

# BATON ROUGE AIRPORT



3330 HARDING BLVD | BATON ROUGE, LA 70807

# Marcus & Millichap

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# BATON ROUGE AIRPORT

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# INVESTMENT HIGHLIGHTS

## HILTON GARDEN INN BATON ROUGE AIRPORT

Marcus & Millichap is pleased to present an exclusive investment opportunity for the Hilton Garden Inn Baton Rouge Airport, an upscale five-story hotel with 131 rooms. This Hilton Worldwide-branded asset is strategically located just 1.1 miles from the Louisiana Baton Rouge Metropolitan Airport (BTR), with a complimentary scheduled shuttle service, offering exceptional access to both the airport and nearby transportation routes. Positioned near Interstate 110, which sees over 67,000 vehicles in annual average daily traffic, the property enjoys high visibility and significant exposure within the Baton Rouge MSA. The hotel features a robust amenity package, including an outdoor pool, fitness center, business center, on-site restaurant, retail, and bar, as well as 1,200 square feet of flexible meeting and event space. With its prime location, strong infrastructure, and attractive offerings, this property presents a compelling investment opportunity for those seeking a high-performing asset in a growing market.

#### BATON ROUGE - A GATEWAY FOR COMMERCE AND PRIME HOTEL INVESTMENT MARKET

Baton Rouge, the vibrant capital of Louisiana, serves as a dynamic hub for economic, political, and cultural activity. With a population of approximately 870,000, the Baton Rouge Metropolitan Statistical Area (MSA) is the second-largest urban area in Louisiana and a key gateway for commerce in the South. The region's diverse economy spans industries such as government, healthcare, education, manufacturing, and petrochemicals. Baton Rouge's strategic location along the Mississippi River is enhanced by world-class transportation infrastructure, including Interstates 10, 12, and 110, providing seamless access to major cities like New Orleans (80 miles away) and Houston (270 miles away). The Baton Rouge Metropolitan Airport and the Port of Greater Baton Rouge further strengthen the city's connectivity for both business and leisure travelers. With thriving demand generators and ongoing development initiatives, Baton Rouge presents an exceptionally attractive environment for hotel investments, offering opportunities across its growing commercial and tourism sectors.

## LOUISIANA STATE UNIVERSITY (LSU) - A PILLAR OF BATON ROUGE'S ECONOMY AND CULTURE

Louisiana State University (LSU), the flagship university of Louisiana, is one of the most significant economic and cultural drivers in Baton Rouge. With over 34,000 students and more than 4,500 faculty and staff, LSU serves as a primary source of employment and visitor traffic for the city. The university is a hub for educational events, academic conferences, and research collaborations that attract visitors year-round. Moreover, LSU's Tigers football games are a major draw, with hundreds of thousands of fans traveling to Baton Rouge each season to attend games at Tiger Stadium, also known as "Death Valley." The economic impact of LSU extends beyond sports and education, as it also fosters partnerships with local businesses, fueling innovation and job creation.

#### MAJOR EMPLOYERS AND HEALTHCARE HUB DRIVE BATON ROUGE'S ECONOMIC STRENGTH AND HOTEL DEMAND

Baton Rouge is a vital center of commerce, supported by major employers like ExxonMobil, which operates one of its largest refineries, employing over 5,000 individuals and playing a key role in the region's energy sector, along with Dow Chemical and Turner Industries, which contribute significantly to the city's industrial and economic base. Corporate headquarters such as Blue Cross and Blue Shield of Louisiana, a leading health insurer, and Entergy Louisiana, a major

# INVESTMENT HIGHLIGHTS

#### HILTON GARDEN INN BATON ROUGE AIRPORT

energy provider, further bolster the city's economic stability. The Our Lady of the Lake Regional Medical Center, Louisiana's largest hospital, specializes in areas such as cancer care, pediatrics, and cardiology, drawing patients and families from across the region. Baton Rouge General Medical Center, offering top-tier trauma and stroke care, and the Mary Bird Perkins Cancer Center, known for cutting-edge oncology research, further establish the city's reputation as a healthcare hub. The expanding Ochsner Medical Complex, which provides a range of medical services, including specialized care and advanced treatments, adds to the city's standing as a healthcare destination. These institutions, coupled with the workforce and events generated by educational and corporate activities, create consistent demand for hotel accommodations year-round.

#### **CULTURAL ATTRACTIONS, GOVERNMENT ACTIVITY, AND YEAR-ROUND TOURISM FUEL HOTEL DEMAND**

Baton Rouge attracts visitors year-round with its cultural offerings, including the USS Kidd Veterans Museum, a World War II Fletcher-class destroyer turned museum; the Louisiana Art & Science Museum, which features exhibits on art, science, and history; Blue Bayou Water Park, a family-friendly water park with rides and attractions; and Dixie Landin', an amusement park with a variety of thrill rides and attractions. Major events like Mardi Gras parades and performances at the Raising Cane's River Center, which includes an arena, convention center, and performing arts theater, also drive seasonal hotel demand. As the state capital, Baton Rouge sees consistent government-related travel, with the Louisiana State Capitol and other government offices drawing legislators, lobbyists, and employees during sessions. The Baton Rouge River Center, a premier venue for conventions and exhibitions, and the Raising Cane's River Center, which hosts concerts, sports events, and large-scale conventions, support the city's meetings and conventions market.

#### **ECONOMIC DEVELOPMENT PROJECTS POSITION BATON ROUGE FOR SUSTAINED GROWTH**

Baton Rouge is undergoing transformative economic development, ensuring long-term growth and stability for the hotel market. Downtown revitalization projects, totaling over \$1 billion, include mixed-use developments, entertainment venues strengthening the urban core. The industrial sector is expanding rapidly, with recent and upcoming investments from companies like ExxonMobil and Formosa Plastics fueling job creation. Additionally, the 35-acre Water Campus Research Park solidifies Baton Rouge's status as a leader in environmental innovation. Over the next few years, 4,000 scientists, engineers, and researchers will work at The Water Campus Research Park, which will offer 1.6 million square feet for research, academic functions, public education, and administrative offices to meet current and future needs. Infrastructure improvements, such as the widening of I-10 and the expansion of the Mississippi River Bridge, will further enhance connectivity to regional hubs like New Orleans and Lafayette, ensuring Baton Rouge remains a central destination for commerce and travel.



# PROPERTY OVERVIEW

OFFERING SUMMARY	
Address	3330 Harding Blvd   Baton Rouge, LA 70807
Price	\$8,500,000
Number of Rooms	131
Number of Buildings	1
Number of Stories	5
Meeting/ Event Space	1,200 SF
Year Constructed/ Renovated	2004 / 2019

OPERATING SUMMARY	TTM JULY 2025	*Y1 PRO FORMA	*Y3 PRO FORMA	*Y5 PRO FORMA
Occupancy	59.7%	68.7%	70.7%	70.7%
ADR	\$112.29	\$111.17	\$115.66	\$120.34
RevPAR	\$67.04	\$76.33	\$81.81	\$85.11
Room Revenue	\$3,277,690	\$3,649,515	\$3,911,624	\$4,069,654
Total Revenue	\$3,664,846	\$4,048,286	\$4,334,680	\$4,518,473
Total Expenses	\$2,906,032	\$2,891,148	\$3,083,244	\$3,208,040
EBITDA Less Replacement Reserve	\$627,706	\$1,012,313	\$1,096,365	\$1,148,788

<sup>\*</sup>Year 1, Year 3, and Year 5 are broker Pro Forma. Prospective Buyers are encouraged to complete their own underwriting.



# SUMMARY OF TERMS

HILTON GARDEN INN BATON ROUGE AIRPORT



## THE OFFERING

Fee-simple interest in the Hilton Garden Inn Baton Rouge Airport.



## **TERMS OF SALE**

Hilton Garden Inn Baton Rouge Airport is being offered for \$8,500,000. Please contact the listing agent for more information.



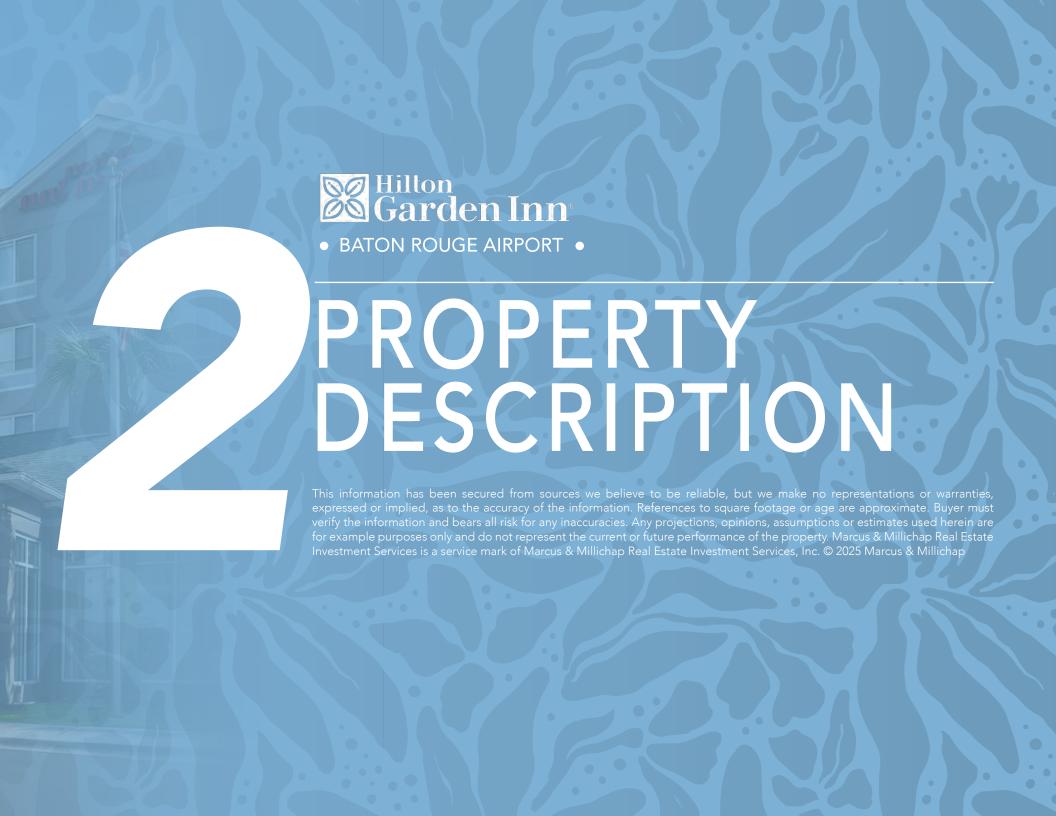
## **PROPERTY TOURS**

Prospective buyers are encouraged to visit the subject
Property prior to submitting any offers. However, all tours must be scheduled with the Marcus & Millichap listing agents. At no time shall the on-site management or staff be contacted without prior approval.











# PROPERTY

## CONSTRUCTION

Foundation Reinforced Concrete Slab
Structure (Framing) Wood
Exterior Masonry (Stucco/ Stone)
Parking Surface Asphalt
Roof Shingles

## **MECHANICAL**

HVAC - Rooms PTAC
HVAC - Public Areas Split
Elevators 2
Fire & Smoke Protection Wet Pipe Sprinkler System / Hard Wired Smoke Detectors

## FRANCHISE

Brand Hilton Garden Inn
Franchisor Hilton Worldwide

# HOTEL AMENITIES

## HILTON GARDEN INN BATON ROUGE AIRPORT



Fitness Center



Outdoor Pool



**Business Center** 



On-Site Restaurant & Bar



Meeting Event Space (1,200 SF)



On-Site Retail











# ROOM BREAKDOWN

## HILTON GARDEN INN BATON ROUGE AIRPORT

- 43 King
- 19 King Junior Suite
- 4 King Junior Suite ADA
- 55 Double Queen Suite
- 6 Double Queen Junior Suite
- Queen Junior Suite ADA
- (131) ROOMS TOTAL

















# BATON ROUGE METROPOLITAN AIRPORT

IN 2024, THE AIRPORT SAW APPROXIMATELY 844,025 PASSENGERS.

# Baton Rouge Metropolitan Airport (BTR) is a vital transportation hub for Baton Rouge and the surrounding region, contributing significantly to the local economy.

BTR offers nonstop flights to key destinations, including Atlanta, Dallas/Fort Worth, and Houston, with major airlines such as American Airlines, Delta Air Lines, and United Airlines providing service. The airport's convenient location and expanding flight options continue to make it an essential gateway for travelers in the region. Additionally, BTR supports a range of jobs and generates significant economic activity, helping drive growth in sectors such as aviation, hospitality, and retail. Ongoing improvements to the airport's infrastructure aim to accommodate future growth, enhancing the overall passenger experience and further boosting the region's appeal to both business and leisure travelers.



# Close Proximity To The Hotel

The Hilton Garden Inn Baton Rouge Airport is conveniently located very close to the Baton Rouge Metropolitan Airport. In fact, it's about a mile away from the airport terminals. The hotel offers a complimentary, scheduled shuttle service to and from the airport, making it an ideal choice for travelers. This proximity makes it easy for guests to quickly reach their accommodations upon arrival or to get to the airport for their departure.



# A Hub Of Constant Motion

The Baton Rouge Metropolitan Airport experienced record-breaking passenger traffic in 2024, with a total of 844,025 passengers passing through its gates. This impressive figure translates to an average of approximately 2,312 passengers per day, highlighting the airport's significant role in connecting the Baton Rouge community to various destinations. The steady stream of travelers contributes to the local economy and underscores the importance of BTR as a transportation hub for the region.



# An Economic Powerhouse

The Baton Rouge Metropolitan Airport serves as a significant economic engine for the region. With an annual economic impact of \$1.1 billion, the airport supports over 4,500 direct and indirect jobs in the Baton Rouge area. This includes employment in various sectors such as airlines, airport operations, concessions, and related services. Beyond job creation, the airport facilitates business travel, tourism, and the movement of goods, all of which contribute to the local economy. By connecting Baton Rouge to destinations worldwide, BTR enables businesses to thrive, attracts visitors, and enhances the overall economic vitality of the region.



# DEMAND GENERATORS

# HILTON GARDEN INN BATON ROUGE AIRPORT

3330 HARDING BLVD | BATON ROUGE, LA 70807



#### BATON ROUGE METROPOLITAN AIRPORT (BTR)

Baton Rouge Metropolitan Airport is a public airport serving the greater Baton Rouge, Louisiana area. In 2024, the airport experienced record-breaking passenger traffic, welcoming 844,025 passengers, an impressive 10.65% increase from the previous year. This surge in travelers highlights the airport's growing importance and its role in connecting the region. The airport offers a range of services including short and long-terminaring, restaurants, and shops.



#### **EXXONMOBIL REFINERY**

ExxonMobil operates one of the largest refineries in the region, employing over 5,000 people. As a key player in the energy sector, the refinery significantly contributes to Baton Rouge's industrial base and supports related business and tourism activities.



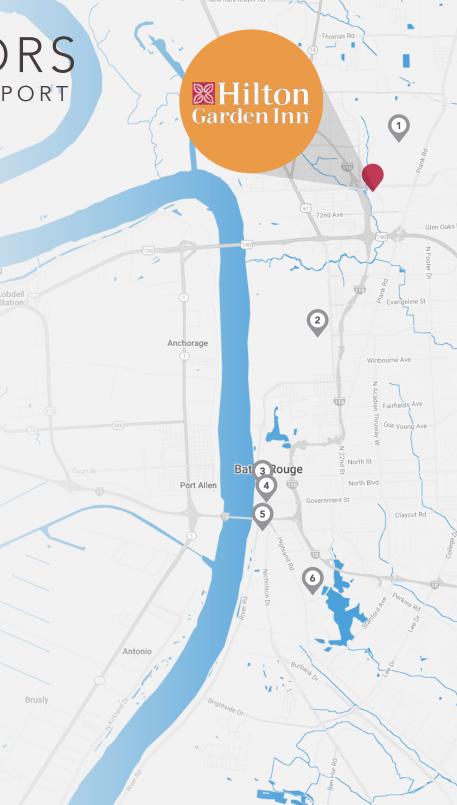
#### RAISING CANE'S RIVER CENTER

The Raising Cane's River Center is a premier venue hosting concerts, sports events, and conventions. Its diverse programming brings in thousands of visitors annually, fueling hotel demand throughout the year.



#### USS KIDD VETERANS MUSEUM

The USS Kidd Museum is a World War II Fletcher-class destroyer turned museum, offering a rich historical experience. It draws history enthusiasts and military veterans, making it a popular cultural attraction in Baton Rouge.





#### WATER CAMPUS RESEARCH PARK

The Water Campus is an innovative research park dedicated to environmental sustainability and featuring 1.6 million square feet of research, academic, and office space. It attracts scientists, engineers, and researchers, contributing to Baton Rouge's growing reputation as a center for environmental research and innovation.



#### LOUISIANA STATE UNIVERSITY (LSU)

LSU is the flagship university of Louisiana, home to over 34,000 students and 4,500 faculty and staff. It is a major hub for academic events, research, and sports, particularly the LSU Tigers football games, which draw thousands of fans to the city



#### BLUE CROSS AND BLUE SHIELD OF LOUISIANA

Blue Cross and Blue Shield is a leading health insurance provider with a substantial corporate presence in Baton Rouge. The company plays a vital role in the local economy, offering a range of services and employment opportunities to the region.



#### MARY BIRD PERKINS CANCER CENTER

This cancer center is at the forefront of oncology research and patient care in Baton Rouge. With a reputation for advanced treatments and cutting-edge research, it attracts patients from near and far, supporting the city's healthcare tourism.



#### OUR LADY OF THE LAKE REGIONAL MEDICAL CENTER

As the largest hospital in Louisiana, Our Lady of the Lake is a renowned healthcare facility specializing in areas like cancer Shenandoah care, pediatrics, and cardiology. It attracts patients and their families from across the region, creating a steady demand for hotel accommodations.



Acadian Place

Westminster

Inniswold

Monticello

Pecan Ridge

Merrydale

Prescott Rd

Brownfields

Hanks Dr

Harry Dr

Goodwood Ave



West River

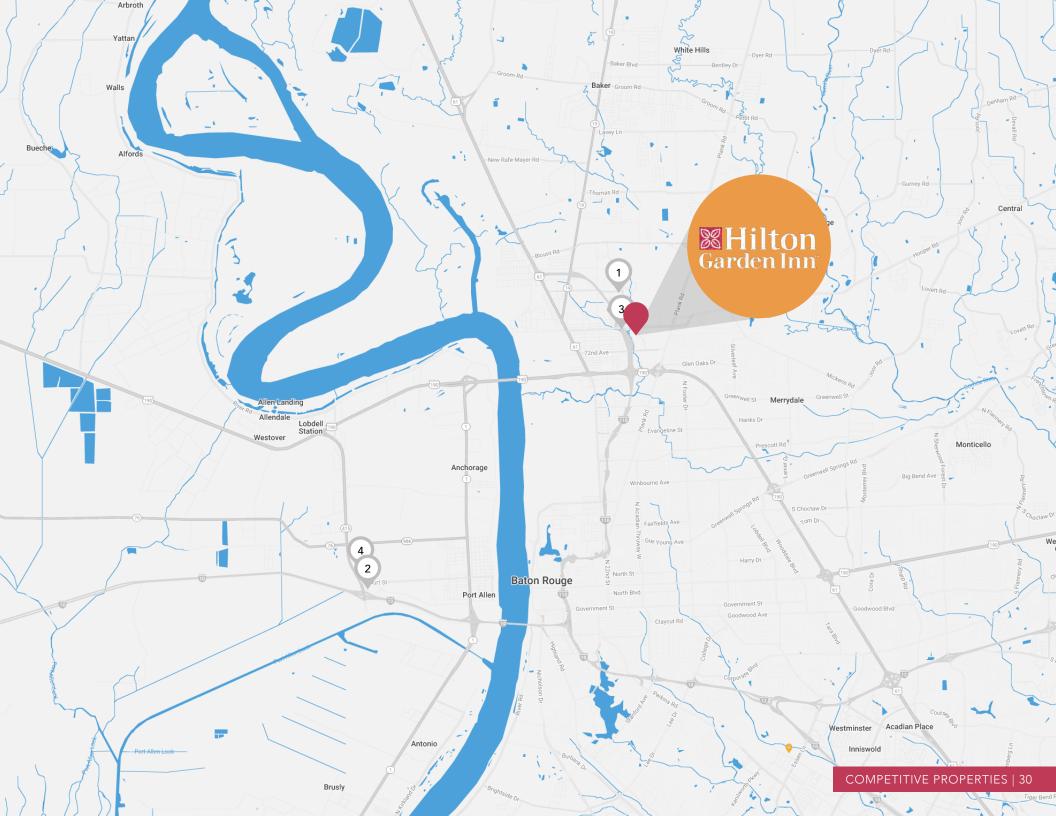




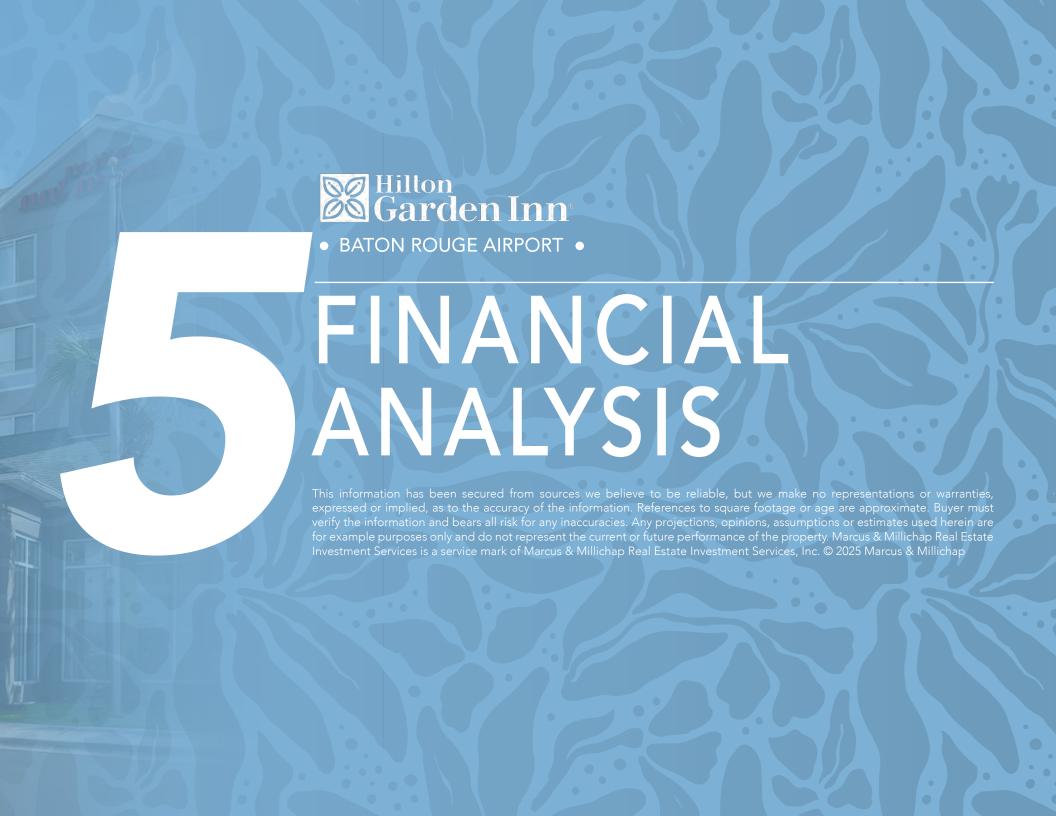


# STR REPORT COMPARABLE PROPERTIES

NAME OF ESTABLISHMENT	OPEN DATE	ROOMS
Hilton Garden Inn Baton Rouge Airport	Jun 2004	131
Comfort Inn & Suites Airport Baton Rouge	Jul 2000	77
2 Holiday Inn Express & Suites Baton Rouge Port Allen	Sept 2009	89
3 SpringHill Suites Baton Rouge North/Airport	Sept 2009	119
4 Hampton Inn & Suites Baton Rouge/Port Allen	Nov 2009	86







0

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5-YR Pro Forma	Y1 Pro Forma		Y2 Pro Forma		Y3 Pro Forma		Y4 Pro Forma		Y5 Pro Forma	
Rooms	131		131		131		131		131	
Available Rooms	47,815		47,815		47,815		47,946		47,815	
Rooms Sold	32,828		33,484		33,819		33,912		33,819	
Occupancy	68.7%		70.0%		70.7%		70.7%		70.7%	
ADR	\$111.17		\$113.39		\$115.66		\$117.98		\$120.34	
RevPAR	\$76.33		\$79.41		\$81.81		\$83.44		\$85.11	
Revenue/Room	\$30,903		\$32,120		\$33,089		\$33,867		\$34,492	
Income										
Room Revenue	\$3,649,515	90.1%	\$3,796,956	90.2%	\$3,911,624	90.2%	\$4,000,788	90.2%	\$4,069,654	90.1%
Food & Beverage Revenue	\$212,884	5.3%	\$219,271	5.2%	\$225,849	5.2%	\$232,624	5.2%	\$239,603	5.3%
Other Income	\$185,887	4.6%	\$191,463	4.6%	\$197,207	4.5%	\$203,123	4.6%	\$209,217	4.6%
Total Revenue	\$4,048,286	100.0%	\$4,207,690	100.0%	\$4,334,680	100.0%	\$4,436,535	100.0%	\$4,518,473	100.0%
Departmental Expenses										
Rooms	\$968,423	26.5%	\$1,007,547	26.5%	\$1,037,975	26.5%	\$1,061,635	26.5%	\$1,079,909	26.5%
Food & Beverage Revenue	\$397,218	186.6%	\$413,265	188.5%	\$425,746	188.5%	\$435,450	187.2%	\$442,946	184.9%
Other Operated Depts & Rentals	\$57,449	30.9%	\$59,770	31.2%	\$61,575	31.2%	\$62,978	31.0%	\$64,062	30.6%
Total Departmental Expenses	\$1,423,089	35.2%	\$1,480,582	35.2%	\$1,525,296	35.2%	\$1,560,064	35.2%	\$1,586,918	35.1%
Gross Operating Income	\$2,625,197	64.8%	\$2,727,107	64.8%	\$2,809,384	64.8%	\$2,876,471	64.8%	\$2,931,556	64.9%
Undistributed Operating Expenses										
Administration & General	\$222,000	5.5%	\$226,440	5.4%	\$230,969	5.3%	\$235,588	5.3%	\$240,300	5.3%
Information Technology	\$39,000	1.0%	\$39,780	0.9%	\$40,576	0.9%	\$41,387	0.9%	\$42,215	0.9%
Marketing	\$94,200	2.3%	\$96,084	2.3%	\$98,006	2.3%	\$99,966	2.3%	\$101,965	2.3%
Franchise Fees	\$474,437	11.7%	\$493,604	11.7%	\$508,511	11.7%	\$520,102	11.7%	\$529,055	11.7%
Utility Costs	\$216,664	5.4%	\$225,417	5.4%	\$232,225	5.4%	\$237,518	5.4%	\$241,607	5.3%
Property Operations & Maintenance	\$177,271	4.4%	\$184,432	4.4%	\$190,002	4.4%	\$194,333	4.4%	\$197,678	4.4%
Total Undistributed Operating Expenses	\$1,223,572	30.2%	\$1,265,758	30.1%	\$1,300,288	30.0%	\$1,328,895	30.0%	\$1,352,820	29.9%
Gross Operating Profit	\$1,401,625	34.6%	\$1,461,349	34.7%	\$1,509,095	34.8%	\$1,547,575	34.9%	\$1,578,735	34.9%
Management Fee	\$108,619	2.7%	\$112,896	2.7%	\$116,303	2.7%	\$119,036	2.7%	\$121,234	2.7%
Income Before Fixed Charges	\$1,293,006	31.9%	\$1,348,454	32.0%	\$1,392,792	32.1%	\$1,428,540	32.2%	\$1,457,501	32.3%
Fixed Charges										
Property Taxes	\$102,826	2.5%	\$104,883	2.5%	\$106,980	2.5%	\$109,120	2.5%	\$111,302	2.5%
Insurance	\$33,041	0.8%	\$33,702	0.8%	\$34,376	0.8%	\$35,064	0.8%	\$35,765	0.8%
Total Fixed Charges	\$135,868	3.4%	\$138,585	3.3%	\$141,357	3.3%	\$144,184	3.2%	\$147,068	3.3%
Total Expenses	\$2,891,148	71.4%	\$2,997,821	71.2%	\$3,083,244	71.1%	\$3,152,179	71.1%	\$3,208,040	71.0%
EBITDA	\$1,157,138	28.6%	\$1,209,869	28.8%	\$1,251,436	28.9%	\$1,284,356	28.9%	\$1,310,434	29.0%
Capital Replacement Reserve	\$144,825	3.6%	\$150,527	3.6%	\$155,070	3.6%	\$158,714	3.6%	\$161,646	3.6%
EBITDA Less Replacement Reserves	\$1,012,313	25.0%	\$1,059,341	25.2%	\$1,096,365	25.3%	\$1,125,642	25.4%	\$1,148,788	25.4%

Notes: This is a Broker Pro Forma. Prospective Buyers are strongly advised to underwrite their own projections before considering the subject Property as a potential investment.

# MARCUS & MILLICHAP

# CAPITAL CORPORATION

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We leverage our prominent capital market relationships with commercial banks, life insurance companies, CMBS, private and public debt/equity funds, Fannie Mae, Freddie Mac and HUD to provide our clients with the greatest range of financing options.

Our dedicated, knowledgeable experts understand the challenges of financing and work tirelessly to resolve all potential issues for the benefit of our clients.



1,249 Closed Transactions in 2024



National platform operating within the firm's brokerage offices



Access to more capital sources (367) than any other firm in the industry



\$9.1B Financing
Volume in 2024

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