

# Comfort Suites Daytona Beach - Speedway Corridor

2900 International Speedway I-95, Daytona Beach, FL 32124

64 Keys | Built 2020 | Offered at \$8,250,000 | \$128,906 Per Key



**Hospitality  
Investment Opportunity**

Offering Memorandum

**MATTHEWS™**

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# MATTHEWS™





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# Property Overview

**Comfort Suites**

2900 Intl Speedway I-95, Daytona Beach, FL



# Executive Summary

## 2900 Intl Speedway I-95

Daytona Beach, FL 32124

**64**  
Total Keys

**2020**  
Year Built

**±0.92 AC**  
Lot Size

### The Opportunity

#### Turnkey Asset with Immediate Upside for Hands-On or Regional Ownership

This offering presents the opportunity to acquire a recently constructed Comfort Suites (2020) in one of Daytona Beach's most active lodging corridors, ideally suited for a regional owner or private investor seeking a high-quality, easy-to-operate asset.

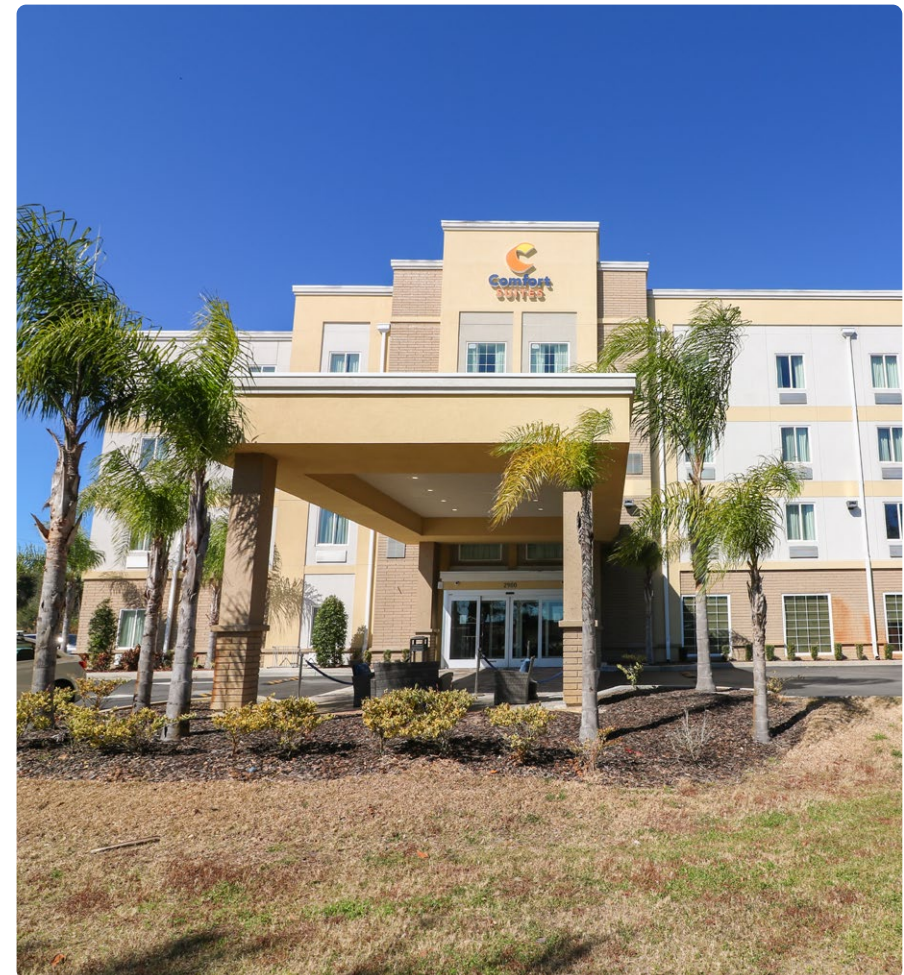
The Property is currently underperforming its competitive set despite its newer vintage, providing a clear path for a new owner to drive revenue through improved management, pricing strategy, and sales execution — without the need for significant capital investment.

With a manageable 64-key footprint, the asset is well-positioned for an owner-operator or regional group looking to expand within Florida's tax-advantaged environment.

Additionally, the seller owns the adjacent Suburban/Econo Lodge and has expressed openness to a combined sale, offering investors the rare ability to scale within the same submarket and unlock operational efficiencies through shared management and staffing.

### Executive Summary

- Recently constructed 2020 asset requiring minimal capital
- Efficient 64-key layout ideal for hands-on or regional ownership
- Located in a high-demand corridor with consistent event-driven demand
- Opportunity to improve top-line performance through operational execution
- Optional ability to acquire adjacent 162 key hotel for scale



# The Opportunity

Total Keys 64

Address 2900 W International Speedway Blvd

City, ST Daytona Beach, FL

Year Built 2020

Building Size ±45,511 SF

Lot Size ±0.92 AC

Class Upper Midscale

Corridor Interior

Stories 4



# Investment Highlights



## Investment Highlights

### **2020 Construction | Minimal CapEx Required**

Modern asset with no near-term renovation burden

### **Efficient 64-Key Layout**

Ideal size for private/regional operators seeking manageable scale

### **Turnkey Asset with Operational Upside**

No heavy lift, performance can be improved through management

### **RevPAR Gap vs Competitive Set**

Current performance does not reflect the Property's quality or age, offering a compelling opportunity for revenue growth

### **Prime Speedway Corridor Location**

Strong leisure + Event + Corporate demand

### **Florida Tax Advantage**

No state income tax — attractive for out-of-state buyers

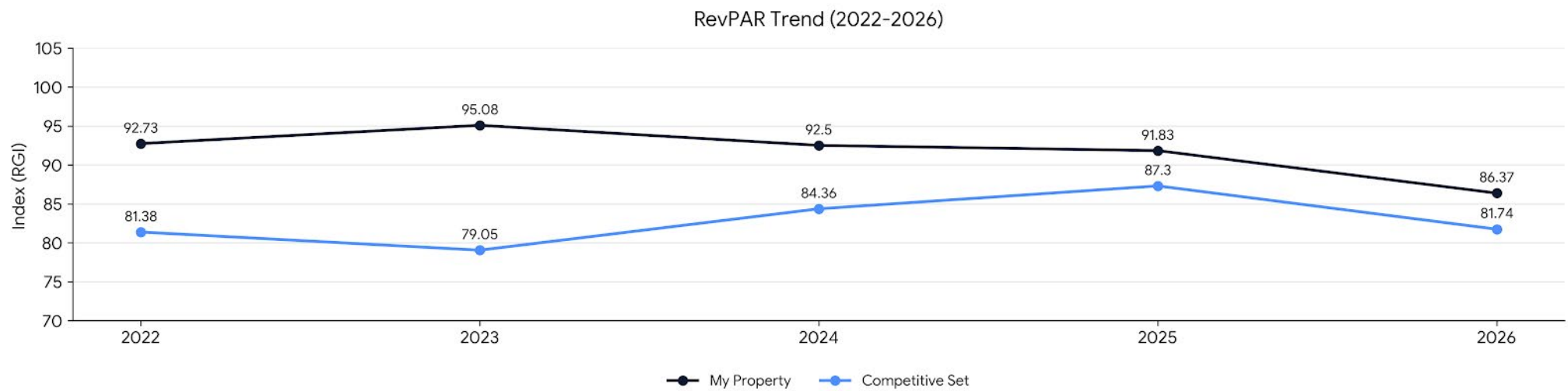
### **Adjacent Hotel Available (Optional Scale Play)**

Ability to expand footprint and improve operating efficiencies

# Revenue Growth Opportunity

## RevPAR

|                 | 2022   | 2023   | 2024   | 2025   | 2026   |
|-----------------|--------|--------|--------|--------|--------|
| My Property     | 92.73  | 95.08  | 92.5   | 91.83  | 86.37  |
| Competitive Set | 81.38  | 79.05  | 84.36  | 87.3   | 81.74  |
| Index (RGI)     | 114    | 120.3  | 109.7  | 105.2  | 105.7  |
| Rank            | 3 of 5 | 1 of 5 | 2 of 6 | 4 of 6 | 5 of 6 |



# Revenue Growth Opportunity

## Opportunity to unlock revenue without significant capital investment

Subject property trails competitive set despite newer construction

Performance gap driven by operations, not product

Opportunity to increase ADR and occupancy through:

- Revenue management optimization
- Improved distribution strategy
- Stronger local demand capture

## Why This Opportunity Stands Out

Newer construction vs aging comp set

No renovation risk

Immediate upside through revenue management

Manageable size = easier to operate

Strong Florida investor appeal (tax + migration trends)

Optional portfolio expansion next door



# Daytona Beach



± 62,500 VPD

± 39,000 VPD

Subject Property



## Competitive Positioning Within Speedway Corridor

# Amenities

Free hot breakfast

Free Wi-Fi

Free self parking

Outdoor swimming pool

24-hour fitness center

24-hour business center

Meeting room

24-hour front desk

Laundry facilities

Vending machines

Smoke-free property

Air Conditioning



# Property Photos



# Financial Overview

## Comfort Suites

2900 Intl Speedway I-95, Daytona Beach, FL



# Financial Overview

|                                     | YEAR 2025          |               |                 | ADD BACKS         | YEAR 2025 ADJUSTED |               |                 | REVISIONS          | YEAR 1 PROFORMA    |               |                 |
|-------------------------------------|--------------------|---------------|-----------------|-------------------|--------------------|---------------|-----------------|--------------------|--------------------|---------------|-----------------|
| Revenue                             | Amount             | % Rev         | \$POR           | Delta (Δ)         | Amount             | % Rev         | \$POR           | Delta (Δ)          | Amount             | % Rev         | \$POR           |
| Rooms Revenue                       | \$2,293,820        | 112.7%        | \$133.60        | \$0               | \$2,293,820        | 112.7%        | \$133.60        | \$8,308            | \$2,302,128        | 113.3%        | \$135.00        |
| Food and Beverage Revenue           | \$0                | 0.0%          | \$0.00          | \$0               | \$0                | 0.0%          | \$0.00          | \$0                | \$0                | 0.0%          | \$0.00          |
| Sales Tax Expense                   | (\$134,256)        | -6.6%         | (\$7.82)        | \$0               | (\$134,256)        | -6.6%         | (\$7.82)        | (\$6,713)          | (\$140,969)        | -6.9%         | (\$8.27)        |
| Tourist County Tax                  | (\$123,919)        | -6.1%         | (\$7.22)        | \$0               | (\$123,919)        | -6.1%         | (\$7.22)        | (\$6,196)          | (\$130,115)        | -6.4%         | (\$7.63)        |
| <b>Total Revenue</b>                | <b>\$2,035,645</b> | <b>100.0%</b> | <b>\$118.56</b> | <b>\$0</b>        | <b>\$2,035,645</b> | <b>100.0%</b> | <b>\$118.56</b> | <b>(\$4,601)</b>   | <b>\$2,031,044</b> | <b>100.0%</b> | <b>\$119.10</b> |
| <b>Departmental Expenses</b>        |                    |               |                 |                   |                    |               |                 |                    |                    |               |                 |
| Rooms Expense                       | \$346,787          | 17.0%         | \$20.20         | \$41,440          | \$305,347          | 15.0%         | \$17.78         | (\$42,130)         | \$304,657          | 15.0%         | \$17.87         |
| Food and Beverage Expense           | \$81,885           | 4.0%          | \$4.77          | \$0               | \$81,885           | 4.0%          | \$4.77          | (\$644)            | \$81,242           | 4.0%          | \$4.76          |
| Other Departmental Expense          | \$0                | 0.0%          | \$0.00          | \$0               | \$0                | 0.0%          | \$0.00          | \$0                | \$0                | 0.0%          | \$0.00          |
| <b>Total Departmental Expenses</b>  | <b>\$428,672</b>   | <b>21.1%</b>  | <b>\$24.97</b>  | <b>\$41,440</b>   | <b>\$387,232</b>   | <b>19.0%</b>  | <b>\$22.55</b>  | <b>(\$42,774)</b>  | <b>\$385,898</b>   | <b>19.0%</b>  | <b>\$22.63</b>  |
| <b>Departmental Profit</b>          | <b>\$1,606,973</b> | <b>78.9%</b>  | <b>\$93.59</b>  | <b>(\$41,440)</b> | <b>\$1,648,413</b> | <b>81.0%</b>  | <b>\$96.01</b>  | <b>\$38,173</b>    | <b>\$1,645,145</b> | <b>81.0%</b>  | <b>\$96.47</b>  |
| <b>Undistributed Expenses</b>       |                    |               |                 |                   |                    |               |                 |                    |                    |               |                 |
|                                     |                    |               | \$PAR           |                   |                    |               | \$PAR           |                    |                    |               | \$PAR           |
| Administrative and General          | \$2,883            | 0.1%          | \$45            | \$0               | \$2,883            | 0.1%          | \$45            | \$37,737           | \$40,621           | 2.0%          | \$635           |
| Info and Telecom Systems            | \$39,789           | 2.0%          | \$622           | \$0               | \$39,789           | 2.0%          | \$622           | \$832              | \$40,621           | 2.0%          | \$635           |
| Sales and Marketing                 | \$91,555           | 4.5%          | \$1,431         | \$0               | \$91,555           | 4.5%          | \$1,431         | (\$30,624)         | \$60,931           | 3.0%          | \$952           |
| Property Operations and Maintenance | \$39,932           | 2.0%          | \$624           | \$0               | \$39,932           | 2.0%          | \$624           | \$689              | \$40,621           | 2.0%          | \$635           |
| Utilities                           | \$107,377          | 5.3%          | \$1,678         | \$0               | \$107,377          | 5.3%          | \$1,678         | (\$5,825)          | \$101,552          | 5.0%          | \$1,587         |
| Franchise Fees                      | \$277,437          | 13.6%         | \$4,335         | \$0               | \$277,437          | 13.6%         | \$4,335         | (\$114,954)        | \$162,483          | 8.0%          | \$2,539         |
| CC Fees                             | \$47,395           | 2.3%          | \$741           | \$0               | \$47,395           | 2.3%          | \$741           | \$0                | \$47,395           | 2.3%          | \$741           |
| <b>Total Undistributed Expenses</b> | <b>\$606,368</b>   | <b>29.8%</b>  | <b>\$9,475</b>  | <b>\$0</b>        | <b>\$606,368</b>   | <b>29.8%</b>  | <b>\$9,475</b>  | <b>(\$112,144)</b> | <b>\$494,225</b>   | <b>24.3%</b>  | <b>\$7,722</b>  |
| <b>HOUSE PROFIT (GOP)</b>           | <b>\$1,000,605</b> | <b>49.2%</b>  | <b>\$15,634</b> | <b>(\$41,440)</b> | <b>\$1,042,045</b> | <b>51.2%</b>  | <b>\$16,282</b> | <b>\$150,316</b>   | <b>\$1,150,921</b> | <b>56.7%</b>  | <b>\$17,983</b> |
| Management Fee                      | \$0                | 0.0%          | \$0             | \$0               | \$0                | 0.0%          | \$0             | \$60,931           | \$60,931           | 3.0%          | \$952           |
| <b>Income Before Fixed Charges</b>  | <b>\$1,000,605</b> | <b>49.2%</b>  | <b>\$15,634</b> | <b>(\$41,440)</b> | <b>\$1,042,045</b> | <b>51.2%</b>  | <b>\$16,282</b> | <b>\$89,385</b>    | <b>\$1,089,990</b> | <b>53.7%</b>  | <b>\$17,031</b> |
| <b>Fixed Charges</b>                |                    |               |                 |                   |                    |               |                 |                    |                    |               |                 |
| Property Taxes                      | \$68,312           | 3.4%          | \$1,067         | \$0               | \$68,312           | 3.4%          | \$1,067         | \$77,893           | \$146,205          | 7.2%          | \$2,284         |
| Insurance                           | \$136,157          | 6.7%          | \$2,127         | \$0               | \$136,157          | 6.7%          | \$2,127         | (\$14,295)         | \$121,863          | 6.0%          | \$1,904         |
| Reserve for Replacement             | \$0                | 0.0%          | \$0             | (\$81,426)        | \$81,426           | 4.0%          | \$1,272         | \$81,242           | \$81,242           | 4.0%          | \$1,269         |
| <b>Total Fixed Charges</b>          | <b>\$204,469</b>   | <b>10.0%</b>  | <b>\$3,195</b>  | <b>(\$81,426)</b> | <b>\$285,895</b>   | <b>14.0%</b>  | <b>\$4,467</b>  | <b>\$144,841</b>   | <b>\$349,309</b>   | <b>17.2%</b>  | <b>\$5,458</b>  |
| <b>Total Expenses</b>               | <b>\$1,239,509</b> | <b>60.9%</b>  | <b>\$19,367</b> | <b>(\$39,986)</b> | <b>\$1,279,495</b> | <b>62.9%</b>  | <b>\$19,992</b> | <b>\$50,855</b>    | <b>\$1,290,364</b> |               |                 |
| <b>Net Operating Income</b>         | <b>\$796,136</b>   | <b>39.1%</b>  | <b>\$12,440</b> | <b>\$39,986</b>   | <b>\$756,150</b>   | <b>37.1%</b>  | <b>\$11,815</b> | <b>(\$55,456)</b>  | <b>\$740,680</b>   | <b>36.5%</b>  | <b>\$11,573</b> |
| Number of Rooms                     |                    |               | 64 Rooms        |                   |                    |               | 64 Rooms        |                    |                    |               | 64 Rooms        |
| Total Rooms Occupied                |                    |               | 17,170 Nights   |                   |                    |               | 17,170 Nights   |                    |                    |               | 17,053 Nights   |
| Total Rooms Available               |                    |               | 23,360 Nights   |                   |                    |               | 23,360 Nights   |                    |                    |               | 23,360 Nights   |
| Occupancy                           |                    |               | 73.50%          |                   |                    |               | 73.50%          |                    |                    |               | 73.00%          |
| Average Daily Rate                  |                    |               | \$133.70        |                   |                    |               | \$133.70        |                    |                    |               | \$135.00        |
| Rooms RevPAR                        |                    |               | \$98.27         |                   |                    |               | \$98.27         |                    |                    |               | \$98.55         |

# Cash Flow

|                                      | YEAR 1             |               |                 | YEAR 2             |               |                 | YEAR 3             |               |                 | YEAR 4             |               |                 | YEAR 5             |               |                 |
|--------------------------------------|--------------------|---------------|-----------------|--------------------|---------------|-----------------|--------------------|---------------|-----------------|--------------------|---------------|-----------------|--------------------|---------------|-----------------|
| Revenue                              | Amount             | % Rev         | \$POR           | Amount             | % Rev         | \$POR           | Amount             | % Rev         | \$POR           | Amount             | % Rev         | \$POR           | Amount             | % Rev         | \$POR           |
| Rooms Revenue                        | \$2,302,128        | 113.3%        | \$135.00        | \$2,392,006        | 113.2%        | \$138.38        | \$2,484,938        | 113.1%        | \$141.83        | \$2,547,062        | 113.2%        | \$145.38        | \$2,610,738        | 113.2%        | \$149.01        |
| Food and Beverage Revenue            | \$0                | 0.0%          | \$0.00          | \$0                | 0.0%          | \$0.00          | \$0                | 0.0%          | \$0.00          | \$0                | 0.0%          | \$0.00          | \$0                | 0.0%          | \$0.00          |
| Tourist County Tax                   | (\$130,115)        | -6.4%         | (\$7.63)        | (\$134,019)        | -6.3%         | (\$7.75)        | (\$138,039)        | -6.3%         | (\$7.88)        | (\$142,180)        | -6.3%         | (\$8.12)        | (\$146,446)        | -6.4%         | (\$8.36)        |
| <b>Total Revenue</b>                 | <b>\$2,031,044</b> | <b>100.0%</b> | <b>\$119.10</b> | <b>\$2,112,789</b> | <b>100.0%</b> | <b>\$122.22</b> | <b>\$2,197,345</b> | <b>100.0%</b> | <b>\$125.42</b> | <b>\$2,250,841</b> | <b>100.0%</b> | <b>\$128.47</b> | <b>\$2,305,630</b> | <b>100.0%</b> | <b>\$131.60</b> |
| <b>Departmental Expenses</b>         |                    |               |                 |                    |               |                 |                    |               |                 |                    |               |                 |                    |               |                 |
| Rooms Expense                        | \$304,657          | 15.0%         | \$17.87         | \$313,796          | 14.9%         | \$18.15         | \$323,210          | 14.7%         | \$18.45         | \$332,906          | 14.8%         | \$19.00         | \$342,894          | 14.9%         | \$19.57         |
| Food and Beverage Expense            | \$81,242           | 4.0%          | \$4.76          | \$83,679           | 4.0%          | \$4.84          | \$86,189           | 3.9%          | \$4.92          | \$88,775           | 3.9%          | \$5.07          | \$91,438           | 4.0%          | \$5.22          |
| <b>Total Departmental Expenses</b>   | <b>\$385,898</b>   | <b>19.0%</b>  | <b>\$22.63</b>  | <b>\$397,475</b>   | <b>18.8%</b>  | <b>\$22.99</b>  | <b>\$409,400</b>   | <b>18.6%</b>  | <b>\$23.37</b>  | <b>\$421,681</b>   | <b>18.7%</b>  | <b>\$24.07</b>  | <b>\$434,332</b>   | <b>18.8%</b>  | <b>\$24.79</b>  |
| <b>Departmental Profit</b>           | <b>\$1,645,145</b> | <b>81.0%</b>  | <b>\$96.47</b>  | <b>\$1,715,313</b> | <b>81.2%</b>  | <b>\$99.23</b>  | <b>\$1,787,945</b> | <b>81.4%</b>  | <b>\$102.05</b> | <b>\$1,829,159</b> | <b>81.3%</b>  | <b>\$104.40</b> | <b>\$1,871,299</b> | <b>81.2%</b>  | <b>\$106.81</b> |
| <b>Undistributed Expenses</b>        |                    |               |                 |                    |               |                 |                    |               |                 |                    |               |                 |                    |               |                 |
|                                      |                    |               | \$PAR           |                    |               | \$PAR           |                    |               | \$PAR           |                    |               | \$PAR           |                    |               | \$PAR           |
| Administrative and General           | \$40,621           | 2.0%          | \$635           | \$41,839           | 2.0%          | \$654           | \$43,095           | 2.0%          | \$673           | \$44,388           | 2.0%          | \$694           | \$45,719           | 2.0%          | \$714           |
| Info and Telecom Systems             | \$40,621           | 2.0%          | \$635           | \$41,839           | 2.0%          | \$654           | \$43,095           | 2.0%          | \$673           | \$44,388           | 2.0%          | \$694           | \$45,719           | 2.0%          | \$714           |
| Sales and Marketing                  | \$60,931           | 3.0%          | \$952           | \$62,759           | 3.0%          | \$981           | \$64,642           | 2.9%          | \$1,010         | \$66,581           | 3.0%          | \$1,040         | \$68,579           | 3.0%          | \$1,072         |
| Property Operations and Maintenance  | \$40,621           | 2.0%          | \$635           | \$41,839           | 2.0%          | \$654           | \$43,095           | 2.0%          | \$673           | \$44,388           | 2.0%          | \$694           | \$45,719           | 2.0%          | \$714           |
| Utilities                            | \$101,552          | 5.0%          | \$1,587         | \$104,599          | 5.0%          | \$1,634         | \$107,737          | 4.9%          | \$1,683         | \$110,969          | 4.9%          | \$1,734         | \$114,298          | 5.0%          | \$1,786         |
| Franchise Fees                       | \$162,483          | 8.0%          | \$2,539         | \$169,023          | 8.0%          | \$2,641         | \$175,788          | 8.0%          | \$2,747         | \$180,067          | 8.0%          | \$2,814         | \$184,450          | 8.0%          | \$2,882         |
| CC Fees                              | \$47,395           | 2.3%          | \$741           | \$48,817           | 2.3%          | \$763           | \$50,281           | 2.3%          | \$786           | \$51,790           | 2.3%          | \$809           | \$53,343           | 2.3%          | \$833           |
| <b>Total Undistributed Expenses</b>  | <b>\$494,225</b>   | <b>24.3%</b>  | <b>\$7,722</b>  | <b>\$510,716</b>   | <b>24.2%</b>  | <b>\$7,980</b>  | <b>\$527,732</b>   | <b>24.0%</b>  | <b>\$8,246</b>  | <b>\$542,570</b>   | <b>24.1%</b>  | <b>\$8,478</b>  | <b>\$557,828</b>   | <b>24.2%</b>  | <b>\$8,716</b>  |
| <b>HOUSE PROFIT (GOP)</b>            | <b>\$1,150,921</b> | <b>56.7%</b>  | <b>\$17,983</b> | <b>\$1,204,597</b> | <b>57.0%</b>  | <b>\$18,822</b> | <b>\$1,260,214</b> | <b>57.4%</b>  | <b>\$19,691</b> | <b>\$1,286,589</b> | <b>57.2%</b>  | <b>\$20,103</b> | <b>\$1,313,471</b> | <b>57.0%</b>  | <b>\$20,523</b> |
| Management Fee                       | \$60,931           | 3.0%          | \$952           | \$63,384           | 3.0%          | \$990           | \$65,920           | 3.0%          | \$1,030         | \$67,525           | 3.0%          | \$1,055         | \$69,169           | 3.0%          | \$1,081         |
| <b>Income Before Fixed Charges</b>   | <b>\$1,089,990</b> | <b>53.7%</b>  | <b>\$17,031</b> | <b>\$1,141,213</b> | <b>54.0%</b>  | <b>\$17,831</b> | <b>\$1,194,293</b> | <b>54.4%</b>  | <b>\$18,661</b> | <b>\$1,219,064</b> | <b>54.2%</b>  | <b>\$19,048</b> | <b>\$1,244,302</b> | <b>54.0%</b>  | <b>\$19,442</b> |
| <b>Fixed Charges</b>                 |                    |               |                 |                    |               |                 |                    |               |                 |                    |               |                 |                    |               |                 |
| Property Taxes                       | \$146,205          | 7.2%          | \$2,284         | \$149,129          | 7.1%          | \$2,330         | \$152,112          | 6.9%          | \$2,377         | \$155,154          | 6.9%          | \$2,424         | \$158,257          | 6.9%          | \$2,473         |
| Insurance                            | \$121,863          | 6.0%          | \$1,904         | \$124,300          | 5.9%          | \$1,942         | \$126,786          | 5.8%          | \$1,981         | \$129,322          | 5.7%          | \$2,021         | \$131,908          | 5.7%          | \$2,061         |
| Reserve for Replacement              | \$81,242           | 4.0%          | \$1,269         | \$84,512           | 4.0%          | \$1,320         | \$87,894           | 4.0%          | \$1,373         | \$90,034           | 4.0%          | \$1,407         | \$92,225           | 4.0%          | \$1,441         |
| <b>Total Fixed Charges</b>           | <b>\$349,309</b>   | <b>17.2%</b>  | <b>\$5,458</b>  | <b>\$357,941</b>   | <b>16.9%</b>  | <b>\$5,593</b>  | <b>\$366,791</b>   | <b>16.7%</b>  | <b>\$5,731</b>  | <b>\$374,509</b>   | <b>16.6%</b>  | <b>\$5,852</b>  | <b>\$382,390</b>   | <b>16.6%</b>  | <b>\$5,975</b>  |
| <b>Total Expenses</b>                | <b>\$1,290,364</b> | <b>63.5%</b>  | <b>\$20,162</b> | <b>\$1,329,516</b> | <b>62.9%</b>  | <b>\$20,774</b> | <b>\$1,369,843</b> | <b>62.3%</b>  | <b>\$21,404</b> | <b>\$1,406,285</b> | <b>62.5%</b>  | <b>\$21,973</b> | <b>\$1,443,719</b> | <b>62.6%</b>  | <b>\$22,558</b> |
| <b>Net Operating Income</b>          | <b>\$740,680</b>   | <b>36.5%</b>  | <b>\$11,573</b> | <b>\$783,273</b>   | <b>37.1%</b>  | <b>\$12,239</b> | <b>\$827,502</b>   | <b>37.7%</b>  | <b>\$12,930</b> | <b>\$844,555</b>   | <b>37.5%</b>  | <b>\$13,196</b> | <b>\$861,911</b>   | <b>37.4%</b>  | <b>\$13,467</b> |
| <b>Unlevered Cash Flow</b>           | <b>\$740,680</b>   | -             | -               | <b>\$783,273</b>   | -             | -               | <b>\$827,502</b>   | -             | -               | <b>\$844,555</b>   | -             | -               | <b>\$861,911</b>   | -             | -               |
| Interest Payment                     | (\$406,665)        | -             | -               | (\$400,195)        | -             | -               | (\$393,258)        | -             | -               | (\$385,819)        | -             | -               | (\$377,843)        | -             | -               |
| Debt Payment                         | (\$89,494)         | -             | -               | (\$95,964)         | -             | -               | (\$102,901)        | -             | -               | (\$110,340)        | -             | -               | (\$118,316)        | -             | -               |
| <b>Levered Cash Flow</b>             | <b>\$244,521</b>   | -             | -               | <b>\$287,114</b>   | -             | -               | <b>\$331,343</b>   | -             | -               | <b>\$348,396</b>   | -             | -               | <b>\$365,752</b>   | -             | -               |
| <b>Number of Rooms</b>               | 64 Rooms           |               |                 | 64 Rooms           |               |                 | 64 Rooms           |               |                 | 64 Rooms           |               |                 | 64 Rooms           |               |                 |
| <b>Total Rooms Occupied</b>          | 17,053 Nights      |               |                 | 17,286 Nights      |               |                 | 17,520 Nights      |               |                 | 17,520 Nights      |               |                 | 17,520 Nights      |               |                 |
| <b>Total Rooms Available</b>         | 23,360 Nights      |               |                 | 23,360 Nights      |               |                 | 23,360 Nights      |               |                 | 23,360 Nights      |               |                 | 23,360 Nights      |               |                 |
| <b>Occupancy</b>                     | 73.00%             |               |                 | 74.00%             |               |                 | 75.00%             |               |                 | 75.00%             |               |                 | 75.00%             |               |                 |
| <b>Average Daily Rate</b>            | \$135.00           |               |                 | \$138.38           |               |                 | \$141.83           |               |                 | \$145.38           |               |                 | \$149.01           |               |                 |
| <b>Rooms RevPAR</b>                  | \$98.55            |               |                 | \$102.40           |               |                 | \$106.38           |               |                 | \$109.04           |               |                 | \$111.76           |               |                 |
| <b>Occupancy (% Change)</b>          |                    |               |                 | 1.37%              |               |                 | 1.35%              |               |                 | 0.00%              |               |                 | 0.00%              |               |                 |
| <b>Average Daily Rate (% Change)</b> |                    |               |                 | 2.50%              |               |                 | 2.50%              |               |                 | 2.50%              |               |                 | 2.50%              |               |                 |
| <b>Rooms RevPAR (% Change)</b>       |                    |               |                 | 3.90%              |               |                 | 3.89%              |               |                 | 2.50%              |               |                 | 2.50%              |               |                 |

# Market Overview

**Comfort Suites**

2900 Intl Speedway I-95, Daytona Beach, FL



# DAYTONA BEACH, FL

86,015

Total Population

32,345

Employed Population

\$50,130

Median HH Income

39.8

Median Age

33,105

# of Households

## Local Market Overview

Daytona Beach is experiencing steady population growth and rising household incomes. From 2023 to 2024, the city's population grew by roughly 3.5% to nearly 78,600, while median household income increased by over 5% to approximately \$52,700.

Tourism remains a key economic driver. In May 2025, hotel occupancy averaged around 62.3%, with ADR at \$166.99 and RevPAR near \$104.05—reflecting slight softening compared to the prior year. The South Atlantic Avenue corridor benefits from its beachfront location and strong seasonal traffic, though it remains sensitive to off-peak demand and weather disruptions.

South Atlantic Avenue serves as a major oceanfront route with high visibility and traffic, particularly during peak tourism months. Its close proximity to the beach, highways, and major attractions like Daytona International Speedway enhances its appeal to both leisure travelers and seasonal visitors.

## Property Demographics

| POPULATION                 | 1-MILE   | 3-MILE   | 5-MILE   |
|----------------------------|----------|----------|----------|
| 2020 Population            | 4,030    | 42,176   | 106,366  |
| 2025 Population            | 4,697    | 47,013   | 118,595  |
| 2030 Population Projection | 5,297    | 52,635   | 132,686  |
| HOUSEHOLDS                 | 1-MILE   | 3-MILE   | 5-MILE   |
| 2020 Households            | 2,154    | 18,977   | 47,592   |
| 2025 Households            | 2,486    | 21,115   | 53,246   |
| 2030 Household Projections | 2,809    | 23,730   | 59,891   |
| INCOME                     | 1-MILE   | 3-MILE   | 5-MILE   |
| Avg Household Income       | \$62,073 | \$52,937 | \$57,417 |

# ECONOMIC DRIVERS

Daytona Beach maintains strong leisure tourism and event-driven demand, with recent growth tempered by off-peak softness and rising operational pressures.

## Corporate Travel

- **Proximity to Business Hubs:** The hotel is positioned within reach of Daytona's key corporate anchors, including the NASCAR headquarters and Brown & Brown Insurance. These major employers contribute consistent business travel tied to meetings, operations, and vendor partnerships.
- **Office Complexes:** Business activity along International Speedway Blvd includes professional offices, finance firms, and medical-adjacent services. These properties draw weekday demand from transient professionals attending meetings, trainings, and regional assignments.

**Impact on Hotel Demand:** These nearby corporate and office uses help stabilize weekday occupancy, support negotiated rates, and attract small-meeting and transient business stays, boosting the hotel's RevPAR.

**\$22B+**  
Volusia County GDP

**±10M**  
Daytona Beach Annual Visitors

## Tourism & Leisure Attractions

- **Proximity to Major Attractions:** The hotel is oceanfront and within walking distance of top Daytona Beach draws like the Boardwalk, Sun Splash Park, and beachfront dining. These sites attract families, spring breakers, and vacationers year-round.
- **Event and Entertainment Venues:** Nearby attractions include the Ocean Center, Daytona Lagoon, and Daytona International Speedway (~15 minutes). Major events like Bike Week and the Daytona 500 drive large waves of leisure traffic and seasonal peaks.

**Weekend and Leisure Draw:** These attractions help generate complementary weekend and leisure demand, expanding beyond business-oriented stays.

# Hospitality Demand Drivers

## Higher Education

Notable Institution:

- **Embry-Riddle Aeronautical University** is located approximately 10 minutes from the hotel and serves as a leading aviation and aerospace university. It draws a consistent stream of prospective students, visiting parents, academic staff, and industry partners.

**Strategic Value:** This academic proximity supports recurring seasonal bookings (e.g., orientations, commencements, move-in weekends), as well as group travel tied to training programs and campus-sponsored conferences.

## Transportation & Connectivity

- **Interstate Access:** Daytona Beach International Airport (DAB) is located just 10 minutes from the property, offering commercial air service and general aviation access. The airport sees spikes in demand during major events and seasonal travel periods.
- **Highway Access:** The property is easily accessible from major regional arteries, including I-95 and International Speedway Blvd. This allows convenient drive-in traffic from Orlando, Jacksonville, and surrounding Southeast markets.
- **Connectivity Benefits:** This well-connected location supports demand from transient travelers, race crews, airline staff, and drive-market leisure guests. Reliable access enhances catchment reach and supports group and event bookings.

This mix provides a compelling case: corporate and education anchors drive weekday and event bookings, leisure attractions broaden weekend demand, and transport connectivity secures robust transient and group traffic. **Together, these demand drivers enhance occupancy reliability, ADR strength, and RevPAR upside—making this location highly attractive from an investment standpoint.**



# MATTHEWS™

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This Offering Memorandum contains select information pertaining to the business and affairs of the property owner and its tenant for real property located at **2904 W International Speedway Blvd, Daytona Beach, FL 32124** ("Property"). The Offering Memorandum may not be all-inclusive or contain all of the information a prospective purchaser may desire. The information contained in this Offering Memorandum is confidential and furnished solely for the purpose of a review by a prospective purchaser of the Property. It is not to be used for any other purpose or made available to any other person without the written consent of Seller or Matthews™. The material and information in the Offering Memorandum is unverified. Matthews™ has not made any investigation, and makes no warranty or representation, with respect to square footage, income and expenses, the future financial performance of the property, future rent, and real estate value market conditions, the condition or financial prospects of any tenant, or the tenants' plans or intentions to continue to occupy space at the property. All prospective purchasers should conduct their own thorough due diligence investigation of each of these areas with the assistance of their accounting, construction, and legal professionals, and seek expert opinions regarding volatile market conditions given the unpredictable changes resulting from the continuing COVID-19 pandemic. The information is based in part upon information supplied by the Owner and in part upon financial information obtained from sources the Owner deems reliable. Neither owner, nor their officers, employees, or real estate agents make any representation or warranty, express or implied, as to the accuracy or completeness of this Offering Memorandum, or any of its content, and no legal liability is assumed or shall be implied with respect thereto. Prospective purchasers should make their own projections and form their own conclusions without reliance upon the material contained herein.

By acknowledging your receipt of this Offering Memorandum for the Property, you agree:

1. The Offering Memorandum and its contents are confidential;
2. You will hold it and treat it in the strictest of confidence; and
3. You will not, directly or indirectly, disclose or permit anyone else to disclose this Offering Memorandum or its contents in any fashion or manner.

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A prospective purchaser's sole and exclusive rights with respect to this prospective transaction, the Property, or information provided herein or in connection with the sale of the Property shall be limited to those expressly provided in an executed Purchase Agreement and shall be subject to the terms thereof. In no event shall a prospective purchaser have any other claims against Owner or Matthews™ or any of their affiliates or any of their respective officers, directors, shareholders, owners, employees, or agents for any damages, liability, or causes of action relating to this solicitation process or the marketing or sale of the Property.

This Offering Memorandum shall not be deemed to represent the state of affairs of the Property or constitute an indication that there has been no change in the state of affairs of the Property since the date of this Offering Memorandum.