he said that his favorite menu item is the achiote barbeque chicken sandwich available for lunch on Fridays and Saturdays. “The crunchy cabbage slaw and achiote flavor in the chicken blends exceptionally well,” he said.



The restaurant’s ambiance is casual yet cozy with yet another beautiful built-in fireplace as a centerpiece, and the bar is a great place to meet up with family and friends for a few craft cocktails. It has quickly become a popular respite for parents visiting their Texas Tech students in town.

“The bar has a special draw,” Luna said. “The bartenders are creating cocktails that are out of this world, and we also offer live country-western and classic rock music. In the spring and summer, the band is located outside, and the restaurant clientele can listen through the French doors or enjoy the music from the patio.”

Of course, in the warmer months lounging poolside with a cocktail and a few bites is simply the best seat in the house, so to speak. All in all, Cottonwood Court may just be the best new retreat in West Texas.

“It’s the perfect place for a staycation,” Luna said. “It feels like you’re escaping Lubbock.”

And who does not need a little escape every now and then?