



Comfort Inn & Suites Salina North

1949 N 9th St, Salina, KS 67401 · I-70 Corridor Submarket

57

ROOMS

3

STORIES

1.27 AC

LAND AREA

65

PARKING

Upper Midscale

SEGMENT

INVESTMENT OPPORTUNITY

Choice Hotels-flagged asset at the junction of I-70 and I-135 — the primary interstate crossroads for north-central Kansas. Value-add opportunity for an active buyer to invest in the physical product, optimize rate management, and capture meaningful cash flow in a supply-protected market.

PROPERTY HIGHLIGHTS

- 57 rooms, 3 stories, interior corridors, 35,256 SF
- 65 surface parking spaces (1.14 per room)
- Pool, business center, fitness center, complimentary WiFi
- Choice Hotels franchise & national distribution
- Ideally sized for owner-operator management

KEY DEMAND DRIVERS

Salina Regional Health Center

393-bed Level III Trauma Center, 2,300+ employees

K-State Salina Aerospace & Technology Campus

~1,000 students in aviation & engineering programs

Great Plains Manufacturing

Major ag equipment manufacturer, corporate & contractor travel

Schwan Food Company (Tony's Pizza)

Large-scale production facility with national vendor network

Kansas Wesleyan University

Private university — athletics, events, family visits

I-70 CORRIDOR MARKET DATA

Submarket Size	130 Properties - 7,748 Rooms
12-Mo Occupancy	52.9% ±1.6%
12-Mo ADR	\$103 ±3.5%
12-Mo RevPAR	\$55 ±5.2%
Upper Midscale ADR	\$127
Market Cap Rate	11.1%
Avg Sale Price/Room	\$97K (12-Mo)

SUPPLY DYNAMICS

- **Zero** midscale/economy rooms under construction
- Net contraction of **260+ rooms** since 2021
- Only 2 properties (204 rooms) under construction — Manhattan & Colby, not Salina
- CoStar forecasts ADR growth to \$106 with stable occupancy

Upper Midscale comp set achieves \$127 ADR vs. \$103 submarket average — a \$24 rate gap closable through property improvements and active revenue management. Zero competing construction and diversified demand position this asset for meaningful upside.

LOCATION ADVANTAGE

- Only major interstate junction (I-70 & I-135) between Wichita and Nebraska
- 12,300+ daytime employees within 3-mile radius
- Diversified demand — no single-source concentration risk