

CONFIDENTIAL OFFERING MEMORANDUM

Super 8 by Wyndham Newcomerstown: 299 Adena Drive, Newcomerstown, OH 43832

Asking Price \$1,500,000

Investment Opportunity



Presented By

OwnerLand
REALTY®

HOSPITALITY



Disclaimer

This Offering Memorandum has been prepared to provide summary, unverified information to prospective purchasers, and to establish only a preliminary level of interest in the subject property. The information contained herein is not a substitute for a thorough due diligence investigation. The preparer has not made any investigation, and makes no warranty or representation, with respect to the income or expenses for the subject property, the future projected financial performance of the property, the size and square footage of the property and improvements. The information contained in this Offering Memorandum has been obtained from sources we believe to be reliable; however, the preparer has not verified, and will not verify, any of the information contained herein, nor has the preparer conducted any investigation regarding these matters and makes no warranty or representation whatsoever regarding the accuracy or completeness of the information provided. All potential buyers must take appropriate measures to verify all of the information set forth herein.



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1. EXECUTIVE SUMMARY

This Offering Memorandum presents an opportunity to acquire the Super 8 by Wyndham Newcomerstown, a 62-room economy hotel affiliated with the globally recognized Wyndham Hotels & Resorts brand. Strategically located directly off Interstate 77 at Exit 65 in Newcomerstown, Ohio, the property is well-positioned to capture transient and leisure demand from a major transportation corridor situated midway between Pittsburgh, PA, and Columbus, OH.

The hotel offers essential amenities including complimentary breakfast, free Wi-Fi, and pet-friendly accommodations. With its highly visible location and access to diverse regional demand generators, the Super 8 by Wyndham Newcomerstown represents a compelling investment for operators seeking a branded asset with significant value-add potential through targeted capital improvements and operational enhancements.



Property Snapshot



60 Rooms
Economy, Limited-
Service



Super 8
by Wyndham



2-Star
Rating



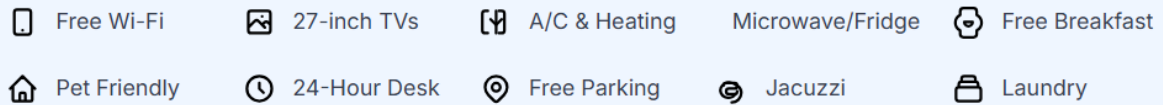
Indoor/Outdoor
Corridor Design

2. PROPERTY OVERVIEW

- **Property Name:** Super 8 by Wyndham Newcomerstown
- **Address:** 299 Adena Drive, Newcomerstown, OH 43832, United States
- **Brand Affiliation:** Super 8 by Wyndham (Wyndham Hotels & Resorts)
- **Property Type:** Economy, Limited-Service Hotel (2-Star Rating)
- **Number of Rooms:** 60 guest rooms



Guest Amenities



Accommodations & Amenities: The hotel provides a range of guest rooms, including configurations with king and double beds, as well as accessible room options. Standard in-room amenities include:

- Free Wi-Fi
- 27-inch TVs with premium cable channels
- Climate-controlled air conditioning and heating
- Coffee/tea makers
- Microwaves and refrigerators (in most rooms)
- Private bathrooms with hairdryers
- Desks and free local calls

Key hotel amenities include:

- Complimentary continental breakfast (e.g., waffles, fruit, cereal)
- 24-hour front desk
- Pet-friendly policy
- Free on-site self-parking
- Laundry facilities
- Vending machines
- Barbecue grills and picnic area
- Jacuzzi/Whirlpool
- Entirely non-smoking property

Site & Building:

- Unique indoor/outdoor corridor property.



Strategic Location



Direct I-77 Access (Exit 65)

Midway between Pittsburgh & Columbus



Akron-Canton Airport (CAK)

~45 miles away

Regional Demand Generators



Amish Country



Historic Roscoe Village



Pro Football Hall of Fame



Salt Fork State Park



Regional Wineries



Interstate Trucking

3. LOCATION OVERVIEW

- **Strategic Positioning:** The Super 8 Newcomerstown benefits from excellent visibility and direct access from Interstate 77 (Exit 65). It serves as a convenient stop for travelers in Tuscarawas County, east-central Ohio, approximately halfway between Pittsburgh, PA, and Columbus, OH.
- **Accessibility:**
 - **Road:** Prime location for vehicular traffic along I-77.
 - **Air:** Akron-Canton Regional Airport (CAK) is the nearest major airport, located approximately 44-51 miles from the property.
- **Regional Demand Generators:** The hotel is proximate to a variety of attractions and business drivers, including:
 - **Leisure & Tourism:**
 - Amish Country (short drive) , featuring destinations like Holmes County Flea Market and Yoder's Amish Home.
 - Pro Football Hall of Fame in Canton (approx. 40-minute drive).
 - Historic Roscoe Village (restored 1830s canal town).
 - Salt Fork State Park (approx. 14 miles) , offering golfing and nature.

- Local Museums: Temperance Tavern Museum and Olde Main Street Museum in Newcomerstown.
 - Wineries: Including Yellow Butterfly Winery, Raven's Glenn Winery, and others in the region.
 - World's Largest Cuckoo Clock in Sugarcreek.
 - **Commercial:** Interstate trucking and transient business travel.
 - **Local Amenities:** Nearby fast-food restaurants (McDonald's, Subway, Taco Bell), gas stations (BP, Shell), and convenience stores.
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4. FINANCIAL CONSIDERATIONS & MARKET DATA

The Super 8 by Wyndham Newcomerstown is positioned in the economy lodging segment, with advertised rates historically starting from USD 59-60. The following market data provides context for potential financial performance.

Detailed financial information, including historical operating statements, and pro-forma projections, will be made available to qualified investors upon the execution of a Non-Disclosure Agreement (NDA).

5. INVESTMENT HIGHLIGHTS

- **Strong Brand Affiliation:** Association with Super 8 by Wyndham provides robust brand recognition, access to the Wyndham Rewards loyalty program, and a global reservation system.
- **Strategic Highway Location:** Exceptional visibility and direct access from I-77, a major north-south interstate, ensuring consistent exposure to transient and drive-by traffic.
- **Diverse Demand Generators:** Proximity to a mix of leisure attractions (Amish Country, Pro Football Hall of Fame, state parks, historical sites) and commercial activity supports year-round demand.
- **Value-Add Potential:** Opportunity exists for a new owner to enhance performance and asset value through targeted capital improvements (addressing guest feedback

on cleanliness and maintenance noted in the previous research report), modernized amenities, and proactive management strategies.

- **Resilient Market Segment:** Economy lodging caters to a broad base of budget-conscious travelers, including families, truckers, and individuals, a segment known for its resilience through various economic cycles.
 - **Pet-Friendly Niche:** The hotel's pet-friendly policy appeals to a growing and often underserved segment of the traveling public.
 - **Operational Upside:** Potential to improve Net Operating Income (NOI) through focused expense management aligned with industry benchmarks and revenue growth strategies.
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6. MARKET TRENDS

- **U.S. Hotel Industry Performance:** The U.S. hotel sector has demonstrated continued recovery, with positive year-over-year growth in key metrics like RevPAR. However, ADR growth has, at times, lagged inflation, and expense growth continues to be a factor.
 - **Travel Demand:** Domestic travel remains a significant portion of overall travel spending. While overall travel interest is high, consumers increasingly seek personalized experiences.
 - **Competitive Landscape:** Short-term rentals (STRs) continue to gain market share and present a competitive consideration for traditional hotels, with STR demand growth outpacing hotel demand in early 2025.
 - **Economic Factors:** Inflation and labor costs remain key considerations for the hospitality industry. Wage growth outpacing inflation could support discretionary travel spending, though overall economic sentiment can influence demand.
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7. CONTACT INFORMATION

For further information or to schedule a property tour, please contact:

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