



## HOTEL MED PARK AN ASCEND COLLECTION HOTEL

**Confidential Offering Memorandum**  
**Price - UNPRICED**

**ASCEND**<sup>®</sup>  
HOTEL COLLECTION



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A photograph of a hotel lobby. In the foreground, a reception desk with a marble top and a patterned base is visible. In the background, there are two large framed pictures on the wall, a decorative vase, and a doorway. The ceiling has recessed lighting.

# EXECUTIVE SUMMARY

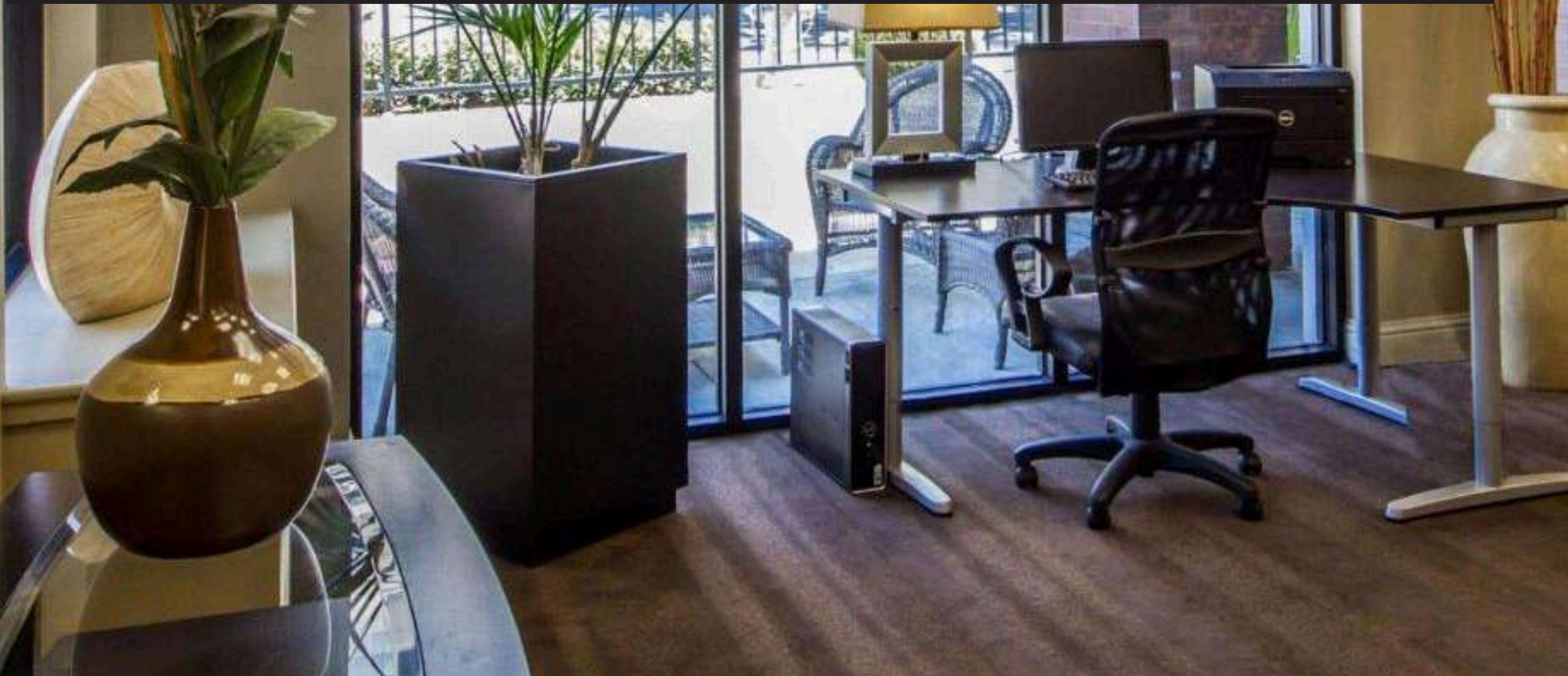
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# Property at a Glance

This Offering Memorandum presents the opportunity to acquire the Ascend Collection Med Park Hotel, a 32-key, Choice Hotels–branded, boutique limited-service hotel located at 2356 Stockton Boulevard, Sacramento, California 95817. The Property is strategically positioned in Sacramento's Medical Park corridor — one of Northern California's most stable and recession-resilient demand generators — directly adjacent to the UC Davis Medical Center, one of the nation's leading academic health systems.

The hotel benefits from the globally recognized Ascend Collection franchise under Choice Hotels International, providing brand recognition, loyalty program participation through Choice Privileges, and access to Choice's global reservation infrastructure. The Property completed a comprehensive full-property renovation in 2023, bringing all 32 guest rooms and common areas to current brand standards,



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# INVESTMENT HIGHLIGHTS

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## **Nationally Branded — Ascend Collection**

Affiliated with Choice Hotels International, one of the world's largest lodging franchises. The Ascend Collection brand provides independent boutique character with the distribution power and loyalty program of a global chain.

## **Medical Demand Driver — UC Davis Health**

Situated steps from the UC Davis Medical Center, one of Northern California's premier academic health systems. Medical demand provides stable, year-round room night generation from patients, families, and healthcare professionals.

## **Fully Renovated in 2023**

The property underwent a comprehensive renovation in 2023, bringing all 32 rooms and common areas to current brand standards. Capital risk is substantially mitigated for an incoming owner.

## **Complimentary Amenities Package**

Property features complimentary breakfast, fitness center, sundry shop, guest laundry, business center, and vending/ice machines — all-inclusive offerings that support competitive ADR and strong guest satisfaction scores.



A photograph of a hotel lobby. In the foreground, a reception desk with a marble top and a patterned base is visible. In the background, there is a reception counter with a computer monitor, a doorway, and two large framed pictures on the wall. The ceiling has several recessed lights.

# PROPERTY OVERVIEW

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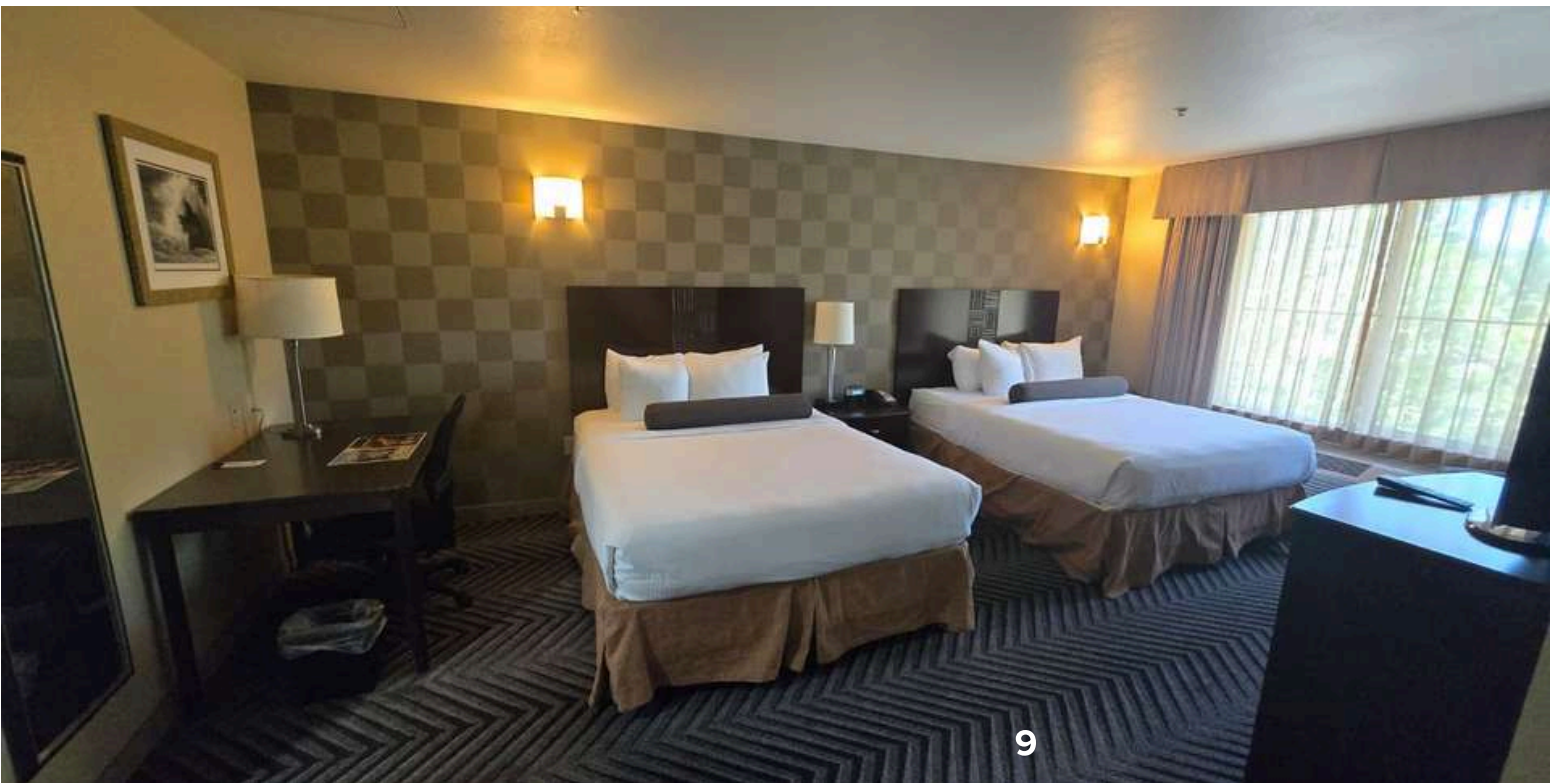
Property Name	Ascend Collection Med Park Hotel
Address	2356 Stockton Blvd, Sacramento, CA 95817
Brand	Ascend Collection (Choice Hotels International)
Number of Rooms	32
Food & Beverage	Complimentary hot breakfast daily
Franchise	Choice Hotels International
Year Opened	2009 / Fully Renovated 2023
Stories	Four
Structure	Wood Frame — Interior Corridor
Gross Building	25,628 SF
Lot Size	0.24 Acres (10,330 SF)
Zoning	General Commercial (C-2) — Sacramento County
Parcel Number	14-0064-001-0000
Parking	20 Spaces (Garage)
Flood Zone	Zone X (Shaded) — Moderate Risk
Airport Access	Sacramento Intl (SMF) — approx. 16 miles northwest

## ROOM BREAKDOWN

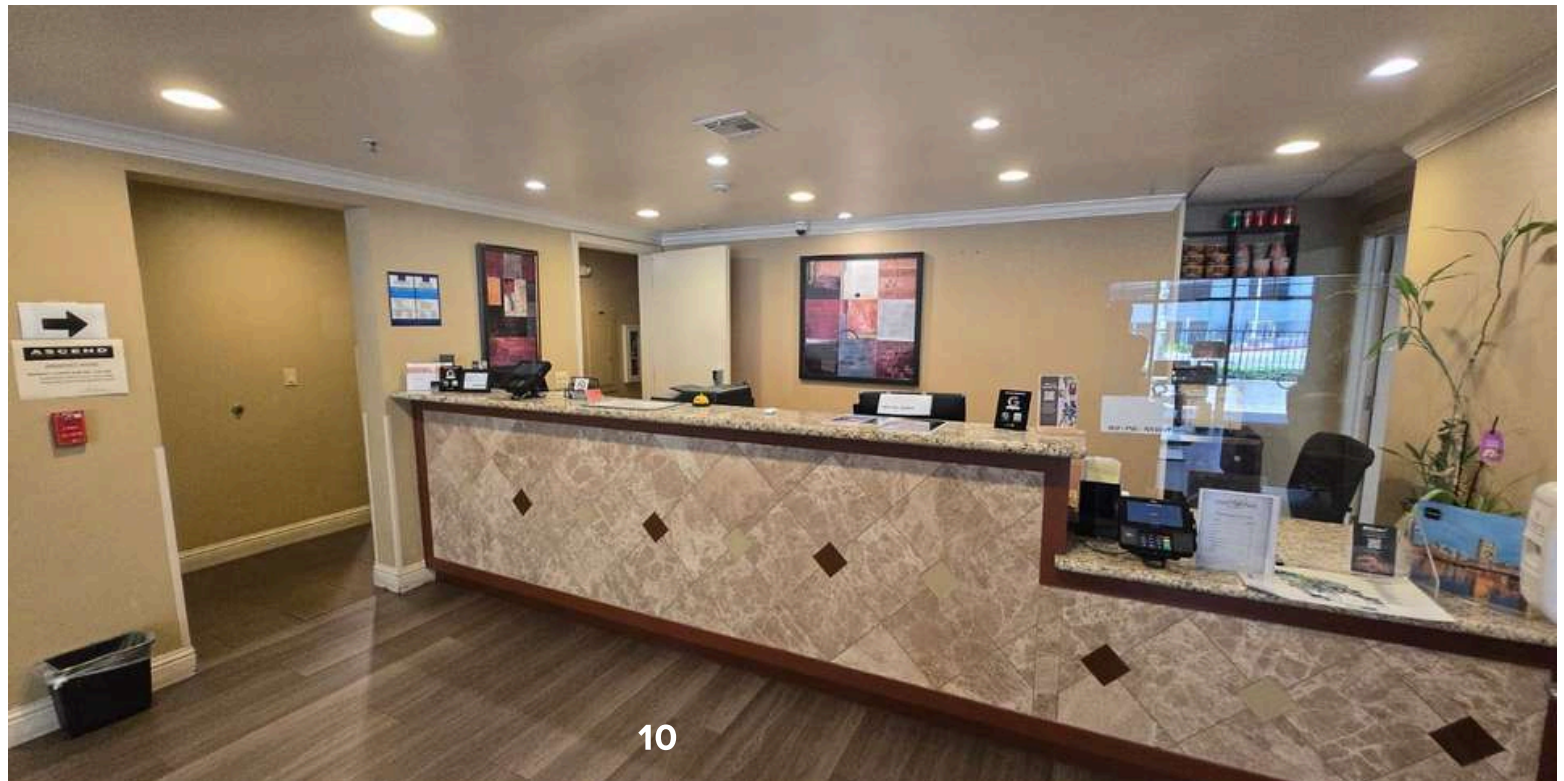
King	16
Queen / Double	16
<b>Total</b>	<b>32</b>

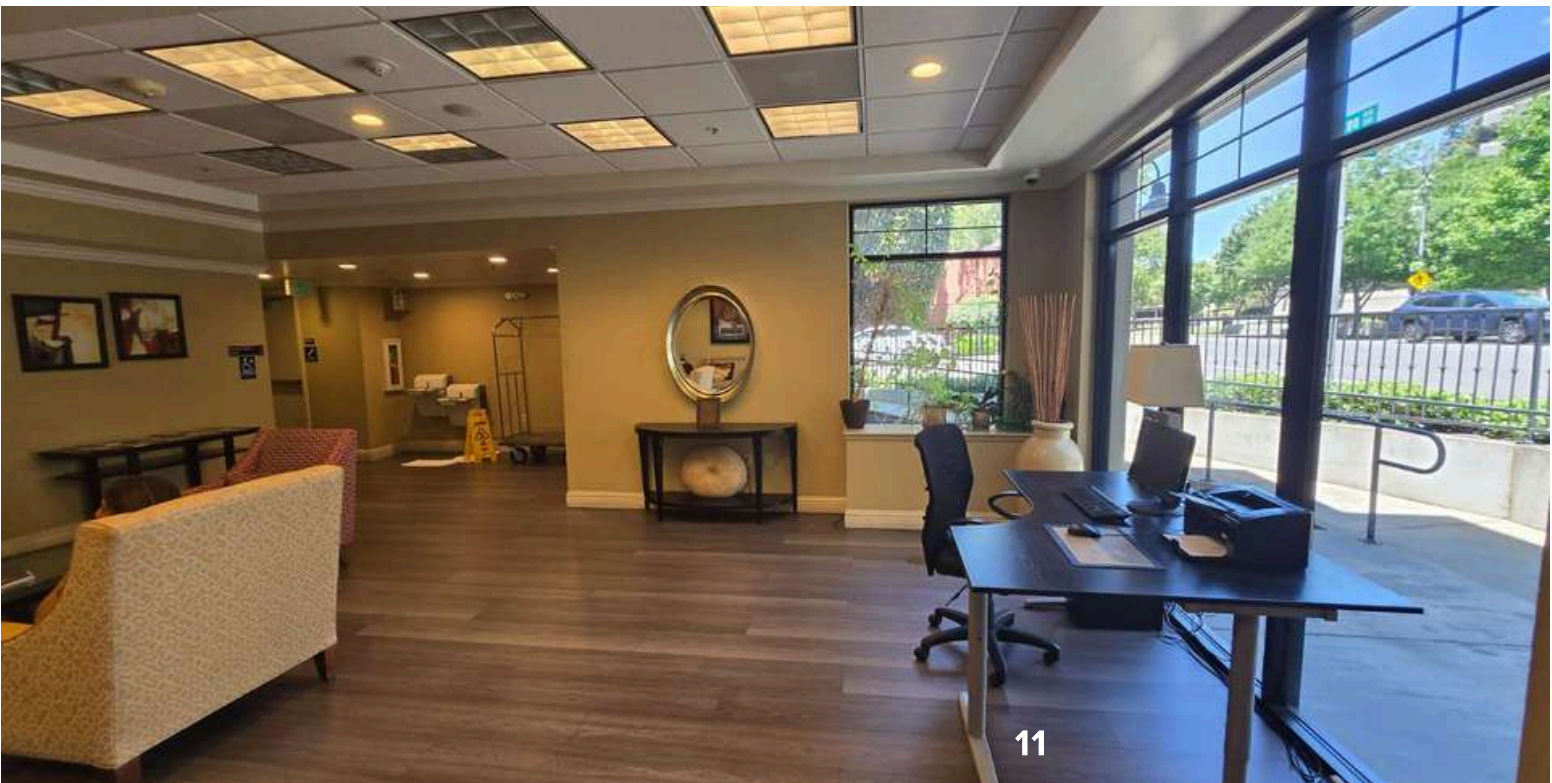
## RECREATIONAL & GUEST AMENITIES

- Breakfast Dining Area
- Meeting Room
- Sundries Counter
- Lobby Workstation
- Fitness Room
- Free Wi-Fi
- Daily Breakfast



HOSPITALITY  
LISTING





A photograph of a hotel lobby. In the foreground, a reception desk with a marble top and a patterned base is visible. In the background, there are two large framed pictures on the wall, a decorative vase, and a doorway. The ceiling has recessed lighting.

# LOCATION OVERVIEW

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## SACRAMENTO, CALIFORNIA

Sacramento is the capital city of California, located in the heart of the Sacramento Valley at the confluence of the Sacramento and American Rivers, approximately 90 miles northeast of San Francisco and 90 miles north of Stockton along the US-99/I-80 corridor. As the state capital, Sacramento benefits from a uniquely stable and diversified economic base anchored by government, healthcare, education, and technology — making it one of California's most recession-resilient major markets.

The Sacramento Medical Park corridor, where the subject property sits, is one of the most consistently demand-generating hotel micro-markets in the region. Positioned directly adjacent to UC Davis Medical Center — one of the nation's top-ranked academic health systems and among Sacramento County's largest employers — the submarket draws a steady, year-round flow of patients, families, medical professionals, and research visitors largely insulated from seasonal leisure fluctuations.

## Key Demand Generators

UC Davis Medical Center	<b>Adjacent</b>	California State University Sacramento	<b>2.5 mi north</b>
UC Davis (Davis Campus)	<b>15 mi west</b>	California State Capitol	<b>3.5 mi north</b>
Golden 1 Center / Sacramento Kings	<b>3.8 mi north</b>	Sacramento Convention Center	<b>4 mi north</b>
Sacramento International Airport (SMF)	<b>16 mi northwest</b>	Downtown / Midtown Sacramento	<b>3 mi north</b>
Lake Tahoe / Sierra Nevada	<b>Regional</b>	Napa / Sonoma Wine Country	<b>Regional</b>
San Francisco Bay Area	<b>90 mi west</b>	Arden Fair Mall / Retail Corridor	<b>On-route</b>

Sacramento is California's capital city and one of the state's most economically diversified markets, anchored by government, healthcare, education, and a growing technology sector. The Sacramento Southeast submarket, where Hotel Med Park is located, benefits from proximity to the UC Davis Medical Center — one of the nation's leading academic health systems — creating stable, year-round transient demand largely insulated from seasonal leisure swings.

The Sacramento metro area attracted significant investment in healthcare, government infrastructure, and corporate expansion through 2023–2024, supporting consistent hotel demand growth in the medical corridor submarket. The subject property's Running 12-Month ADR as of August 2024 is **\$139.18** and occupancy is **68.8%** — generating a RevPAR of **\$95.71**. The property achieved a strong August 2024 occupancy of **75.9%**, outperforming the competitive set at 67.4% and posting an MPI of **112.7** — ranking **1st of 5** properties in the competitive set for that month.

## Seasonality & Peak Demand

The market experiences two distinct demand peaks: the summer leisure season (Seasonality & Peak Demand. The Sacramento hotel market experiences two distinct demand peaks: the summer season (June–August), driven by leisure, government, and healthcare visitors, and the fall/winter period anchored by government legislative sessions, academic activity at UC Davis and Sacramento State, and corporate demand. Weekday occupancy is structurally stronger than weekend, reflecting the property's medical and government demand base — a resilient, recession-resistant demand profile that limits seasonal trough depth relative to leisure-dependent markets.



# TRANSPORTATION

**Sacramento International Airport (SMF) is located approximately 16 miles northwest of the subject property and serves as the primary commercial airport for the greater Sacramento region, one of California's largest metropolitan areas**

The airport serves Sacramento County, the Central Valley, and the Sierra Nevada foothills, drawing from a catchment area of more than 2.5 million residents. SMF is a full-service international airport operating 150+ scheduled departures daily across 12 major carriers, providing direct flights and connections to numerous domestic and international destinations.

SMF is served by all major domestic carrier. The airport's extensive network makes Sacramento easily accessible for the business travelers, government contractors, and medical professionals that comprise the primary demand base for the subject property's location.

Sacramento is also served by Amtrak's Capitol Corridor and San Joaquin rail lines, providing frequent daily service connecting Sacramento to the San Francisco Bay Area, San Jose, and the Central Valley — further expanding the accessible feeder market for hotel demand in the submarket. The city sits at the convergence of Interstates 5 and 80 and US Highway 50, providing direct highway access from the Bay Area to the west, Lake Tahoe and Nevada to the east, Southern California to the south, and Oregon to the north, reinforcing Sacramento's position as a major drive-to destination and regional hub.

**9M+**  
annual passengers served

**+49%**  
growth vs. 2019 pre-pandemic

**16 mi**  
from subject property

**6 airlines**  
United · American · Delta  
Southwest · Alaska · others

**150+**  
daily scheduled departures

**International**  
full-service international airport with domestic & international routes

SACRAMENTO INTERNATIONAL AIRPORT (SMF) — ANNUAL PASSENGER STATISTICS			
Year	Passenger Traffic	Percent Change*	Percent Change**
2016	8,100,000	—	—
2017	8,400,000	3.7%	3.7%
2018	8,700,000	3.6%	3.6%
2019	9,200,000	5.7%	5.7%
2020	-4,100,000	(55.4%) est.	(12.0%) est.
2021	6,300,000	53.7%	3.2%
2022 ★	8,100,000	28.6%	7.4%
2023 ★	8,800,000	8.6%	8.6%
2024 ★	9,100,000	3.4%	3.4%
2025 ★	9,400,000	3.3%	3.3%



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# LODGING MARKET

## OVERVIEW

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# Competitive Set Operating Statistics

**AVERAGE DAILY RATE (ADR)**

Entity	2022 Full Year	2023 Full Year	YTD Aug 2024	Run 12M Aug 2024	YOY Chg (R12M)
Hotel Med Park (Subject)	\$140.48	\$148.63	\$137.68	\$139.18	-6.4%
Competitive Set	\$149.98	\$159.88	\$152.59	\$156.57	-2.1%
<i>Average Rate Index (ARI)</i>	93.7	93.0	90.2	88.9	—

**OCCUPANCY (%)**

Entity	2022 Full Year	2023 Full Year	YTD Aug 2024	Run 12M Aug 2024	YOY Chg (R12M)
Hotel Med Park (Subject)	70.0%	68.5%	67.0%	68.8%	-1.8%
Competitive Set	69.5%	67.5%	67.3%	67.5%	-2.9%
<i>Market Penetration Index (MPI)</i>	100.8	97.9	99.5	101.9	—

**REVPAR**

Entity	2022 Full Year	2023 Full Year	YTD Aug 2024	Run 12M Aug 2024	YOY Chg (R12M)
Hotel Med Park (Subject)	\$96.17	\$104.10	\$92.26	\$95.71	-8.1%
Competitive Set	\$104.86	\$111.04	\$102.75	\$105.63	-4.9%
<i>RevPAR Gen. Index (RGI)</i>	91.7	93.8	89.8	90.6	—

The following tables are derived from the STR Monthly STAR Report for the Ascend Collection Hotel Med Park (STR ID: 59853). Data covers the running 12-month period ending August 2024, as well as year-over-year comparisons for 2022, 2023, and 2024 YTD



HOSPITALITY LISTING

# Market Position & Comp Set Context

The competitive set for Hotel Med Park consists of 5 properties in the Sacramento / Sacramento Southeast submarket (Upscale Chain scale segment), including Larkspur Landing Sacramento, Courtyard Sacramento Midtown, Ascend Collection Inn Off Capitol Park, and Hampton Inn & Suites Sacramento at CSUS. The property has maintained occupancy penetration above 100 (MPI 101.9 R12M), consistently outperforming the competitive set on occupancy while carrying a slight ADR discount — a profile typical of a well-located, value-oriented boutique asset with strong demand capture.

## YEAR-OVER-YEAR TREND SUMMARY

Metric	2022 Full Year	2023 Full Year	YTD Aug 2024	Run 12M Aug 2024
Occupancy — Subject	70.0%	68.5%	67.0%	68.8%
Occupancy — Comp Set	69.5%	67.5%	67.3%	67.5%
ADR — Subject	\$140.48	\$148.63	\$137.68	\$139.18
ADR — Comp Set	\$149.98	\$159.88	\$152.59	\$156.57
RevPAR — Subject	\$96.17	\$104.10	\$92.26	\$95.71
RevPAR — Comp Set	\$104.86	\$111.04	\$102.75	\$105.63
<i>RevPAR Gen. Index (RGI)</i>	<i>91.7</i>	<i>93.8</i>	<i>89.8</i>	<i>90.6</i>

★ Source: STR Monthly STAR Report, Ascend Collection Hotel Med Park (STR #59853). August 2024 report date: September 16, 2024. Competitive set data excludes subject property. Full year 2022/2023 figures represent Running 12-Month periods ending December of each respective year.



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