

Guadalupe River Outdoor Hospitality Property & Business

7308 River Rd, New Braunfels, TX 78132

NORTH STAR

BROKERAGE & ADVISORY

512-222-6826 | INSTARBA.com

1250 Capital of Texas Highway South,
Building 3, Suite 400, Austin, Texas, 78746

CALEB JACKSON

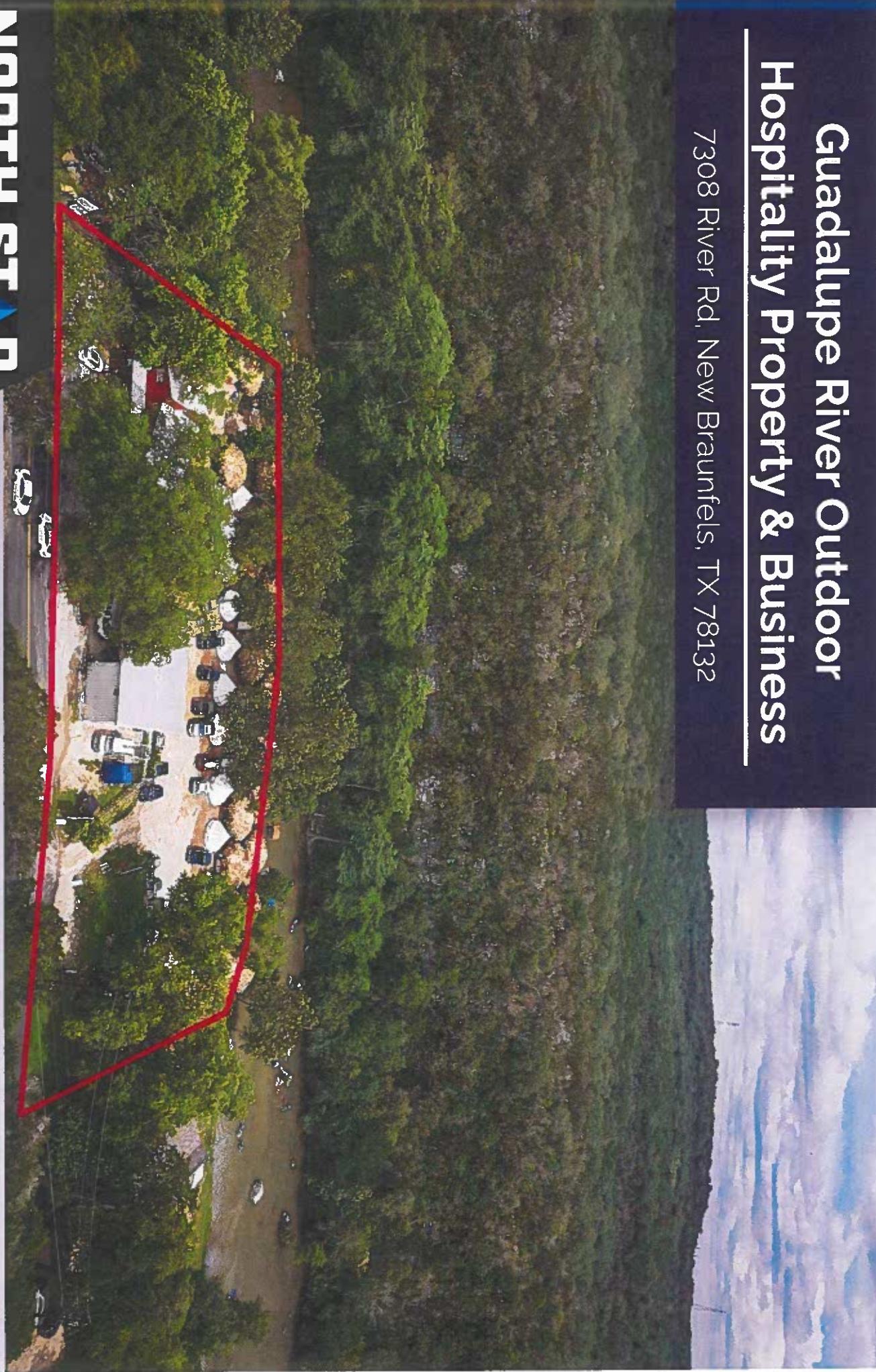
858-342-8517

Caleb@NSTARBA.com

HEATH ANDERS

830-534-8811

Heath@ANDERSPIERCE.com



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Offer Procedure

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Offers should be submitted in the form of a standard non-binding Letter of Intent, which can be provided by the broker, and must specify the following:

- Pricing
- Length of Inspection & Closing Period
- Description of financing plan
- Amount of earnest money deposit at execution of a Purchase and Sale Contract
- Amount of additional deposit upon expiration of Inspection Period
- Biography of current portfolio and recent transactions as well as capital source

Property Tours

Interested parties must execute a confidentiality agreement and schedule a prearranged time with the broker prior to touring the property. Tours will be conducted by appointment only and no one is allowed to tour the property and disturb tenants without the broker's knowledge.

Contact Us

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The Offering

NorthStar Brokerage & Advisory, in conjunction with Anders Pierce Realty as the exclusive agent for the Owner, presents the Guadalupe Outdoor Hospitality & River Resort—a rare opportunity to acquire an established riverfront asset in the Texas outdoor hospitality market.

Son's Guadalupe offers 52 rental units and 345 feet of river frontage, with multiple revenue streams and a loyal customer base. Its location delivers a scenic, adventure-driven retreat for visitors.

This is a proven waterfront business with consistent returns and clear upside potential.

Property is offered at \$1,900,000 reflecting an in-place cap rate of 11.80%



1.62

Total Existing Acres



22

Thatch Roof Cabanas



15

Glamping Tents



3

Buildings



5

Bathroom/Shower



13

Picnic tables



1

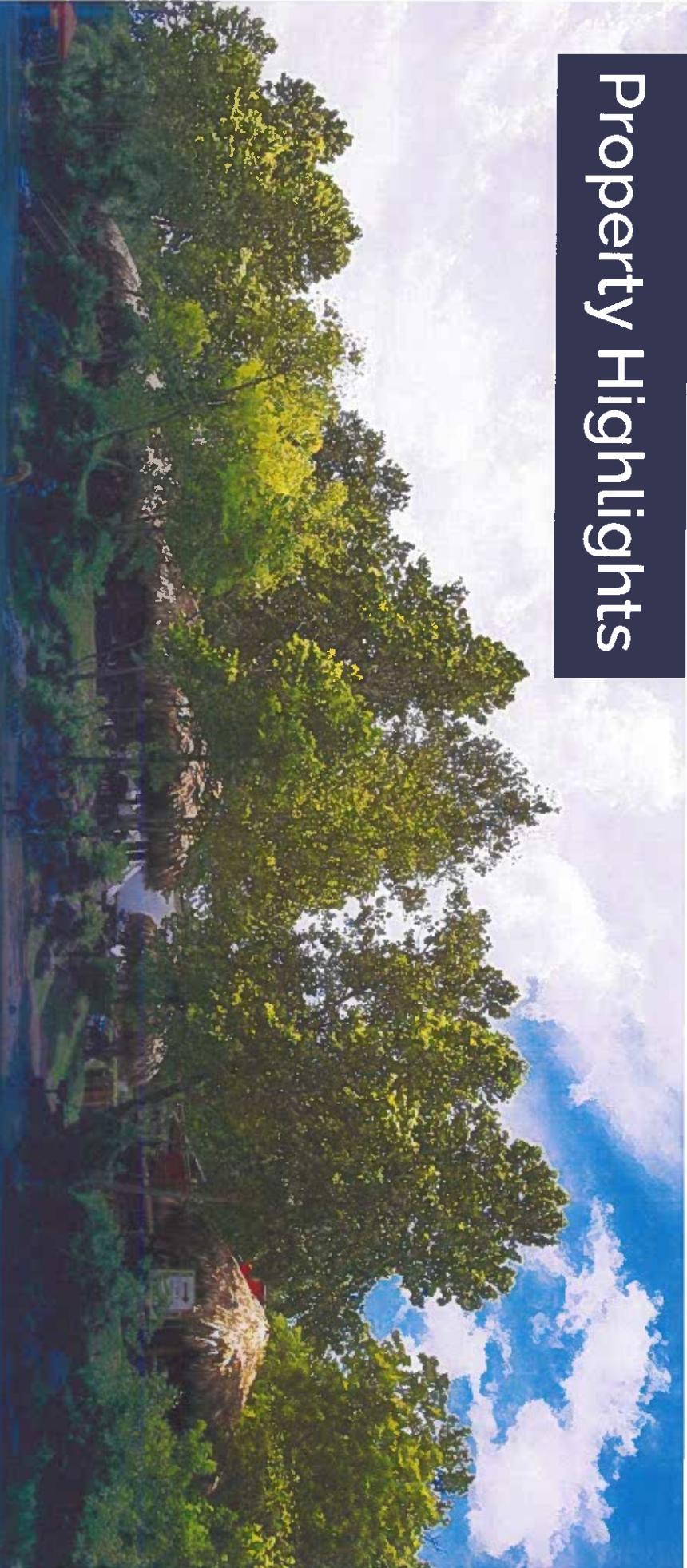
Buildings

*Red Building: Office/check-in, bar and retail, half bath & upstairs bunkroom

*Silver Building: 5 bay bathroom/shower trailer with downstairs/upstairs storage for tubes and kayaking amenities

*Blue Building: Gutted & vacant, 2 story, 2 unit apartment with water facing views

Property Highlights



CONSISTENT REVENUE PERFORMANCE WITH UPSIDE IN NOI

The property generates consistent top-line revenue, with opportunities to grow Net Operating Income (NOI) through dynamic pricing, expanded marketing, and increased demand for riverfront leisure experiences.

PRIME LOCATION

Positioned near major metros like Austin, San Antonio, New Braunfels, and San Marcos.

TUBE & KAYAKING ROUTE

The business operates a tubing route that includes shuttle up river in which guests float back down to the property

ESTABLISHED BUSINESS BRAND

Since beginning operations in 2020, the property has fostered a loyal customer base, with many guests returning annually to enjoy the facilities.

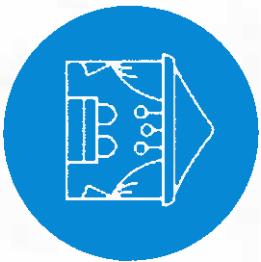
DIVERSE REVENUE STREAMS & UPSELL OPPORTUNITIES

Offerings include glamping, cabana, covered picnic table, and tubing.

VALUE-ADD POTENTIAL

Multiple income sources, including bar/grill sales, corporate outings, and apartment rentals.

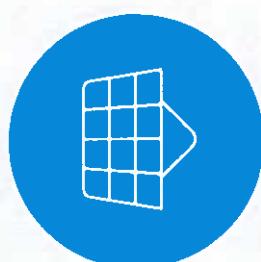
Revenue Streams



Daytime &
Evening Cabanas



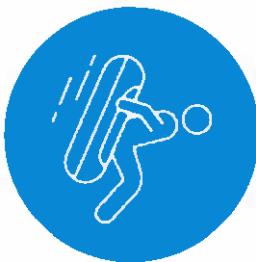
Glamping Yurts



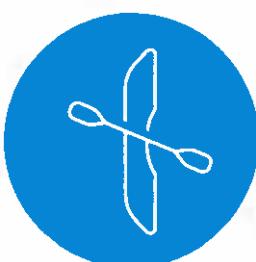
Picnic
Tables



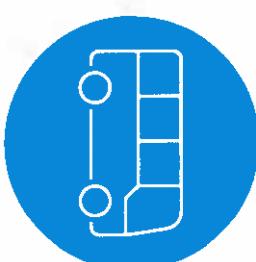
Merchandise



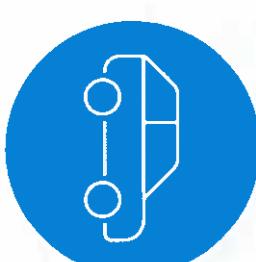
Tubing



Kayaking



Shuttle Services

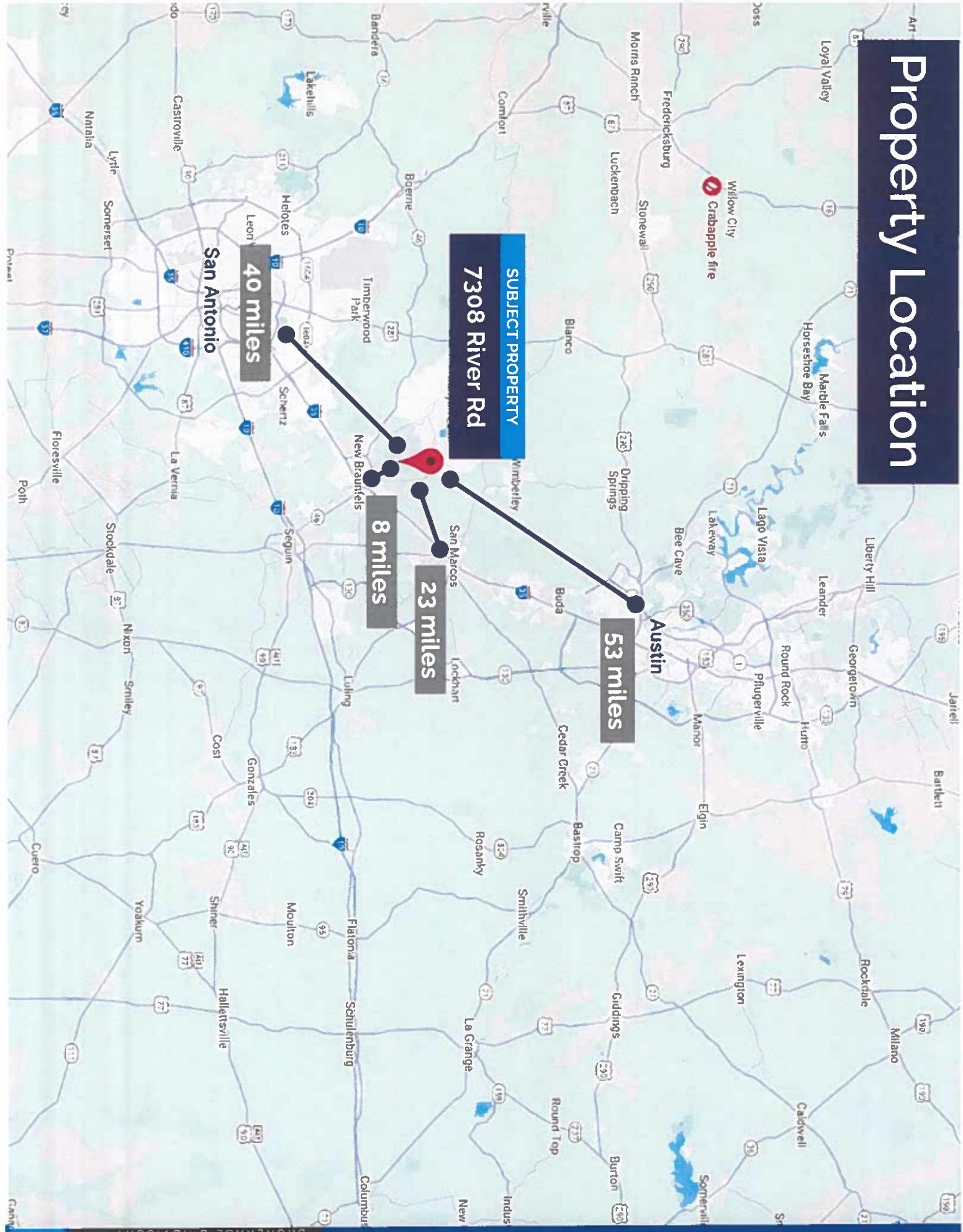


Parking

POTENTIAL REVENUE STREAMS:

1. Bar and grill sales
2. Retreat bookings
3. Apartment Revenue
4. Food truck spaces

Property Location



Upside Opportunities

Bar & Grill Sales

The campgrounds allow guests to bring their own food and drinks, with limited purchase options. Introducing a well-curated bar and grill could drive significant sales.

Apartment Rental Revenue

There is a vacant & gutted 2-unit apartment that can be renovated into a manager/owners quarters or be rented out to visitors.

Retreat Bookings

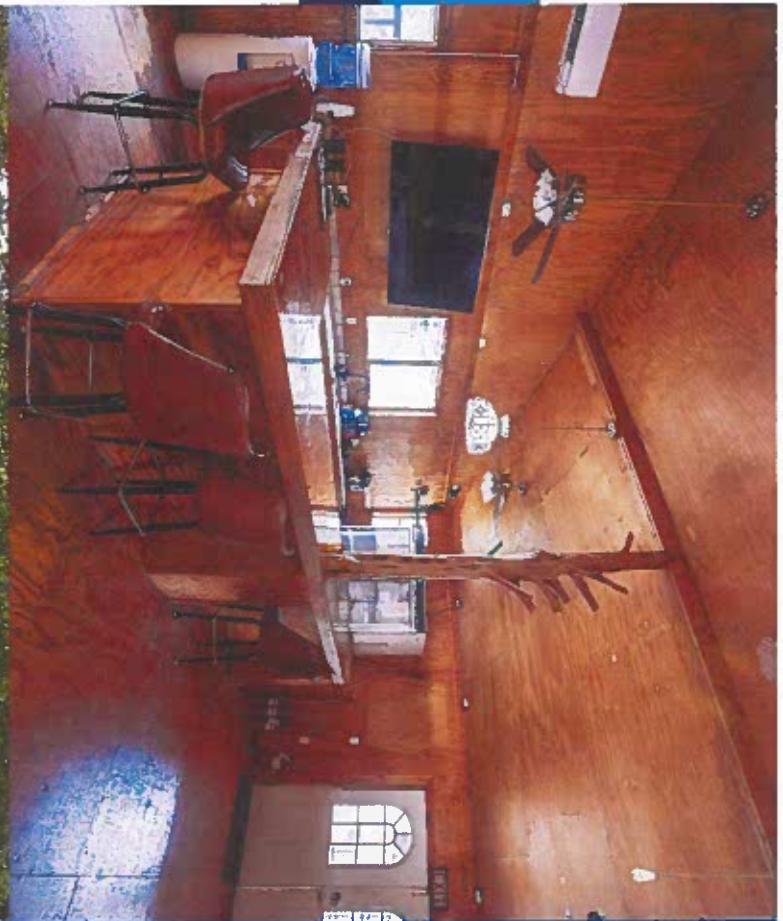
Leverage the off-season by hosting company, church, or family retreats that offer a peaceful nature escape.

Food Truck Spaces

Designate an area for food trucks to rent, offering diverse dining options and attracting more visitors.

Streamline Management

Transition from self-management to experienced operators to improve operational efficiency and structure.



Property Overview



\$432,710
2024 Revenue

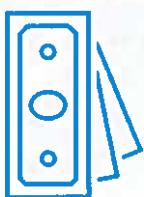


\$208,456
2024 Expenses



\$224,254
2024 NOI

48.17%
2024 Exp. Ratio



Address 7308 River Rd, New Braunfels, TX 78132

Land Size

1.62 Acres

Year Built

2020

River Frontage

345 ft

Rentable Units

52

Water

Private Well

Wastewater

Private Septic

Electric

New Braunfels Utility

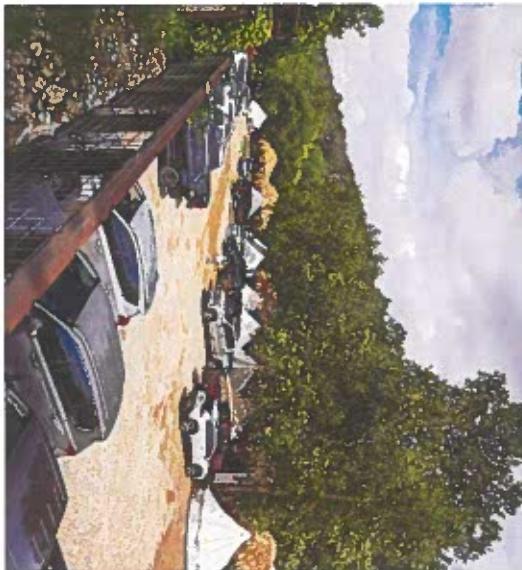
Primary Amenities

Riverfront Cabanas, Glamping, camp office, tubing, kayaking, shuttle

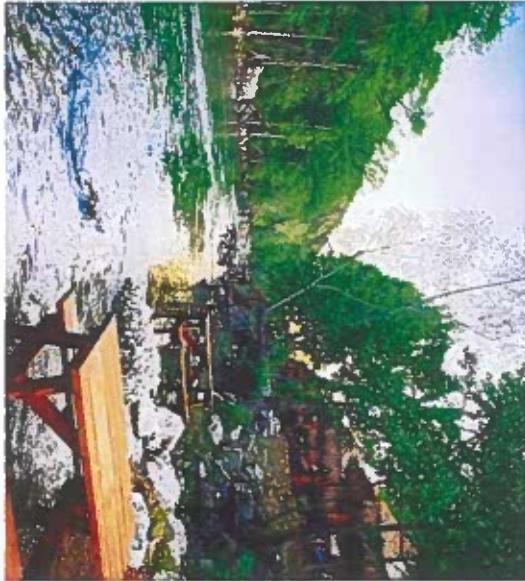
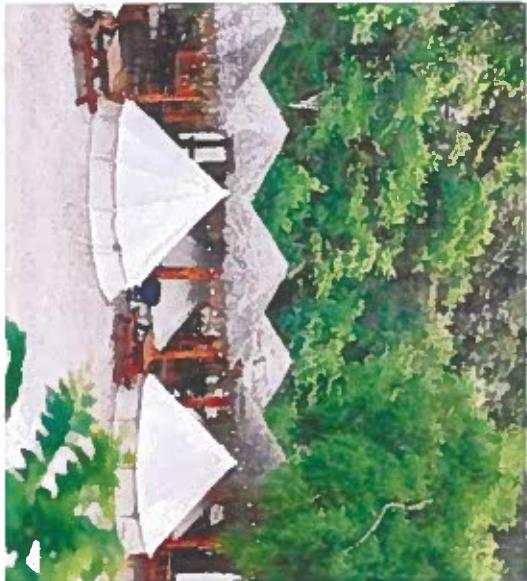
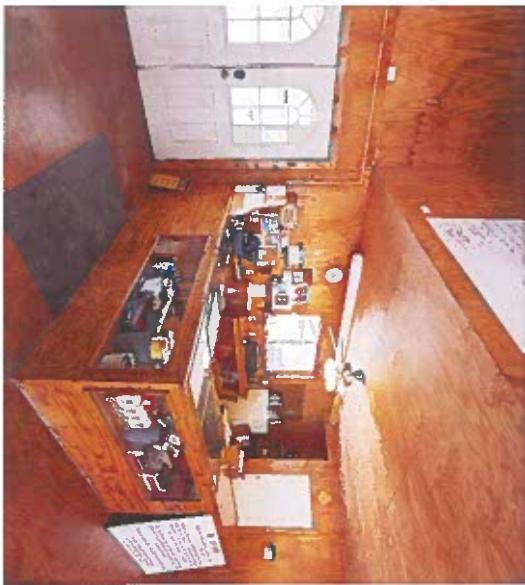
Son's Guadalupe is a popular day-use riverfront destination along the Guadalupe River in New Braunfels, Texas. The property features over 30 authentic thatched-roof cabanas with electricity, water, BBQ pits, and lounge seating, along with several in-water picnic tables shaded by canopies for a unique on-the-water experience.

Guests enjoy tubing with shuttle service, swimming, fishing, yard games, and grilling on-site, making it ideal for group outings and family fun. With its scenic river setting and relaxed amenities, Son's Guadalupe offers a memorable way to spend the day in the Texas Hill Country.

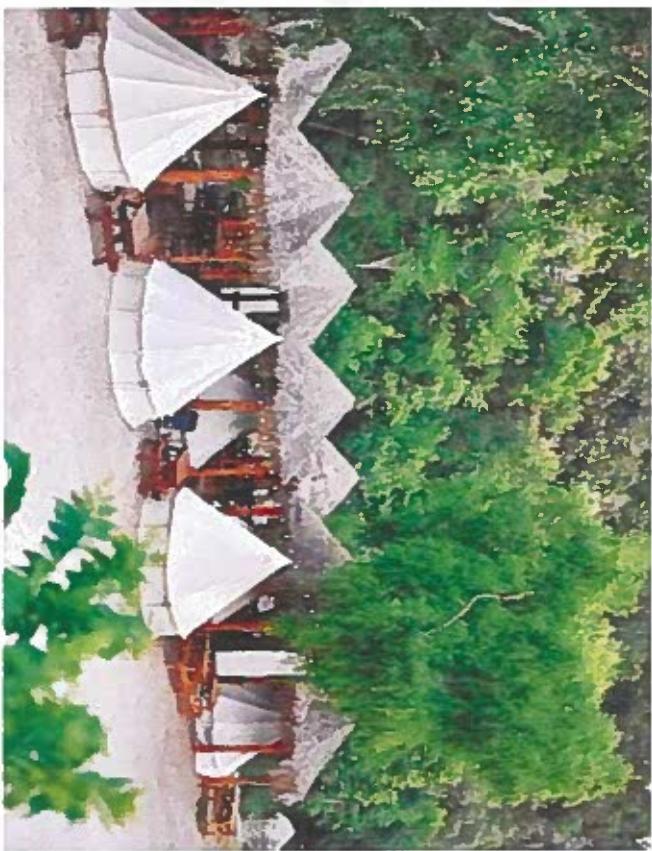
Son's Guadalupe Photos



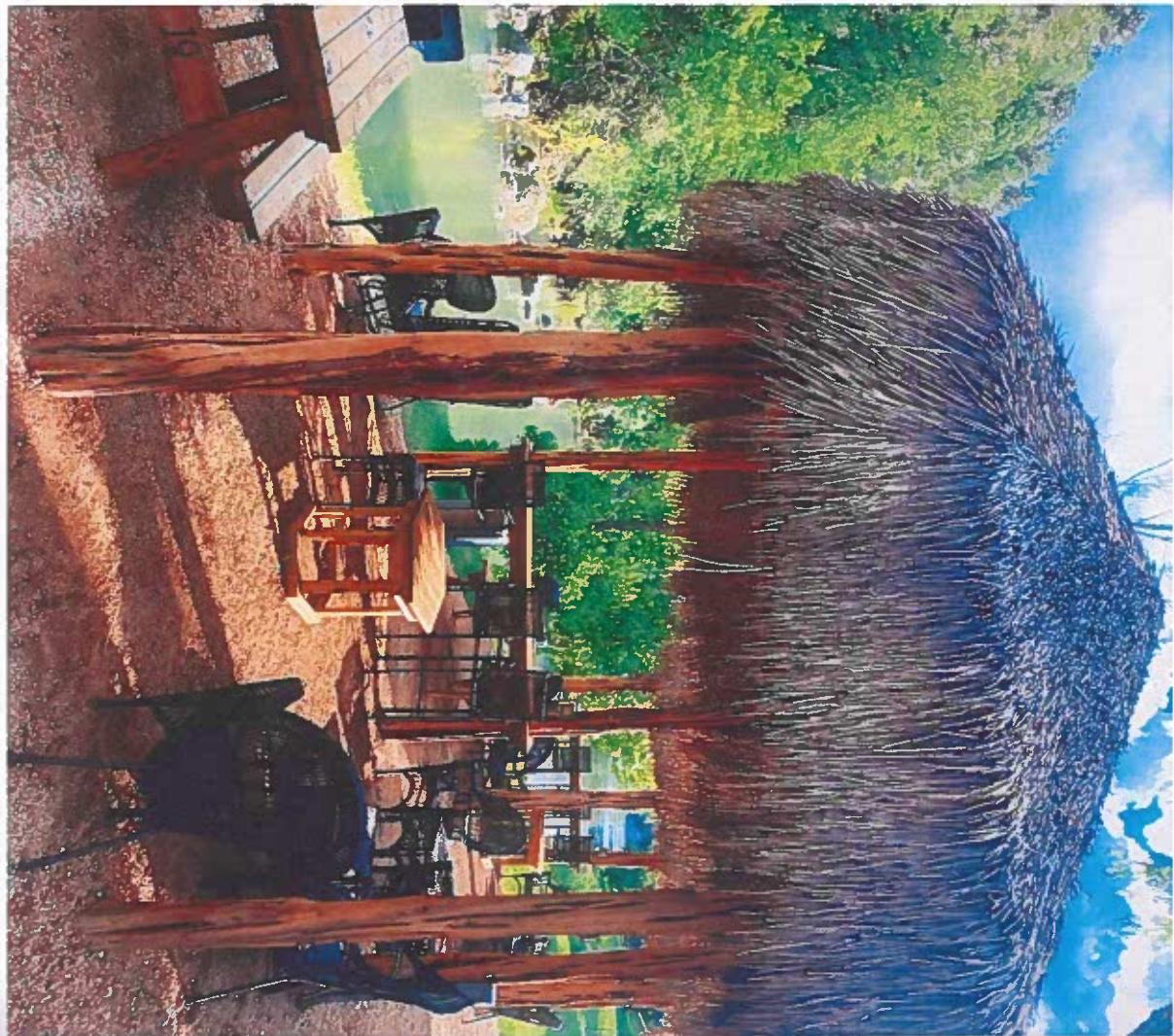
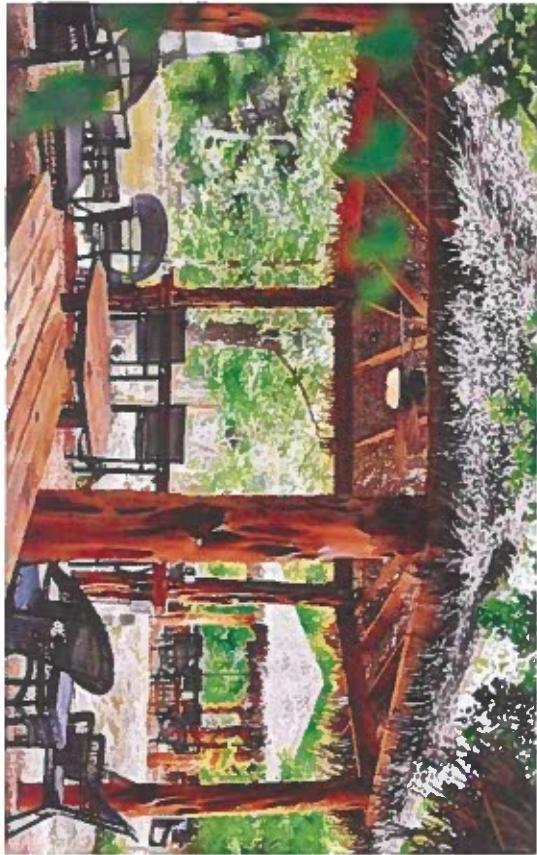
Son's Guadalupe Photos



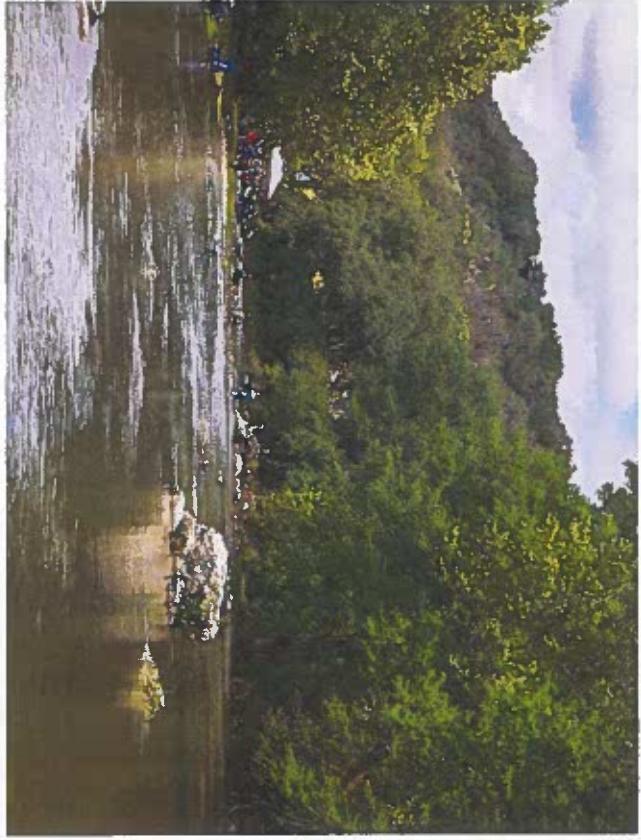
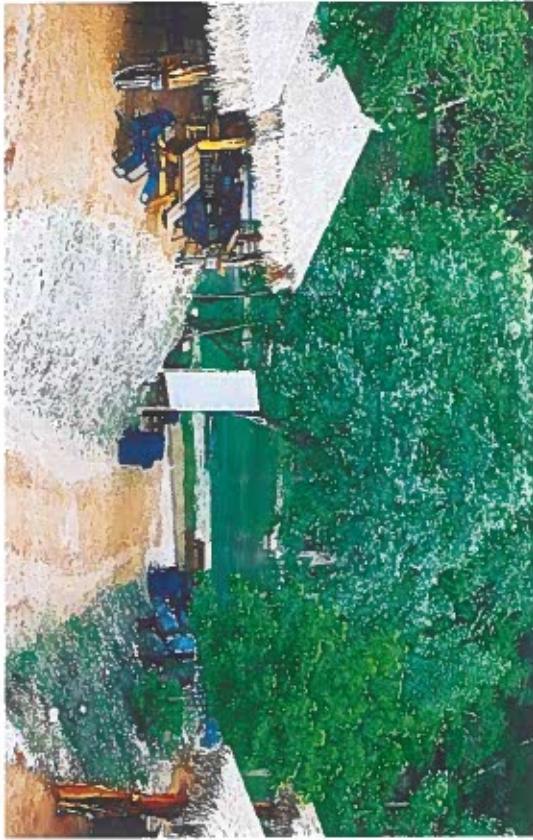
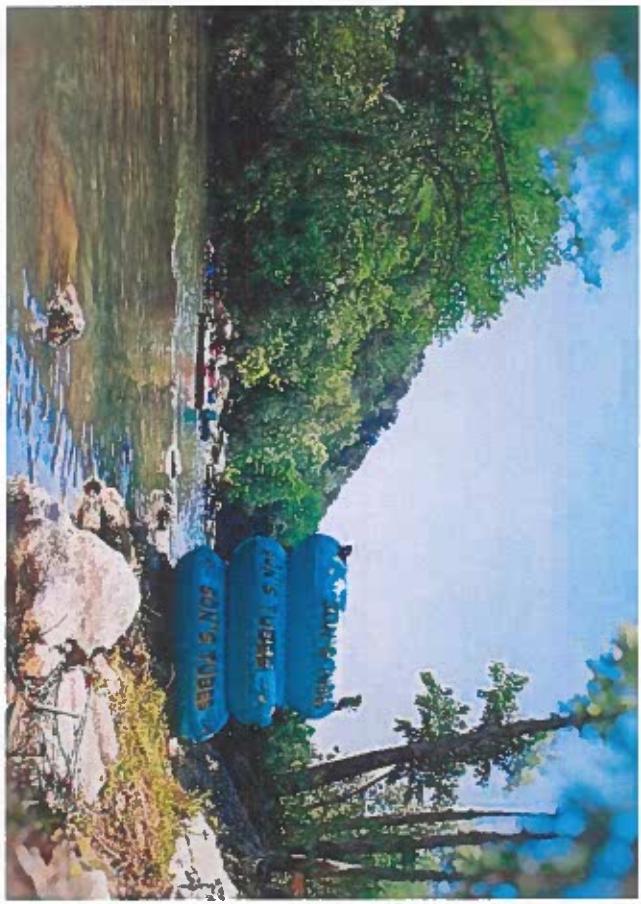
Glamping



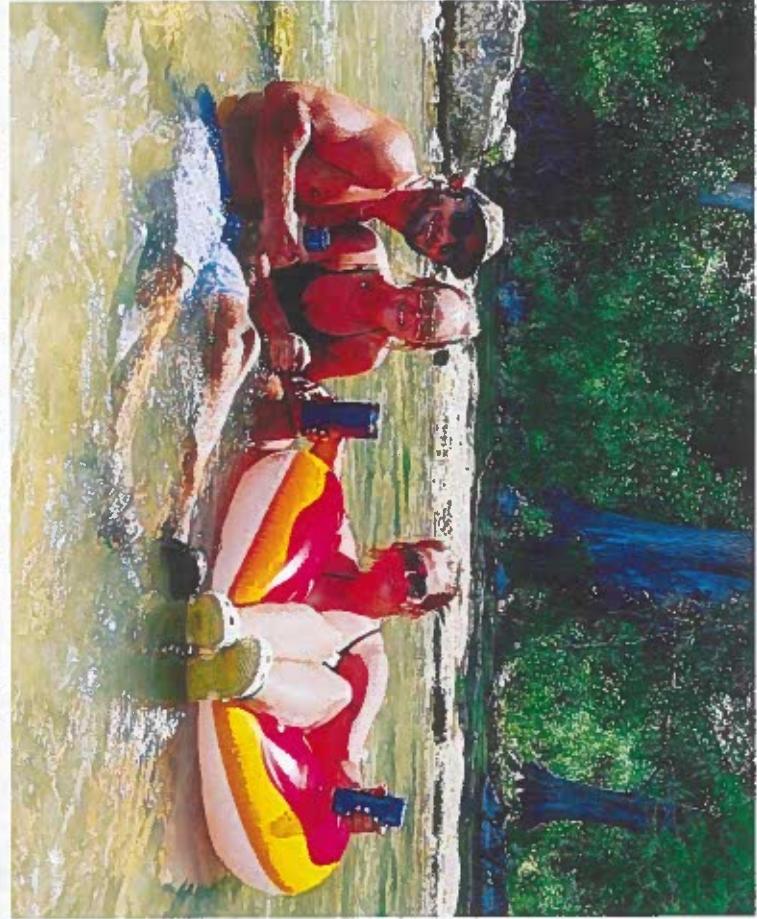
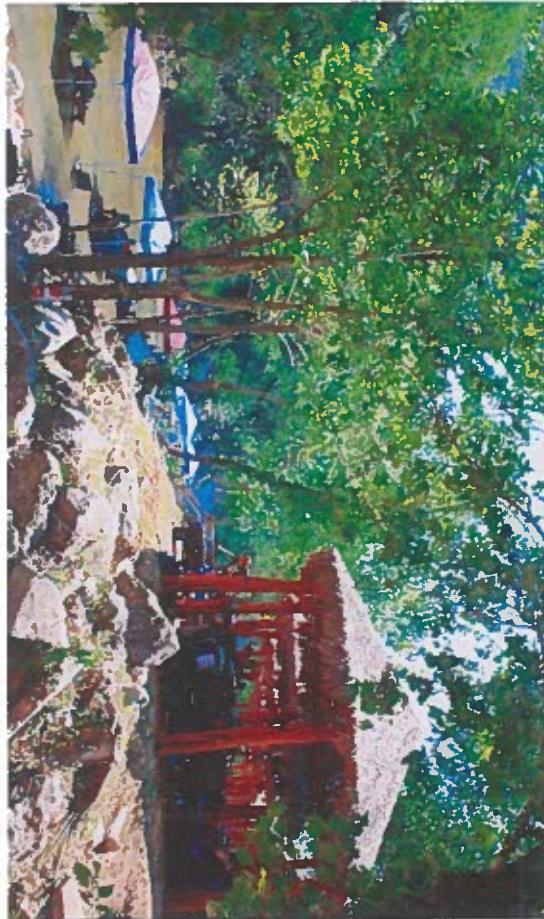
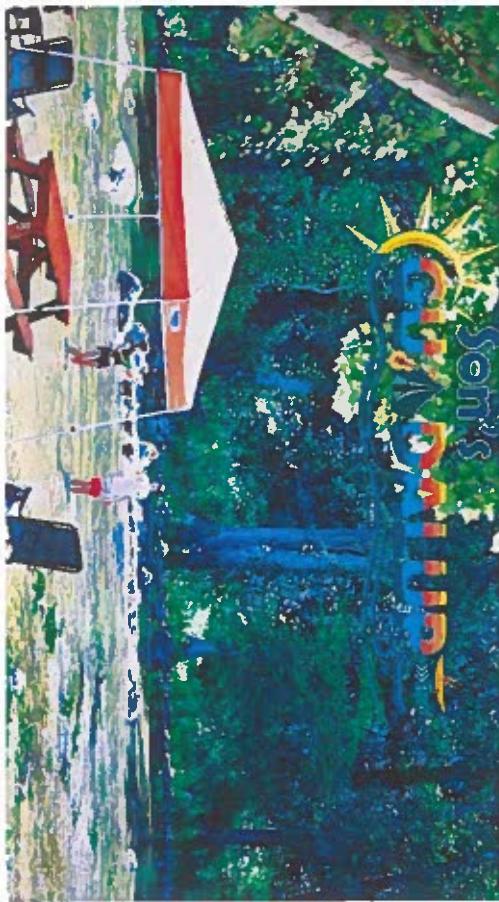
Cabanas



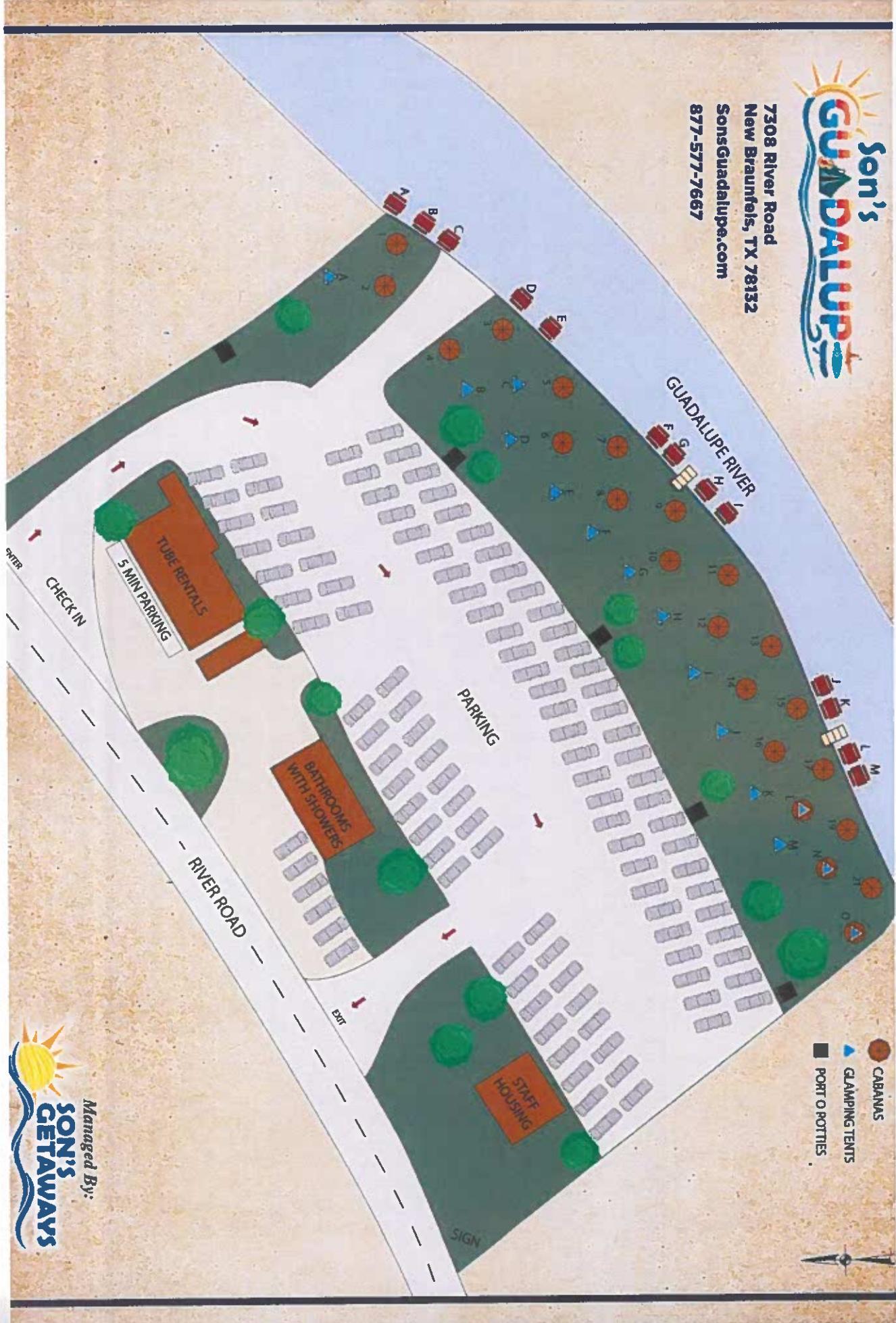
Water Frontage



Amenities and Activities

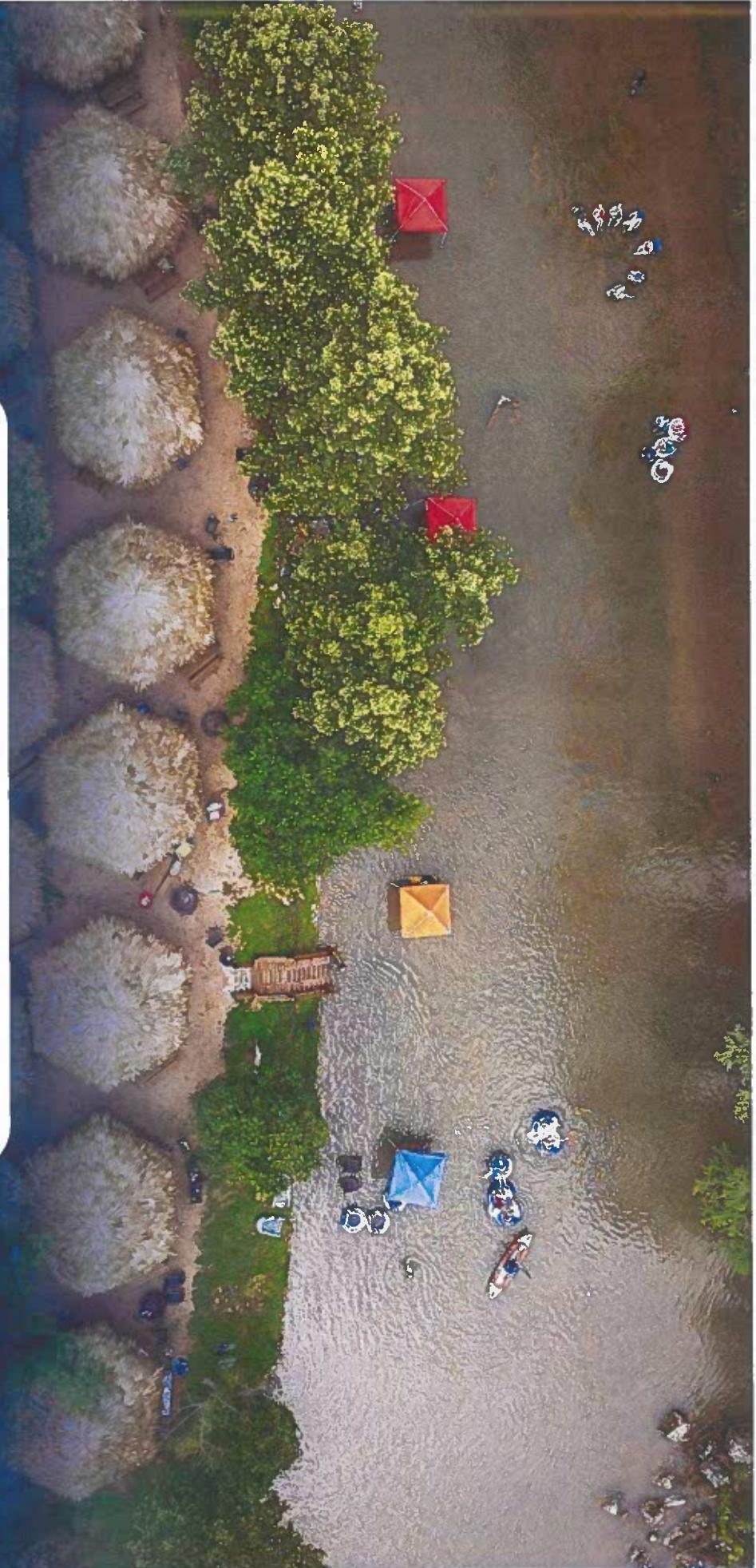


Site Map | Guadalupe





Click or Scan for
Video Overview of
the Campground



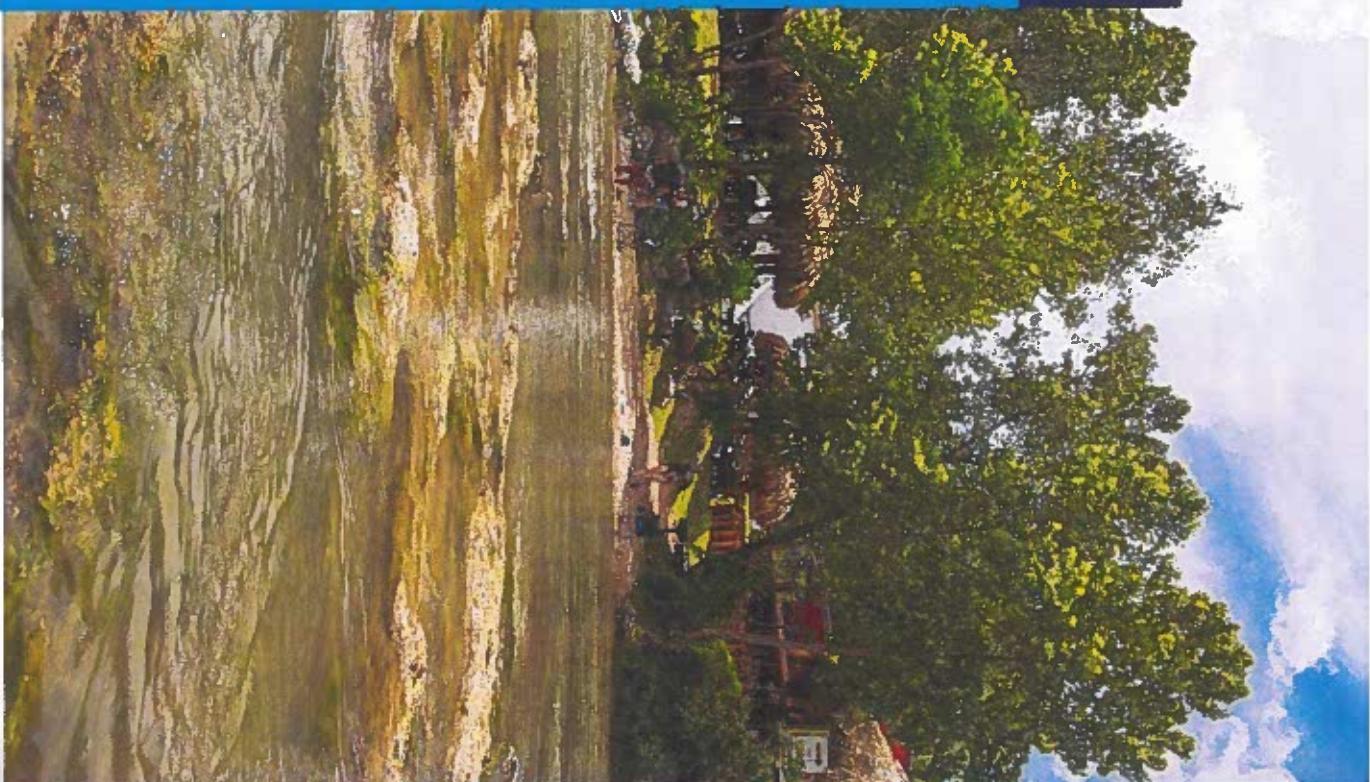
Guadalupe Financial Summary

Guadalupe P/L	2021	2022	2023	2024	2024 Adjusted	Notes
Revenue	\$436,369	\$443,091	\$469,815	\$432,710	\$432,710	
Total	\$436,369	\$443,091	\$469,815	\$432,710	\$432,710	
Expenses						
Advertising Total	\$18,000	\$20,600	\$17,000	\$23,606	\$23,606	Kept same
Payroll & Wages	\$82,000	\$71,244	\$59,000	\$60,889	\$86,542	Adjusted to 20% of revenue
Total						
Utilities						
Electric	\$2,500	\$6,850	\$7,816	\$7,977	\$7,977	Kept same
Internet	\$2,514	\$862	\$1,326	\$1,326	\$1,326	Kept same
Water	\$1,200	\$0	\$0	\$0	\$0	Well installed 2022
Trash	\$5,300	\$2,252	\$2,179	\$2,842	\$2,842	Kept same
Port-o-pottys	\$11,500	\$1,850	\$0	\$0	\$0	Installed restroom trailers
Taxes						
Water Oriented Recreational Tax	\$11,209	\$7,836	\$7,491	\$8,183	\$8,183	Water oriented recreational tax
State & Local (Sales/use)	\$35,000	\$31,218	\$20,049	\$21,058	\$21,058	Kept same
Property	\$15,002	\$20,492	\$20,048	\$17,750	\$20,000	Adjusted
Insurance						
Liability	\$19,750	\$0	\$0	\$0	\$19,750	Added prior expense
Van / Auto / Shuttle	\$3,000	\$3,000	\$5,681	\$6,000	\$6,000	Kept same
Flood	\$3,172	\$0	\$0	\$0	\$3,172	Added prior expense
Operational						
Vehicle Fuel Reservations	\$800	\$900	\$900	\$900	\$900	
Misc Supplies	\$600	\$600	\$600	\$600	\$600	
Merchandise	\$1,930	\$2,680	\$4,941	\$5,000	\$5,000	
	\$1,680	\$2,710	\$1,360	\$1,500	\$1,500	
Total Expenses:	\$215,157	\$173,094	\$150,231	\$157,631	\$208,456	
Expense Ratio:	49.31%	39.07%	31.98%	36.43%	48.17%	
Total Profit:	\$221,212	\$269,997	\$319,574	\$275,079	\$224,254	

Analysis Assumptions

Guadalupe

- P&L based on 2024 actuals provided by owner and broker underwriting, not a pro-forma or average
- Payroll adjusted to 20% of revenue
- Property taxes estimated increase to \$20,000
- Insurance expenses added to previous amount
- Private well and septic
- Restroom trailer added, decreasing port-o-potty expense to \$0



Financing Quotes

We sourced debt quotes from outdoor hospitality specific mortgage brokers and lenders:

Bank 1:

Loan size: 70% LTC/LTV.
Rate: 7.50%.
Repayment: 25 years.
DSCR: 1.35X.
Recourse: Yes.

Bank 2:

Loan size: 65% LTC/LTV.
Rate: 8.00%.
Repayment: 30 years.
DSCR: 1.35X.
Recourse: Yes.

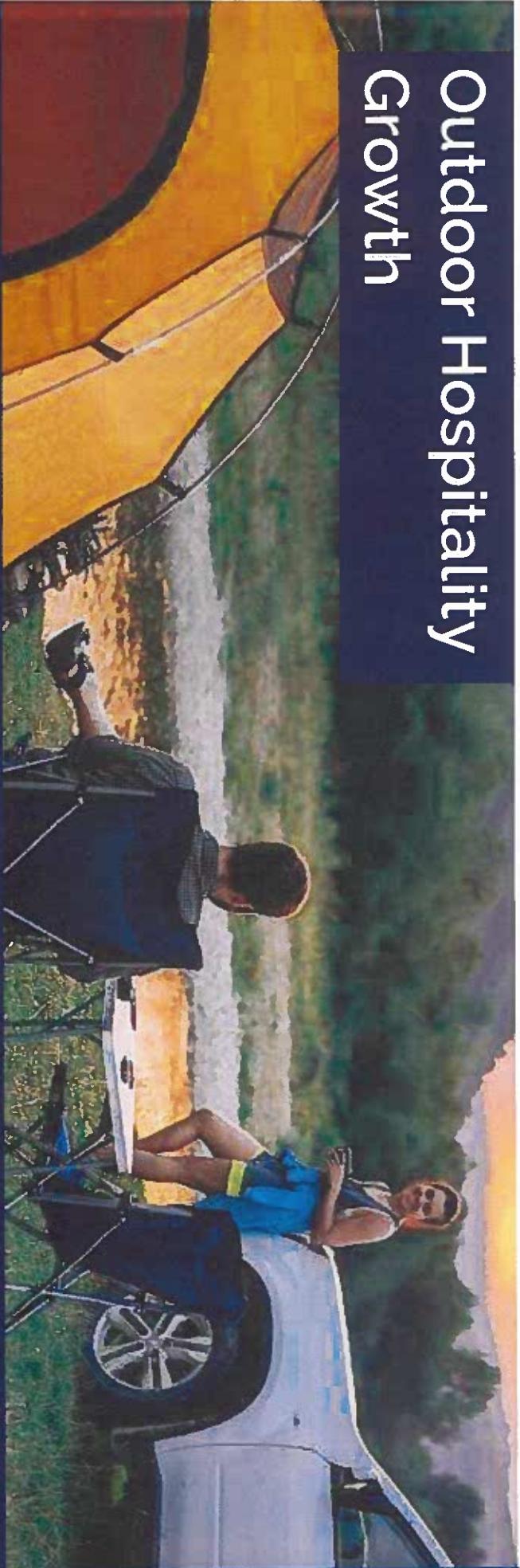
CMBs:

Loan size: 65% LTC/LTV.
Rate: treasuries +/- 2.40%.
Repayment: I/O or amortizing.
Recourse: None.

Financing Examples

		Bank 1 Financing		
IR	7.50%	Cap Rate	11.80%	LTV
N	25	Price	\$1,900,000	Down Payment
LTV	70%	NOI	\$224,254	PMT
CFDS (Monthly)	\$8,859	CoC	18.65%	DSCR
		Bank 2 Financing		
IR	8.00%	Cap Rate	11.80%	LTV
N	30	Price	\$1,900,000	Down Payment
LTV	65%	NOI	\$224,254	PMT
CFDS (Monthly)	\$9,626	CoC	17.37%	DSCR
		Bank 3 Financing		
IR	7.03%	Cap Rate	11.80%	LTV
N	30	Price	\$1,900,000	Down Payment
LTV	65%	NOI	\$224,254	PMT
CFDS (Monthly)	\$10,446	CoC	18.85%	DSCR

Outdoor Hospitality Growth



FORBES: How Glamping Is Reshaping The Future Of The Luxury Travel Industry

Source

Investment And Expansion: Why Hospitality Leaders Are Taking Notice

The glamping sector is no longer a side venture; it's a major player in the hospitality industry. Investors are directing significant capital into luxury outdoor accommodations as demand continues to grow. With the rise of experiential travel and the shift toward sustainable tourism, high-end outdoor hospitality is becoming an attractive investment.

Rise of 'Glamping' Among HipCamp's Predictions for 2025

Source

Hipcamp Prediction: Family glamping bookings will double in 2025.

What: Glamping continues to draw budget-conscious families away from hotels and B&Bs. Amenities and add-ons will become standard for campers as they look for more engaging camp experiences.

Supporting Hipcamp data:

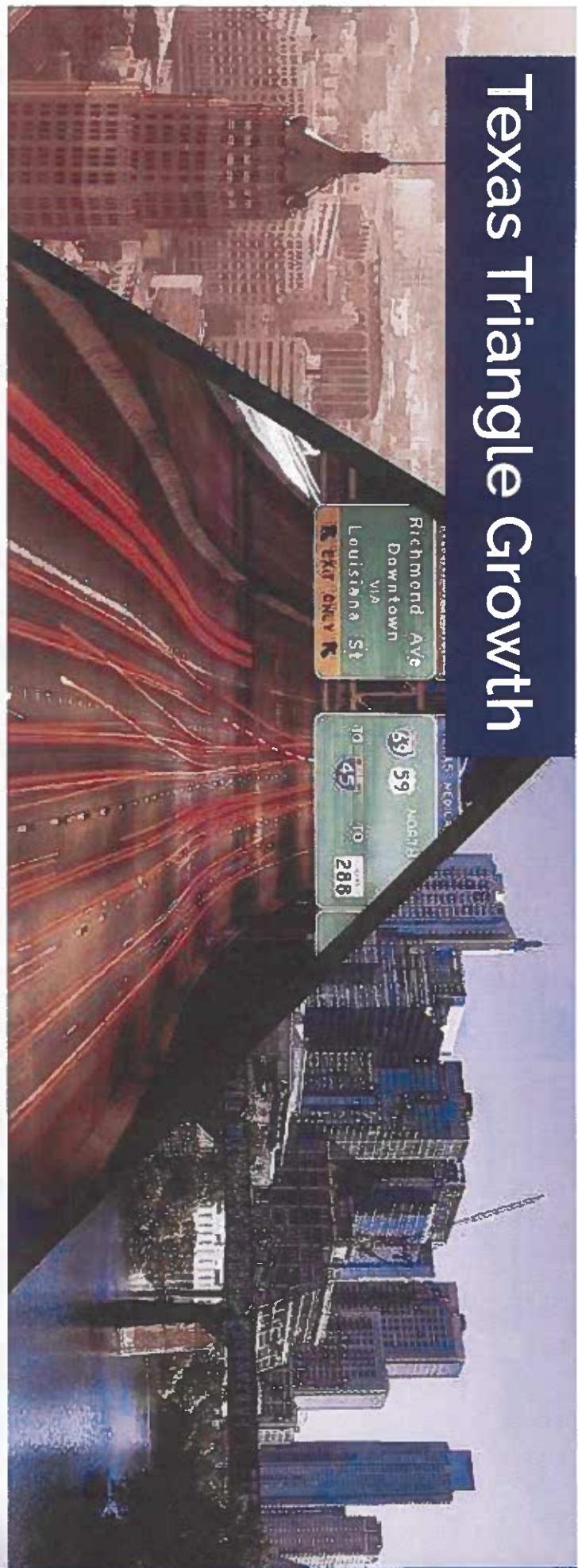
- Families are the fastest growing segment of the glamping market, with bookings increasing 50% faster than glamping trips without kids.
- 87% YoY increase in searches for luxury amenities
- Hammock rentals growing 77% YoY
- Sauna experiences are growing 71% YoY

Glamping Market Size & Trends

Source

The global glamping market size was estimated at USD 3.45 billion in 2024 and is expected to grow at a CAGR of 10.3% from 2025 to 2030. This growth is primarily driven by the increasing demand for luxury outdoor experiences that combine the appeal of nature with modern comforts, particularly among millennials and eco-conscious travelers. The rise in disposable income, coupled with the desire for unique travel experiences, has further spurred the market. Additionally, the growing trend of sustainable tourism and the preference for eco-friendly accommodation are pushing both consumers and operators to embrace glamping.

Texas Triangle Growth



The Texas Triangle: Projected growth, new businesses & the state's preparations

[Source](#)

CENTRAL TEXAS (KXXV) – Texas is growing at a rapid rate, and there are some new numbers that are astonishing.

The Texas Triangle is the largest area of growth in Texas – it already has a population of over 21 million people.

By 2030, the population is expected to grow to over 23 million

Seguin's Population Surges To New Heights In Latest Census Estimates

[Source](#)

SEGUIN, Texas – The latest U.S. Census population estimates, released on May 16, 2024, show a remarkable growth in the City of Seguin, Texas. As of July 1, 2023, Seguin's population is now estimated at 36,013, marking a significant 7.79% increase from July 1, 2022.

This impressive growth has positioned Seguin among the 25 Fastest-Growing Cities in the United States (on a percentage basis) for communities with populations of 20,000 or more in 2022. Seguin ranks #21 on this list (Source), out of 1,875 communities nationwide, underscoring Seguin's dynamic expansion and appeal.

Contact

NORTH STAR

BROKERAGE & ADVISORY

ABOUT US

Our "North Star" is to provide property owners with the best brokerage and advisory services available in the industry today. We have the tools, expertise and team to help you achieve your goals.

OFFICE

1250 Capital of Texas Highway South,
Building 3, Suite 400,
Austin, Texas, 78746

PHONE

512-222-6826

E-MAIL

hello@nstarba.com

WEBSITE

NSTARBA.com

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Information About Brokerage Services



11-2-2013

Texas law requires all real estate license holders to give the following information about brokerage services to prospective buyers, tenants, sellers and landlords.

Types of Real Estate License Holders:

- A BROKER is responsible for a brokerage firm, including all its personnel. The broker agent's compensation is determined by the broker.
- A SALES AGENT must be sponsored by a broker and works on behalf of the broker.

A BROKER'S MINIMUM DUTIES REQUIRED BY LAW (A client is the person or party that the broker represents):

- Put the interests of the client above all others, including the broker's own interests.
- Inform the client of any material information about the property or transaction pertaining to the broker.
- Answer the client's questions and concerns. Any offer to act as a co-broker must be made in writing.
- Keep all money to a real estate transaction honest and fair.

A LICENSE HOLDER CAN REPRESENT A PARTY IN A REAL ESTATE TRANSACTION:

AS AGENT FOR OWNER (SELLER/LANDLORD):

The broker represents the property owner's agent through an agreement with the owner, usually in a written listing to sell or manage property. The broker's agent must perform the broker's minimum duties above and must inform the owner of any material information known to the broker or client, including information disclosed to the agent or subagent by the buyer or buyer's agent.

AS AGENT FOR BUYER/TENANT:

The broker becomes the buyer's agent by agreeing to represent the buyer, usually through a written representation agreement. The buyer's agent must perform the broker's minimum duties above and must inform the broker of any material information known to the buyer or client, including information disclosed to the agent or subagent by the seller or seller's agent.

AS AGENT FOR BOTH - INTERMEDIARY:

To act as an intermediary between the parties, the broker must first obtain the written agreement of both parties to the transaction. The written agreement must state who will pay the broker and, in compensation, hold the broker harmless from liability.

- Must treat parties to the transaction equally and fairly.
- Must, with the broker's written consent, appoint a referee. Broker, broker associated with the broker, or each party (owner and buyer) to communicate with referee opinions and documents, and carry out the instructions of each party to the transaction.
- Must not, unless specifically authorized in writing, do anything that the parties are asking.
- May hire the buyer's agent or a private broker, if the price is specified in a written offer, and disclose, unless restricted to do so by law.

AS SUBAGENT:

A subagent can assist the broker but does not represent the buyer and must place the interests of the client first during a subagency relationship.

TO AVOID DISPUTES, ALL AGREEMENTS BETWEEN YOU AND A BROKER SHOULD BE IN WRITING AND CLEARLY STATED:

- That the broker's duties and responsibilities to you and your obligations under the representation agreement.
- Who will pay the broker for services provided to you, when payment will be made and how the payment will be calculated.

LICENSE HOLDER CONTACT INFORMATION: This notice is being provided for informational purposes. If you have any questions or need assistance, please acknowledge receipt of this notice below and retain a copy for your records.

NORTH STAR

BROKERAGE & ADVISORY SERVICES

INFORMATION ABOUT

Licensee/Broker/Broker/Agent or Primary Assumed Business Name	License No.	Email	Phone
Mike Smith	0452990	dynamiclexasrealty@yahoo.com	512-222-6826
Landan Dory	693330	landan@nstarba.com	512-222-6826

Buyer/Tenant/Seller/Landlord Initials: _____

Date: _____

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Information available at www.trec.texas.gov

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