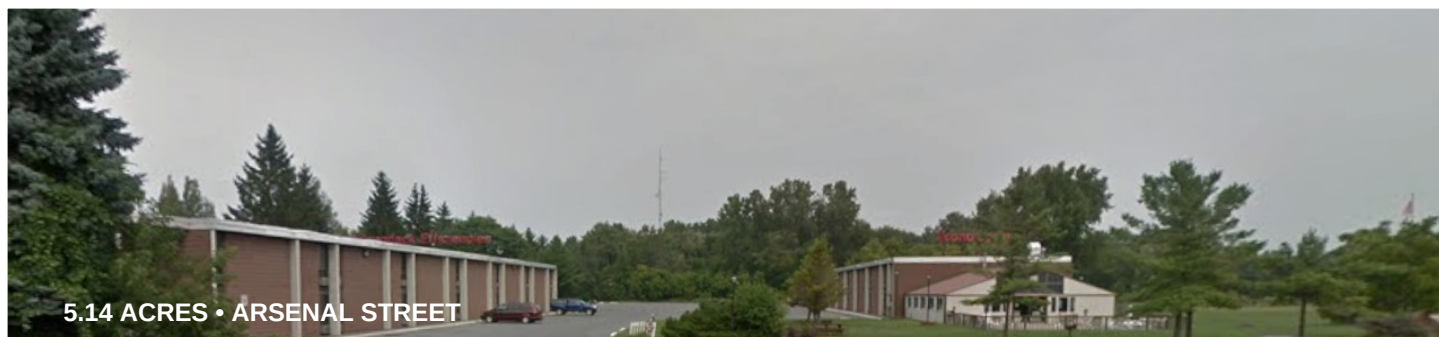


98-ROOM INDEPENDENT HOTEL

Value-Add & Branding Opportunity | Watertown, New York

EXCLUSIVELY OFFERED BY JOHN P. CHRISTOPHER CHA | HOSPITALITY ASSOCIATES

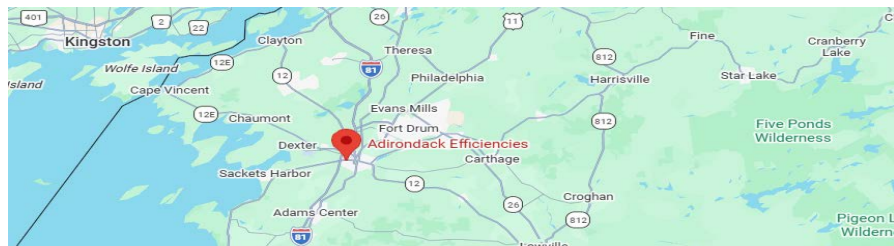


THE OPPORTUNITY

Hospitality Associates is pleased to present a compelling value-add hotel opportunity in Watertown's primary retail corridor. The 98-room independent property consists of two two-story lodging buildings on approximately 5.14 acres, together with a separate retail building fronting high-traffic Arsenal Street off busy I-81 exit 45 in Watertown, NY.

The hotel is currently dated and underperforming its competitive set, creating a clear path for an experienced operator to renovate, reposition and improve revenue management. A potential conversion to **Park Inn by Radisson** or other brands may offer additional brand support and possible key-money assistance, subject to brand approval and final terms.

Based on an approximately 50% stabilized occupancy and an \$89 average daily rate, the property has the potential to generate roughly **\$1.6 million in annual room revenue**. Watertown benefits from recurring demand generated by Fort Drum, Canadian travelers, regional commerce and its established position as Northern New York's principal shopping and service hub.



PROPERTY HIGHLIGHTS

98 Guest rooms

5.14 Acres

2 Two-story lodging buildings

1 Retail building on Arsenal Street

- On-site manager's apartment
- Laundry room in each hotel building
- Potential Park Inn conversion
- Possible key-money availability
- 2026 Revenue trending toward \$800K+

INVESTMENT SNAPSHOT

~\$770K

3-YEAR AVG. REVENUE

~\$250K

AVG. NOI

~31%

HISTORICAL NOI MARGIN

~\$1.6M

STABILIZED REVENUE POTENTIAL

Confidential offering summary. Financial figures are approximate and provided for marketing purposes only. Detailed operating statements, brand information and supporting materials are available to qualified prospects following execution of a confidentiality agreement. No representation or warranty is made as to completeness or accuracy.

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