

FOR SALE

11201 Highland Park, Logan, OH 43138

11 Treehouse Cabins, General Store, Maintenance Facility, and Private Residence, with Micro-Wedding Venue Under Construction and Hocking River Frontage



The Tree Houses at River Ranch | 137.6 Acres | \$9,900,000



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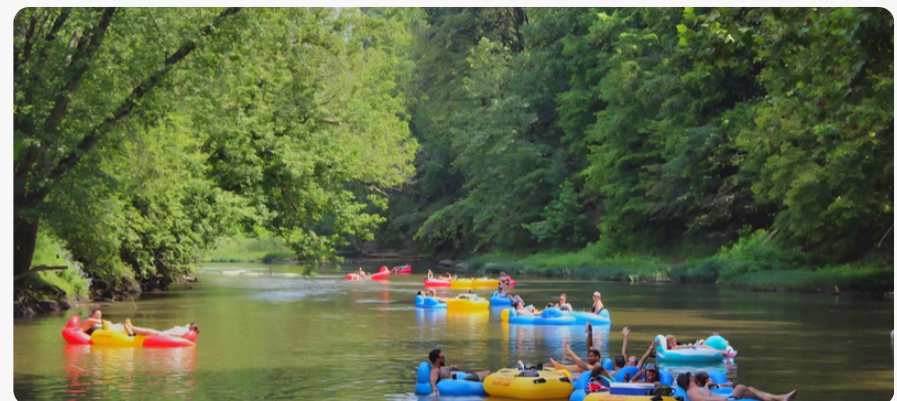
The Offering

11201 Highland Park, Logan, OH 43138

3CRE Advisors is thrilled to share The Tree Houses at River Ranch, a luxury treehouse resort nestled in the heart of the Hocking Hills region, in Logan, Ohio. Spanning approximately 137.6 acres of forested landscape, the property offers private hiking trails, riverfront access, wildlife viewing areas, and a peaceful, scenic atmosphere ideal for relaxation and adventure.

Each treehouse is thoughtfully designed to blend the thrill of sleeping among the treetops with the comfort of upscale amenities. Guests enjoy features like fully equipped kitchens, spa-style bathrooms with oversized walk-in showers, luxury linens, private hot tubs, smart TVs, WiFi, fireplaces, and expansive multi-level decks. The resort caters to a wide range of guests, making it a perfect getaway for couples, families, groups, corporate retreats, or solo travelers seeking a unique and tranquil escape.

➤ [VIEW OFFERING VIDEO HERE](#)



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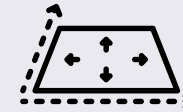
Real Estate | For Sale

The real estate includes 11 fully operational and uniquely designed Tree House Cabins, a general store that serves both guests and passersby, a dedicated maintenance facility, and a private residence. The layout and infrastructure are well-suited for continued hospitality operations, with significant potential for future expansion. The property represents a turnkey lodging business with established branding, operational systems, and a loyal customer base, positioning it as a rare investment opportunity in one of Ohio's premier tourism destinations.



OFFERING PRICE:

\$9,900,000



ACREAGE:

137.6 ACRES



PARCEL ID:

4 PARCELS



LAND USE:

LODGING



11201 HIGHLAND PARK | THE TREE HOUSES AT RIVER RANCH

Property Facts

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- **Prime Location:** Situated just 3 miles from Downtown Logan, providing convenient access to restaurants, retail, and local services, with food delivery available directly to the property



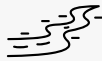
- **Site Access:** The property currently features three dedicated entrances, with permits in place for the development of two additional access points.



- **Lodging Capacity:** Accommodations on-site collectively sleep up to 70 guests, offering a mix of luxury treehouses and cabin-style lodging.



- **Event Amenities:** A micro-wedding venue is currently under construction, enhancing the property's capacity for destination weddings and private events.



- **River Frontage:** The site includes 1,500 feet of direct frontage on the Hocking River, providing scenic views and recreational opportunities.



- **Utilities & Connectivity:** The property is served by public water and features a mesh Wi-Fi network throughout the grounds (outside of cabins), ensuring reliable connectivity for guests. Public Water to property.



- **Guest Amenities:** Each cabin is equipped with a private 8-person hot tub, combining comfort with a premium guest experience. There are also shared amenities throughout the common spaces of the property.



- **Tourism Market Overview:**

- Hocking County attracts approximately 5.2 million visitors annually.
- Tourism generates roughly \$162.9 million in annual spending, with \$100.3 million directed toward lodging.
- Recognized as the largest “stay-and-play” destinations in the Hocking Hills region.

EXPAND LODGING CAPACITY

Build additional treehouses or cabins on available land to meet rising demand and grow revenue.

- **Address Overflow Demand:** Consistently high occupancy rates indicate significant unmet booking potential. Adding additional units will enable the capture of this demand, directly increasing future revenue opportunities.
- **Maximize Land Utilization:** Develop underutilized acreage to generate incremental nightly income, leveraging existing infrastructure and minimizing additional investment.
- **Broaden Guest Appeal:** Introduce a variety of lodging options, such as family cabins, couples’ retreats, or premium treehouses—to broaden market appeal and attract a wider range of guests.

STRENGTHEN MARKETING REACH

Expand marketing channels and messaging to boost visibility, bookings, and brand recognition.

- **Reach New Audiences:** Leverage influencer partnerships, targeted social media advertising, and search engine optimization to attract key segments such as adventure travelers, couples, and urban weekenders.
- **Boost Direct Bookings:** Strengthen website content, optimize email marketing campaigns, and offer exclusive promotions to drive direct reservations and reduce dependence on third-party booking platforms.
- **Foster Local Collaborations:** Partner with nearby businesses, tourism boards, and regional events to expand brand reach, enhance guest experiences, and unlock cross-promotional opportunities.

ELEVATE THE GUEST EXPERIENCE

Add value through experience packages, on-site amenities, and seasonal offerings to enhance stays.

- **Launch Curated Experience Packages:** Introduce themed offerings such as romantic getaways, guided adventures, or seasonal promotions to increase average revenue per booking and elevate the overall guest experience.
- **Expand Food & Beverage Options:** Offer locally sourced breakfast baskets, wine pairings, or partner with catering services to enhance convenience and provide elevated dining experiences.
- **Host Small Events:** Position the property as a unique, nature-focused venue for small group gatherings, such as retreats, corporate retreats, micro-weddings, or elopements, to attract higher-value bookings and diversify revenue streams.

These locations on the property outline potential development opportunities, offering ideas for how each area could be utilized. The summary also takes into account existing infrastructure that can support these types of development, providing a practical foundation for planning while identifying where additional improvements or resources may be needed.



12 Acres

Lodging Capabilities



33.6 Acres

Event Venue / Lodging / 3 Springs



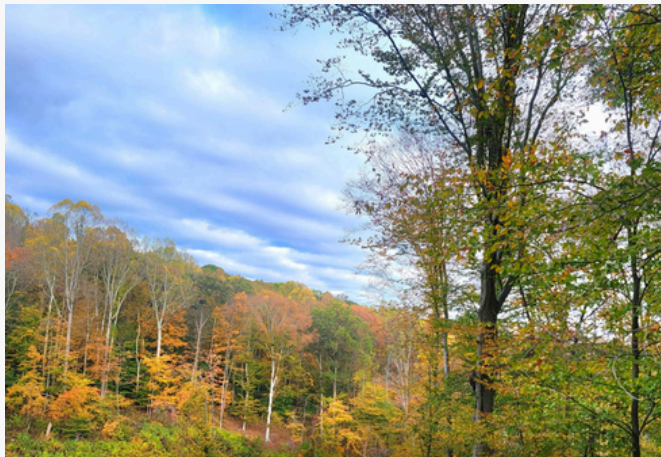
19 Acres

1,500 Ft River Frontage, RV, Canoe Rental



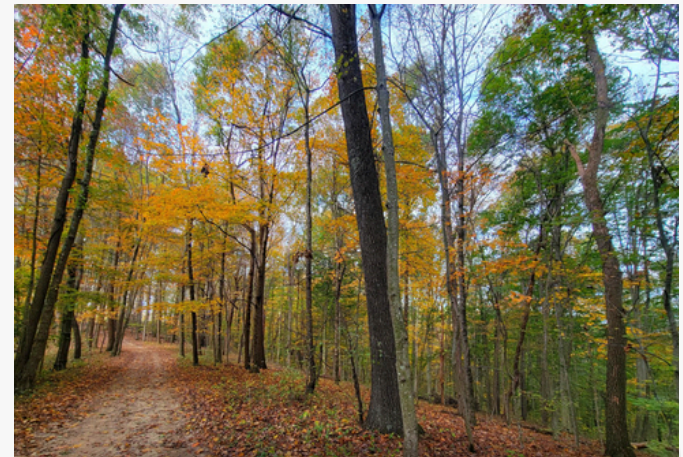
44 Acres

Entrance Permitted, Lodging Capabilities



20 Acres

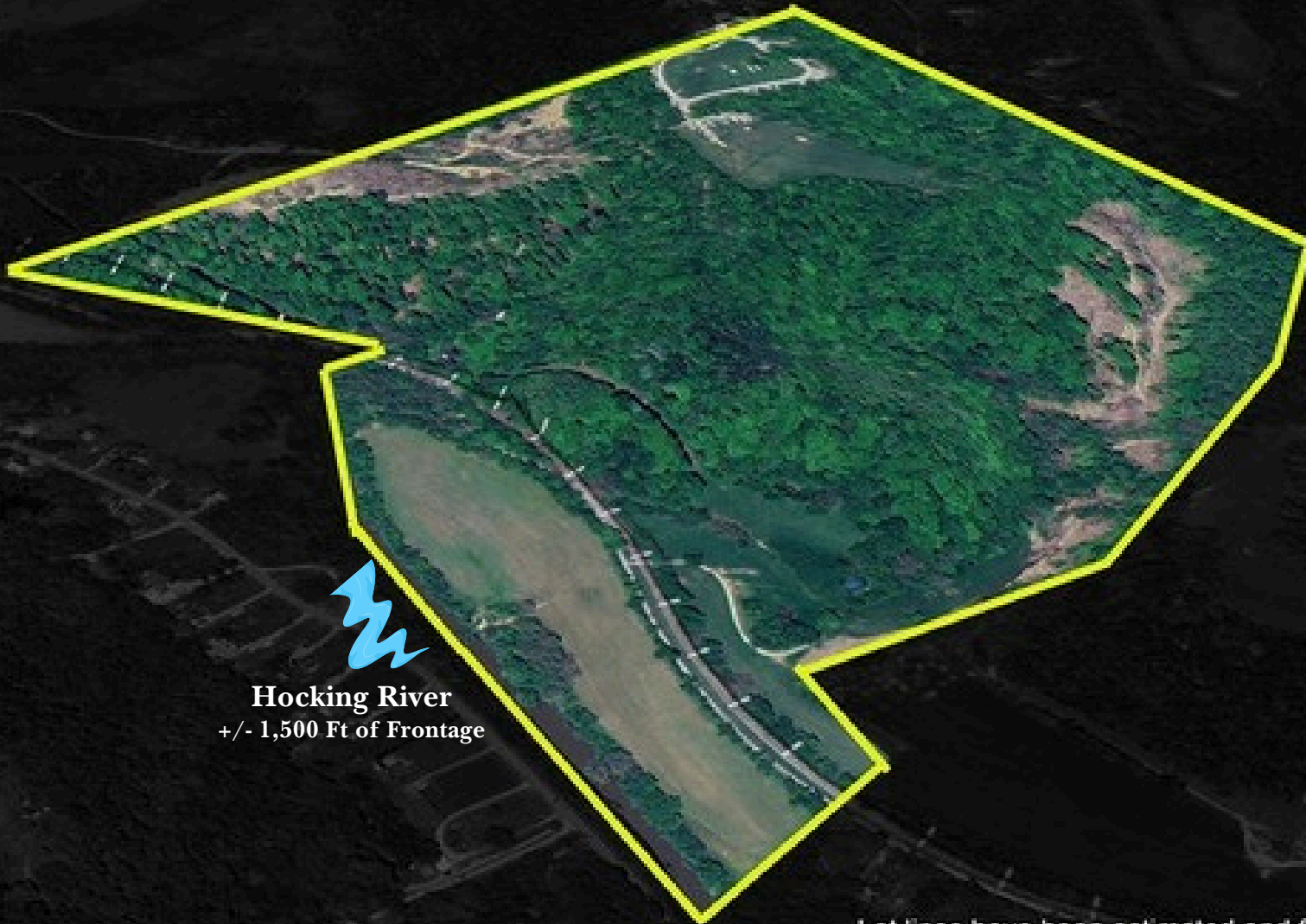
Overlooks State Park, Lodging Capabilities



10 Acres

Old Road Access, Lodging Capabilities

The Tree Houses at River Ranch



Hocking River
+/- 1,500 Ft of Frontage

Lot lines have been estimated and for informational purposes only.



11201 HIGHLAND PARK | THE TREE HOUSES AT RIVER RANCH





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HOCKING HILLS

SUBMARKET OF LOGAN, OHIO

ESTABLISHED AND EXPANDING TOURISM DESTINATION

- Hocking Hills has firmly positioned itself as one of Ohio’s premier natural attractions, drawing over four million visitors annually. Its diverse range of outdoor experiences—including hiking, rock formations, waterfalls, and state parks—supports a resilient tourism sector that remains strong year-round, particularly in peak seasons.

HIGH-YIELD SHORT-TERM RENTAL MARKET

- The region’s demand for unique lodging experiences—such as cabins, luxury lodges, and treehouses—continues to drive growth in the short-term rental market. Consistently high occupancy rates and premium nightly rates offer strong revenue potential for investors and hospitality operators seeking high-return real estate assets in a nature-driven market.

UNDERSERVED COMMERCIAL LANDSCAPE

- Despite its popularity, Hocking Hills maintains a relatively limited commercial footprint. This presents significant opportunities for strategic development in hospitality, dining, wellness tourism, and experiential services. Early movers have the potential to establish dominant market positions with minimal saturation and strong consumer demand.

FAVORABLE ECONOMIC AND REGULATORY ENVIRONMENT

- Local and state authorities have demonstrated ongoing commitment to enhancing infrastructure, environmental sustainability, and tourism promotion in the Hocking Hills region. These efforts contribute to a stable and supportive investment climate, with long-term growth potential for both public-private partnerships and independent ventures.



➔ [VIEW OFFERING VIDEO HERE](#)

➔ [EXPLORE OPPORTUNITIES](#)



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BUSINESS BROKERING

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