



Investment Opportunity | Offering Memorandum
For Sale - \$3,590,000

SUPER 8 RED BLUFF

30 Gilmore Road
Red Bluff, California
96080-2901





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INVESTMENT SUMMARY



SUPER 8 RED BLUFF
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Investment Highlights

Strategic Positioning of 30 Gilmore road, Redbluff, CA :

- **Prime Regional Connectivity:** Strategically positioned near major thoroughfares—including State Route 36 and State Route 99—this property offers seamless access to key Northern California markets such as Redding and Sacramento, ensuring efficient transportation for both goods and commuters.
- **Proximity to Economic & Government Hubs :** Situated in Red Bluff, the county seat of Tehama County, the property benefits from a vibrant mix of governmental, healthcare, and educational institutions, fueling steady economic activity and making it an attractive location for diverse business ventures.
- **Access to Regional Attractions:** With a variety of dining, retail, and essential service options just minutes away, this location ensures convenience and quality of life for residents, workers, and visitors alike, supporting sustained long-term growth and investment potential.

PROPERTY SUMMARY



SUPER 8 RED BLUFF
RED BLUFF, CA

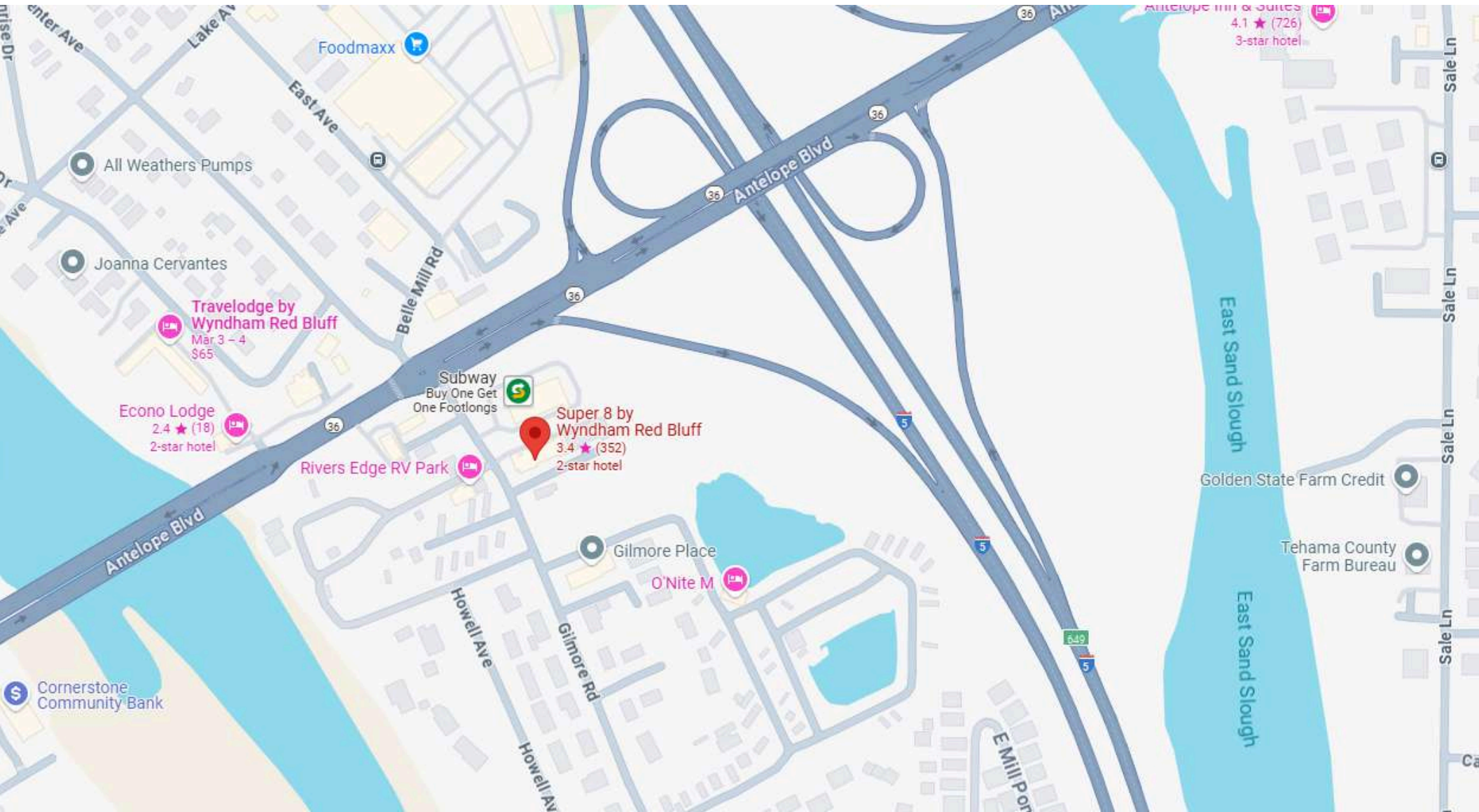


Executive Summary



Price	\$3,590,000
Site Size	45,949 SF (1.05 ACRES)
Building stories	2
Number of Rooms	57
Parking Spaces	62
Year Built	1985
Other Facilities	Outdoor Pool Fitness Room Guest Laundry Area

Aerial Map



Property Photos



Property Photos



Property Photos




MARKET OVERVIEW



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Top Area Attractions

- **Scenic Sacramento River:**

Guests can enjoy leisurely riverfront activities such as boating, fishing, or relaxing picnics along the picturesque banks, making it a compelling amenity for weekend getaways.

- **Red Bluff Waterfront Park:**

This vibrant park features walking trails, picnic areas, and community events, creating an inviting outdoor space that adds significant value to the motel's appeal.

- **Red Bluff and Tehama County Historical Museum:**

A local cultural treasure that attracts history enthusiasts, the museum offers visitors insight into the area's rich heritage, further bolstering the motel's attractiveness as a lodging choice.

- **Annual Red Bluff Round-Up:**

This celebrated rodeo event draws crowds from across the region, presenting an excellent opportunity for seasonal packages and event-driven promotions to boost occupancy rates.

- **Vibrant Downtown Red Bluff:**

A charming downtown area with diverse dining, boutique shopping, and local entertainment creates an engaging environment for guests, enhancing their overall stay experience.

- **Tehama County Fairgrounds:**

Regular community fairs and events hosted here bring a steady influx of visitors, ensuring a constant flow of potential guests seeking convenient accommodation options.

Market Overview - Red Bluff, California

Red Bluff is a charming county seat in Tehama County with excellent regional connectivity. Easily accessible via major highways, the area serves as a gateway for travelers exploring Northern California's natural and historical attractions.

Population and Demographics

- **Stable Local Base:** Red Bluff's modest but steady local population benefits from a mix of government, healthcare, and retail employment.
- **Transient Visitor Flow:** The city attracts a diverse array of visitors—from families and leisure travelers to business professionals—thanks to its strategic location and cultural offerings.
- **Limited Lodging Options:** With few upscale lodging alternatives, there is a consistent demand for well-maintained, budget-friendly accommodations.

Economy and Key Industries

- **Government & Public Services:** As the county seat, the presence of local government and administrative services provides economic stability.
- **Agriculture & Retail:** The surrounding agricultural landscape and thriving local businesses support the regional economy.
- **Tourism & Recreation:** Attractions along the Sacramento River and historical sites boost local tourism, drawing visitors year-round.

Culture and Recreation

- **Sacramento River & Waterfront Parks:** These natural attractions offer scenic beauty and recreational opportunities such as boating, fishing, and picnicking.
- **Historical & Cultural Attractions:** Local museums and heritage centers highlight Red Bluff's rich past, appealing to history enthusiasts.
- **Community Events: Annual events,** including local festivals and rodeos, foster community spirit and attract regional visitors.

Market Potential

- **Steady Travel Demand:** With a continuous influx of tourists, families, and business travelers, the motel is well-positioned to capture diverse market segments.
- **Revenue Growth Opportunities:** The combination of limited lodging options and increasing regional economic activity offers strong potential for occupancy rate improvements and enhanced revenue streams.
- **Attractive Investment Case:** Given its strategic location, stable local economy, and robust tourism appeal, the motel presents a compelling investment opportunity in a growing market.

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Offering Memorandum



Neville Parujanwala

Hospitalityfunding@yahoo.com
(650) 740-9875

156 S Spruce Ave Suite 201
South San Francisco, CA 94080

Pramukh Swami Inc CALBRE # 01527500

www.hospitalitylisting.com

