





DAYTONA SPEEDWAY HOTEL
76 KEY HOTEL

90 Professional Blvd, Daytona Beach FL





Executive Summary

Positioned directly beside the iconic Daytona International Speedway and just moments from the Daytona Beach International Airport, this unflagged 76-room hotel is a rare opportunity to own a prime hospitality asset with massive value-add potential in a thriving submarket. Spanning over **4 acres of owned land**—a major differentiator in a region where most comparable assets are leased—this property delivers both long-term security and upside. Built in 2004, the hotel currently operates as an independent but is *flag-ready*, allowing investors to either reposition with a major brand or continue capitalizing on the flexibility of an unflagged model. What truly sets this asset apart is the **additional 0.72-acre parcel**, zoned for commercial use and offering a second access point to I-95. Whether used for future development, increased parking, or expanded hospitality amenities, this parcel unlocks a new layer of ROI potential. Guests enjoy seamless access to major attractions and transit options through both **main thoroughfares and exclusive back routes**, ensuring high convenience and reduced congestion—a strategic advantage for both leisure and business travelers.

Key Investment Opportunities

High & Consistent Demand from Events & Tourism

- Daytona International Speedway Events
- Biketoberfest & Daytona Bike Week
- Spring Break & Beach Tourism
- Convention & Business Travelers



Strong Market Performance & Financial Growth

- **Above-Average RevPAR Growth:**
Hotels near the speedway typically outperform the broader Daytona Beach market in **RevPAR**, especially during event weeks.
- **ADR Surge During Peak Events:**
The **ADR** spikes significantly during major events, with premium pricing strategies leading to **strong profitability**.

Daytona welcomes 10 million visitors each year who enjoy the tourism & events.



Nearby Attractions

ONE DAYTONA

Entertainment complex (restaurants, bars, shopping)



The premier golf club of Daytona Beach (attracts golf tourism and corporate retreats)



Potential luxury market crossover



Future Growth & Economic Development

- **Daytona Beach Real Estate Growth:**

Rising real estate values and redevelopment initiatives near the Speedway and beachfront areas.
- **Expansion of One Daytona:**

The mixed-use development across from the Speedway continues to **attract visitors and businesses**, creating more demand for hotels in the area.
- **Florida's Booming Tourism Market:**

Florida remains one of the **top-performing hotel markets in the U.S.**, driven by **population growth, business investment, and record-breaking tourism numbers**.



Property and Location Overview

- **List of Upgrades and Property Improvements**
- Improvements: 2023 New AC, Roof Inspected & Passed, FEMA Certified Hotel, Kitchen appliances new within 4 years.
- Substantial Parking Income for Major Events, Land Owned- Not Leased. Development Play on Additional Adjoining Parcel

Total Number of Rooms:



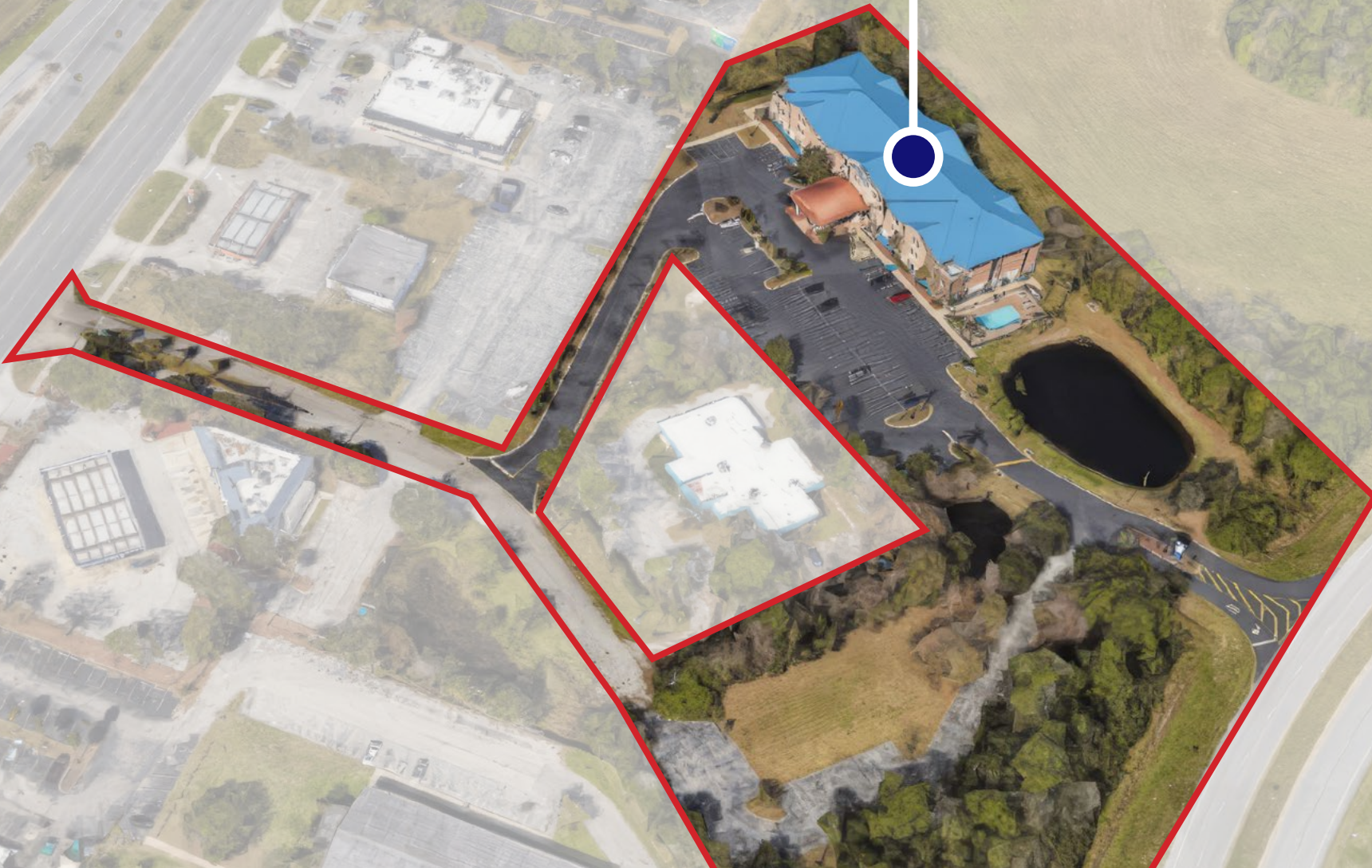
32 King, 36 Double Queen, 3 ADA King, 2 ADA Double Queen, 3 King Jacuzzi

- **On-Site Amenities:**
Pool, 24-Hour Fitness Center, Guest Laundry, Free Full Hot Breakfast, 24-Hour Business Center, Deck & Patio, Lounge





Subject Property
Own Land (4.01 Acres) & Road





Developable Lot
0.75 Acres



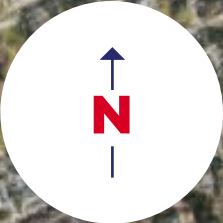


Subject Property
Proximity to I-95





Subject Property



Market & Financial Analysis

Property Highlights

Parcel #1 (Hotel Parcel) - 90 Professional Blvd, Daytona Beach, FL	
Acres	4.01 acres
Year Built	2004
Land	Fee Simple - Land Owned
#Rooms.....	76
Room Breakdown	(32) King (3) King Jacuzzi (3) ADA King (36) Double Queen (2) ADA Double Queen
Parking	78 Spaces + Additional Land
• On-Site Amenities: 24-Hour Fitness Center, Guest Laundry, Free Full Hot Breakfast, 24-Hour Business Center, Pool, Deck & Patio, Lounge	
• Upgrades/Property Improvements: 2023 New AC, Roof Inspected & Passed, FEMA Certified Hotel, Kitchen appliances new within 4 years, land owned- not leased	
• Additional Income Opportunities: Daytona 500 Parking Income: \$4,000.00	

Parcel #2 (Adjoining Land) - 136 Professional Blvd, Daytona Beach, FL - INCLUDED WITH SALE	
Acres	0.75 acres
Land Use.....	Commercial Land W/MI (1003)

Financial Review	
ADR	\$145.58
Occupancy	64%
RevPAR.....	\$93.17
Event RevPAR.....	\$268.00
Current CapRate	10%
Going In CapRate (Year 1).....	10%
Going In CapRate (Year 2).....	9%
NOI	\$1,511,954.67
Revenue	\$2,871,395.30
Expenses	\$1,359,440.63

- Additional Information**
- Beer & Wine License can be transferred to new ownership
 - Property has a back entrance to the airport and speedway for ease of access

Subject Property vs. Comp Set and Industry Segments

	OCCUPANCY (%)								SUPPLY			
PROPERTY VS. COMP	CURRENT MONTH	% CHG	YEAR TO DATE	% CHG	RUNNING 3 MONTH	% CHG	RUNNING 12 MONTH	% CHG	MONTH % CHG	YTD % CHG	RUN 3 MON % CHG	RUN 12 MON % CHG
Daytona Beach Speedway	76.4	14.0	64.2	-1.1	56.1	1.0	64.0	-2.2	0.0	0.3	0.0	0.3
Market: Daytona Beach, FL	60.5	22.1	60.7	2.4	52.9	9.8	59.6	1.3	1.1	1.4	1.1	1.5
Market Class: Upper Midscale Class	62.7	17.7	63.1	0.2	55.9	7.4	62.3	-0.6	0.0	0.3	-0.4	0.3
Submarket: Daytona Area, FL	66.8	21.6	62.8	3.6	60.5	17.4	62.0	2.2	0.1	1.0	0.1	1.0
Submarket Scale: Midscale Chains	69.5	23.4	62.7	1.1	62.9	18.1	62.1	-0.4	0.0	4.8	0.0	5.1
Competitive Set: Competitors	71.6	40.0	61.6	10.1	65.2	31.5	60.6	7.7	0.0	0.0	0.0	0.0

	AVERAGE DAILY RATE								DEMAND			
PROPERTY VS. COMP	CURRENT MONTH	% CHG	YEAR TO DATE	% CHG	RUNNING 3 MONTH	% CHG	RUNNING 12 MONTH	% CHG	MONTH % CHG	YTD % CHG	RUN 3 MON % CHG	RUN 12 MON % CHG
Daytona Beach Speedway	180.70	36.9	147.16	1.3	144.61	23.8	145.58	1.1	14.0	-0.8	1.0	-1.9
Market: Daytona Beach, FL	131.02	8.2	149.24	-3.5	122.57	-1.4	147.25	-3.3	23.5	3.8	11.1	2.7
Market Class: Upper Midscale Class	131.20	6.9	150.47	-3.6	125.79	1.8	148.07	-4.0	17.7	0.4	7.0	-0.3
Submarket: Daytona Area, FL	124.94	13.2	127.59	-3.8	113.26	3.6	126.21	-3.8	21.7	4.6	17.5	3.2
Submarket Scale: Midscale Chains	119.39	7.9	123.00	-4.5	110.47	4.3	121.67	-4.9	23.4	6.0	18.1	4.6
Competitive Set: Competitors	124.81	-1.9	136.82	-6.2	113.44	-0.9	135.65	-5.7	40.0	10.1	31.5	7.7

Subject Property vs. Comp Set and Industry Segments (Continued)

	REVPAR								REVENUE			
PROPERTY VS. COMP	CURRENT MONTH	% CHG	YEAR TO DATE	% CHG	RUNNING 3 MONTH	% CHG	RUNNING 12 MONTH	% CHG	MONTH % CHG	YTD % CHG	RUN 3 MON % CHG	RUN 12 MON % CHG
Daytona Beach Speedway	138.06	56.0	94.51	0.2	81.15	25.0	93.22	-1.2	56.0	0.5	25.0	-0.9
Market: Daytona Beach, FL	79.29	32.1	90.66	-1.2	64.86	8.3	87.73	-2.1	33.6	0.2	9.5	-0.7
Market Class: Upper Midscale Class	82.24	25.8	94.94	-3.5	70.32	9.4	92.18	-4.6	25.8	-3.2	8.9	-4.3
Submarket: Daytona Area, FL	83.46	37.7	80.16	-0.4	68.48	21.7	78.19	-1.7	37.8	0.6	21.7	-0.7
Submarket Scale: Midscale Chains	82.95	33.2	77.16	-3.5	69.43	23.2	75.58	-5.3	33.2	1.2	23.2	-0.5
Competitive Set: Competitors	89.33	37.3	84.25	3.2	74.01	30.3	82.24	1.5	37.3	3.2	30.3	1.5

	CENSUS/SAMPLE - PROPERTIES & ROOMS				
COMP	CENSUS		SAMPLE		SAMPLE %
	PROPERTIES	ROOMS	PROPERTIES	ROOMS	ROOMS
Market: Daytona Beach, FL	236	15997	85	9778	61.1
Market Class: Upper Midscale Class	45	4018	30	3007	74.8
Submarket: Daytona Area, FL	105	6117	49	4716	77.1
Submarket Scale: Midscale Chains	28	2530	28	2530	100.0
Competitive Set: Competitors	5	636	5	636	100.0

Revenue & Expense Report

Daytona Speedway Hotel 2024
Financial Statement

REVENUE	2024
Room Revenue	\$2,868,330.41
Market / Pantry income	\$9,319.50
Other income	\$1,590.27
Less: Refunds/Adjustments	\$(7,844.88)
Total Revenue	\$2,871,395.30
EXPENSES	2024
Accounting Fees	\$13,725.00
Breakfast supplies	\$114,285.20
Contract labor - Subcontractors	\$55,484.95
Commissions - 3rd Party Reservations	\$27,333.09
Computer/internet	\$4,333.02
Credit card discounts	\$12,579.13
Contract Services - Addtl Payroll	\$177,013.91
Employee Leasing - Direct Payroll	\$440,710.11
Equipment rental / leasing	\$7,706.86
Franchise fees	\$65,000.00
Guest services	\$1,700.00
Insruance	\$107,851.12
Legal fees / expenses	\$7,056.07
Licenses/taxes/permits	\$1,116.22
Office supplies/ expense	\$5,899.08
Pest Control	\$2,410.20
Property Taxes	\$55,886.30

Revenue & Expense Report (Continued)

Daytona Speedway Hotel 2024
Financial Statement

EXPENSES Continued	2024
Repairs/maintenance	\$21,338.32
Repairs/HVAC maintenance	\$4,695.07
Security	\$1,730.00
Service Contracts - Addtl Payroll	\$2,219.74
Supplies	\$57,766.58
Swimming Pool	\$6,290.00
Telephone	\$17,309.34
Television/cable	\$4,282.57
Uniforms	\$210.66
Utilities	\$127,140.09
Yard and Grounds	\$16,368.00
Total expenses	\$1,359,440.63
Net operating income	\$1,511,954.67





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