

eXp COMMERCIAL

OFFERING MEMORANDUM

Baymont by Wyndham — Marianna, Florida



\$2,750,000

ASKING PRICE

60

KEYS

4.5

TOTAL ACRES

\$45,833

PRICE / KEY

2222 Highway 71, Marianna, FL 32448

Florida Panhandle Submarket | Proximity to Pensacola, Panama City & Destin

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This Offering Memorandum is provided for preliminary marketing discussion purposes only. It is not an appraisal. All financial information should be independently verified by prospective purchasers.

Investment Highlights

- Recommended asking price of \$2,750,000 (~\$45,833/key), positioned within the range supported by two comparable 2025 transactions within 0.12–3.28 miles of the subject.
- 4.5 total acres, including approximately 2.5 additional acres beyond the core hotel site — suitable for additional development, subject to zoning and feasibility confirmation.
- Recent operating decline has stabilized following termination of a prior lease-to-purchase arrangement that had been mismanaged by the former operator.
- Significant upside for a new owner to improve ADR and RevPAR — the property's TTM RevPAR of \$24.86 trails its competitive set's \$46.78, a meaningful performance gap versus the local market.
- Strong locational access: approximately 45 minutes to Pensacola and Panama City, within reach of the broader Destin coastal market.
- Established Wyndham flag (Baymont) with 60 keys of limited-service inventory.
- Untapped commercial account base: current ownership has not established negotiated-rate agreements with major area demand drivers — regional logistics/distribution employers, healthcare systems, and local contractors/vendors — representing an actionable revenue opportunity for a new operator.
- Marianna is undergoing broad-based economic revitalization, backed by nearly \$100 million in grant funding directed toward civic buildings, roads, and community infrastructure.

Property Overview

Address	2222 Highway 71, Marianna, FL 32448
Brand	Baymont by Wyndham
Keys	60 rooms
Site Size	4.5 total acres (incl. ~2.5 additional acres)
Submarket	Florida Panhandle / Marianna
Amenities	Outdoor pool, fitness center, business center, complimentary breakfast area, guest laundry

PROPERTY PHOTOS

A Well-Positioned Panhandle Asset



LOBBY



GUEST ROOM



OUTDOOR POOL



BREAKFAST AREA



FITNESS CENTER



BUSINESS CENTER

Marianna Market Summary & Revenue Drivers

Marianna serves as a regional commercial and tourism hub in Jackson County, positioned along Interstate 10. The market benefits from a diversified demand base spanning interstate traffic, outdoor tourism, healthcare, government activity, and distribution/logistics — giving hotel operators multiple avenues for occupancy and rate growth beyond traditional leisure travel.

Demand Driver	Revenue Potential	Primary Demand Characteristics
I-10 / Highway Travel	High	Transient, one-night stays, regional corridor travel
Outdoor Recreation / Tourism	High	Florida Caverns, springs, waterways, outdoor activities
Healthcare / Medical	Moderate–High	Medical visitors, professionals, vendors, patient families
Distribution / Industrial	Moderate–High	Business travel, contractors, vendors, project work
Government / Institutional	Moderate	Employees, contractors, visitors, institutional travel
Local & Regional Events	Moderate	Community events, festivals, seasonal activity
Extended-Stay / Project Business	Moderate	Temporary assignments, contractors, project crews

Growth & Revitalization

Marianna is currently undergoing broad-based economic revitalization and infrastructure modernization, backed by nearly \$100 million in grant funding directed toward civic buildings, roads, and community spaces — a tailwind for regional visitation, employment, and long-term lodging demand.

Investor Takeaways

- Diversified demand base — not dependent on a single tourism attraction or business sector; interstate, leisure, healthcare, industrial, institutional, and regional demand all contribute.
- Strong highway positioning via I-10 provides a consistent base of transient travelers for well-positioned limited-service hotels.
- Leisure upside from Florida Caverns State Park and the area's springs, rivers, and outdoor recreation supports weekend and seasonal demand capture.
- Commercial account opportunity — local industrial, distribution, healthcare, government, and institutional employers offer negotiated-rate and repeat-business potential that current ownership has not pursued.
- Revenue management opportunity through stronger digital marketing, local corporate outreach, contractor relationships, group business, and targeted leisure packages.

Source: Marianna, Florida Market Summary & Revenue Drivers report, prepared for prospective acquisition review.

Revenue Performance

Annual revenue declined approximately 40% from 2023 through 2025, attributable to operational issues under a since-terminated lease-to-purchase arrangement rather than physical or demand-driven deterioration. Performance has stabilized through the 2026 year to date.

Year	Total Revenue	Revenue / Key
2023	\$868,000	\$14,467
2024	\$739,000	\$12,317
2025	\$521,000	\$8,683

Comparable Sales

Two of the three nearby comparable transactions closed in 2025 and are within approximately 3.3 miles of the subject, providing the strongest current valuation reference.

Comparable	Rooms	Sale Price	Price / Room
Super 8 by Wyndham Marianna	47	\$2,275,000	\$48,404
Microtel Inn & Suites Marianna	64	\$2,800,000	\$43,750
Average	—	\$2,537,500	\$46,077

Market Performance (TTM through May 2026)

	Occupancy	ADR	RevPAR
Subject Property	45.6%	\$54.52	\$24.86
Competitive Set	53.1%	\$88.05	\$46.78

Source: STR Monthly STAR Report (STR ID 33386), Florida Panhandle Area competitive set.

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