

HOLIDAY INN LITTLE ROCK DOWNTOWN-PRESIDENTIAL

600 INTERSTATE 30
LITTLE ROCK, AR 72202

MATTHEWS™

OFFERING MEMORANDUM



Ranked 4.9/5

HOLIDAY INN LITTLE ROCK DOWNTOWN-PRESIDENTIAL



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PROPERTY OVERVIEW



INVESTMENT SUMMARY

HOLIDAY INN LITTLE ROCK DOWNTOWN-PRESIDENTIAL

Holiday Inn Little Rock Downtown-Presidential

600 Interstate 30 | Little Rock, AR 72202

150
Total Keys

1970/2023
Year Built/Remodeled

+2.65%
YoY Room Rev

+2.65%
YoY Total Rev

Choice Hotels
Brand

Downtown/CBD
Location

INVESTMENT HIGHLIGHTS

- Increasing year-over-year revenue
- Holiday Inn H5 Prototype
- IHG Guarantee for 20 year license renewal upon change of ownership.
- 2023 Renovation / Minimal PIP or Deficiency List
- Reinforced concrete construction material
- A locally tailored approach to a consistent and trusted brand, the Holiday Inn Presidential is shrined in memorabilia dedicated to the Bill Clinton Presidential Center throughout the hotel, including autographed photos of US presidents who visited the area
- Commercial Business District location
- Regional network of four interstates feeding business & leisure travel (120,000+ VPD)
- Walkability to River Market, Simmons Bank Arena, and Statehouse Convention Center
- This specific area of downtown Little Rock anchors government, healthcare, corporate, convention, and event-driven lodging from across the state and neighboring region
- Little Rock National Airport (3.5 miles, 8 minute drive) sees 2.2M+ annual passengers
- Top Employers: Entergy, Arkansas State Government, Baptist Health, University of Arkansas Medical Sciences, Arkansas Children's Research & Hospital

STRONG ONLINE REPUTATION ACROSS LEADING PLATFORMS



4.1/5



4.9/5

IHG
HOTELS & RESORTS

4.3/5





AMENITIES

Premium Free WiFi

Event Room

Kids eat free

Fitness Center

On-site Restaurant

Daily Houskeeping

Outdoor Pool

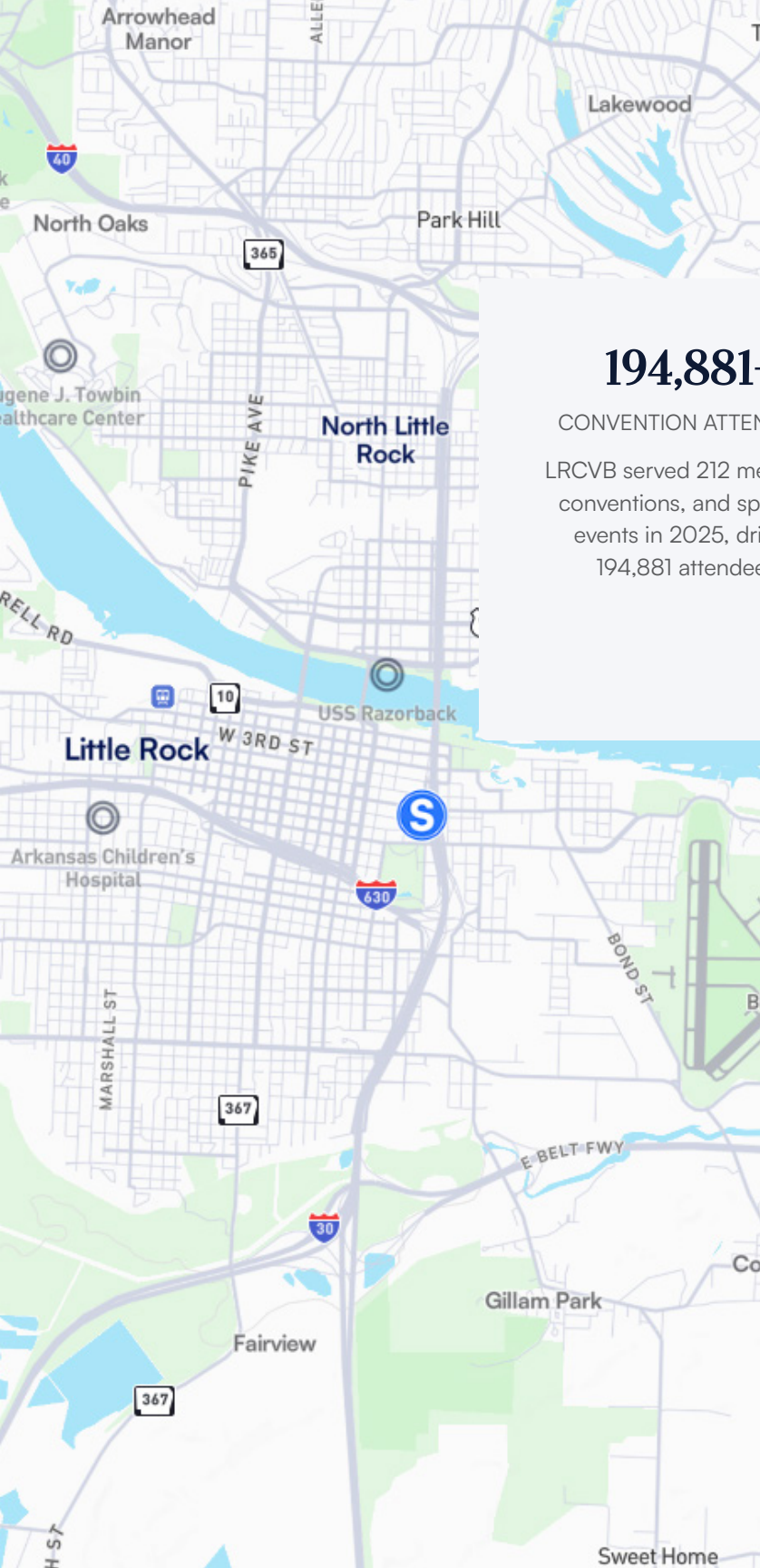
Self Service Laundry

Pet Friendly

On-site Parking

EV Chargers

Airport Shuttle



RECENT DEVELOPMENTS

DOWNTOWN LITTLE ROCK INVESTMENT & REVITALIZATION

194,881+

CONVENTION ATTENDEES
LRCVB served 212 meetings, conventions, and sporting events in 2025, driving 194,881 attendees.

\$25M

RIVER MARKET HALL RENOVATION
The City has identified a \$25 million renovation of River Market Hall as part of broader downtown revitalization efforts, alongside Finley Vinson Plaza, Capitol Avenue improvements, and the new District Courts Building.

\$31M

CALS MAIN LIBRARY RENOVATION
The Central Arkansas Library System's Main Library in the River Market reopened following a roughly \$31 million renovation, adding modern public, meeting, rooftop, children's programming, and event-oriented spaces.

31,000 SF

NORTH LITTLE ROCK EVENT CENTER
Expected to accommodate up to 1,000 guests for dinner and 1,500 for events or shows, including galas, fundraisers, and statewide induction ceremonies.

KEY DEVELOPMENTS DRIVING DEMAND

Clinton Presidential Center Expansion / Modernization
Major expansion and modernization designed to support exhibitions, educational programs, global convenings, and the Hillary Rodham Clinton Institute.

Statehouse Convention Center / LRCVB Capital Improvements
Ongoing modernization of the Statehouse Convention Center and Robinson Center, with improvements advancing at River Market Ottenheimer Hall.

B. Finley Vinson Plaza Renovation
Reopened in May 2026 in front of the DoubleTree downtown with green space, seating, flexible event areas, and a connection to Riverfront Park.

ADDITIONAL DOWNTOWN INVESTMENT

Historic West Ninth Street Revitalization
Collaborative demonstration project focused on public art, walkability, safety, accessibility, culture, and economic opportunity.

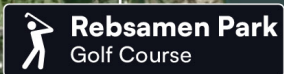
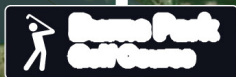
Regional Interstates Network
Four interstates feeding business & leisure travel.

Walkability to Key Amenities
River Market, Simmons Bank Arena, and Statehouse Convention Center.

District Courts Building
New District Courts building supporting continued downtown growth.



**UNIVERSITY OF ARKANSAS
PULASKI TECH**
Pulaski Technical College
±4,478 Students | ±193 Employees



Arkansas Children's
HOSPITALS • RESEARCH • FOUNDATION
±336 Beds and
±4,400 Employees

Simmons Bank Arena
±18,000 Seats | ±137 Annual Events

RIVER MARKET
±98,834 Annual Visitors

Baptist Health
±827 Beds and
±12,000 Employees

STATEHOUSE
CONVENTION CENTER
±6,600 Seats | ±362 Annual Events Held

UAMS
University of Arkansas for Medical Sciences
University of Arkansas for Medical Sciences
±3,553 Students | ±2,200 Employees

ARKANSAS STATE CAPITOL
±52M Annual Visitors

entergy
Headquarters
±2,700 Employees

ARKANSAS BAPTIST COLLEGE
Arkansas Baptist College
±342 Students | ±100 Employees

McCain Mall
Dillard's JCPenney
OLD NAVY Bath & Body Works
FIVE GUYS BURGERS and FRIES
BARNES & NOBLE
Olive Garden TARGET

McCain Plaza
Walmart Supercenter LOWE'S
THE HOME DEPOT ALDI DICK'S SPORTING GOODS
Chick-fil-A TJ-maxx petco

**WILLIAM J. CLINTON
PRESIDENTIAL LIBRARY
AND MUSEUM**
LITTLE ROCK, ARKANSAS
±510,000 Annual Visitors

ASO ARKANSAS SYMPHONY ORCHESTRA
±165,000 Annual Visitors

Holiday Inn
Subject Property

MFA Arkansas Museum of Fine Arts
±165,000 Annual Visitors



Google Earth



± 97,333 VPD



± 110,000 VPD



± 97,311 VPD



± 17,586 VPD



**Bill and Hillary Clinton
National Airport**
±2.2M Annual Passengers

FINANCIAL OVERVIEW



FINANCIALS

HOLIDAY INN LITTLE ROCK DOWNTOWN-PRESIDENTIAL

PROPERTY OVERVIEW

Property Name	Holiday Inn Little Rock-Presidential-Dwntn
Total Keys	150
Address	600 Interstate 30
City, ST	Little Rock, AR 72202
Year Built/Last Renovation	1970 / 2023
Building Size (SF)	69,888
Lot Size (AC)	±1.23 AC
Meeting Space	±3,415 SF
Construction Material	Reinforced Concrete
I-30 x I-30 Frontage Rd. x E 6th St	±110,000 VPD
5-Mile Population	±110,556
5-Mile Household Income	\$76,018

HOTEL OVERVIEW

License Term Expiration	March 26, 2034
Hotel Location Type	CBD
Market Name	Little Rock
Submarket Name	Little Rock
Class	Upper Midscale
Stories	8

2024 PROFIT & LOSS

Number of Rooms	150
Available Rooms	54,750
Occupancy	67.00%
ADR	\$100.44
RevPAR	\$67.27
Room Revenue	\$3,686,692
Total Revenue	\$4,233,233
Owner/User SBA NOI	\$1,335,272
Management Fee	\$110,601
FF&E Reserves	\$147,467.68
CMBS NOI	\$1,077,204

2025 OPERATING OVERVIEW

Number of Rooms	150
Available Rooms	54,750
Occupancy	47.50%
ADR	\$107.46
RevPAR	\$51.04
Room Revenue	\$2,783,455
Total Revenue	\$3,311,045
Owner/User SBA NOI	\$856,968
Management Fee	\$83,504
FF&E Reserves	\$111,338.20
CMBS NOI	\$662,126

\$9,950,000

LIST PRICE

\$66,333

PRICE PER KEY

3.57

2025 RRM



FINANCIALS

HOLIDAY INN LITTLE ROCK DOWNTOWN-PRESIDENTIAL

SBA LOAN

Offering Name	Holiday Inn Presidential		
List Price	\$9,950,000		
Cap Rate	8.61%		
Down Payment	\$1,990,000		
New SBA 504 Loan	\$7,960,000		
Interest Rate	7.25%		
Amortization	25 Years		
Term	25 Years		
Loan to Value	80%		
Debt Service Coverage Ratio	1.24		
2025 Owner/User	\$856,968		
Loan Payments	\$690,425		
Buyer's Year 1 Net Cash Flow	\$166,543	8.37%	Buyer's Annual Cash-on-Cash Return
Buyer's Year 1 Principal Reduction	\$117,168	5.89%	Principal Reduction
Buyer's Year 1 Total Return	\$283,711	14.26%	Buyer's Total Annual Return



MARKET OVERVIEW



MARKET OVERVIEW

LITTLE ROCK, AR

Little Rock, Arkansas is the state's capital and largest city in Central Arkansas, positioned within the broader Little Rock—North Little Rock—Conway metropolitan area. The city is characterized by a diverse economic base, established urban development, and a highly accessible location along major transportation corridors including Interstate 30 and Interstate 40. Its central location provides convenient connectivity to both Downtown Little Rock and surrounding regional destinations. The area features a balanced mix of housing, retail centers, and community amenities, creating consistent daily activity and a stable population base. Little Rock also benefits from its position as the seat of Pulaski County, one of the most populous and economically active counties in Arkansas, supporting steady inflows of visitors, commuters, and regional traffic throughout the year.

204,800

City Population

87,900

Households

\$1.5B+

Annual Visitor Spending

2.2M+

Annual Airport Passengers



STRONG ECONOMIC FUNDAMENTALS

Little Rock's economy is supported by a diverse mix of government, healthcare, education, and professional services, all of which contribute to sustained economic activity across the metropolitan area. Its location at the intersection of major interstate highways facilitates strong commuter movement and access to employment hubs throughout Central Arkansas and the surrounding region. The city is anchored by established commercial corridors and institutional employers that generate consistent daily activity, complemented by nearby industrial and logistics operations that support daytime population and business travel. Additionally, continued population stability and a diversified employment base reinforce spending power and economic resilience, positioning the area as a reliable contributor to regional commerce and ongoing development activity.

REGIONAL ACCESS, LOCAL DEMAND

Regional Access

At the crossroads of I-30 & I-40 with a regional network of four interstates feeding business & leisure travel across Central Arkansas and the Mid-South.

I-30

I-40

I-430

I-530

Local Interstate Connectivity

Tourism, Retail & Entertainment

Walkable to the River Market, Simmons Bank Arena & the Statehouse Convention Center, with corridors of national retail, dining & medical campuses driving day-to-night activity.

River Market

Bank Arena

Statehouse Convention Center

State Capital & Regional Demand

Arkansas' capital city anchors government, healthcare, corporate, convention & event-driven lodging demand drawn from across the state and neighboring region.

Government

Healthcare

Local Conventions

Events

TOP EMPLOYERS

Access to a diverse employment base across Central Arkansas and the Little Rock metropolitan area.

UAMS
University of Arkansas for Medical Sciences

Baptist Health

Arkansas Children's

HOSPITALS • RESEARCH • FOUNDATION

entergy

TOURISM & REGIONAL VISITOR ACTIVITY

Central Arkansas benefits from a strong tourism economy driven by outdoor recreation, cultural attractions, convention activity, and statewide government functions. Little Rock's strategic location along Interstate 30 and Interstate 40 allows the market to capture consistent leisure, weekend, business, and event-driven travel demand throughout the year.



30M+ ANNUAL VISITORS TRAVEL TO ARKANSAS EACH YEAR
(ARKANSAS DEPARTMENT OF PARKS, HERITAGE & TOURISM / 2025)

#1 CONVENTION & EVENT DESTINATION IN CENTRAL ARKANSAS
(STATEHOUSE CONVENTION CENTER / 2025)

HOME TO ARKANSAS' LARGEST CONVENTION & GOVERNMENT MARKET
(STATE OF ARKANSAS / LITTLE ROCK CVB / 2025)

2.2M+ ANNUAL AIR PASSENGERS THROUGH CLINTON NATIONAL AIRPORT
(BILL & HILLARY CLINTON NATIONAL AIRPORT / 2025)

| Disclaimer & Confidentiality Agreement

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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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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.

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