

Clarion Pointe® Rhinelander Downtown

Confidential Hospitality Offering

Fully Renovated | 85 Keys | Prime Downtown Location
Rhinelander, Wisconsin



Executive Summary

Clarion Pointe® Rhinelander Downtown is a fully renovated, turn-key hospitality asset located in the heart of downtown Rhinelander, Wisconsin. The property consists of 85 guest rooms across two buildings, including a two-story structure and a four-story building featuring balcony rooms. A comprehensive 100% renovation was completed with a grand re-opening in June–July 2024, positioning the hotel as one of the most modern offerings in the Rhinelander market.

The asset benefits from a differentiated room mix, strong amenity package, and a walkable downtown location. Recent capital investment significantly reduces near-term capex requirements, offering a clean, stabilized entry point for an owner-operator or investor seeking exposure to a resilient Northwoods tourism market.



Property Overview & Improvements

- 85-key hotel consisting of two buildings (2-story and 4-story)
- Four-story building includes balcony rooms with select kitchenette layouts
- 100% full renovation completed with grand re-opening Summer 2024
- Modernized guest rooms, lobby, breakfast area, and common spaces
- Tesla universal EV charging stations installed in 2025



Guest Rooms & Market Differentiation

Guest rooms feature contemporary finishes, upgraded furnishings, and a mix of King and Double Queen layouts. Select upper-floor rooms offer private balconies and kitchenette setups, a unique feature within the Rhineland market. These rooms cater to extended-stay guests, families, and travelers seeking premium accommodations.



Amenities & Guest Experience

- Heated indoor pool and hot tub
- Modern fitness center
- Spacious banquet and meeting room for events and groups
- Business center and public-access Wi-Fi
- On-site bar and smoke-free environment



Location, Tourism & Demand Drivers

The hotel is located in downtown Rhinelander with walkable access to restaurants, shopping, parks, and entertainment. Rhinelander serves as a year-round Northwoods destination supported by outdoor recreation, festivals, and sports tourism.

- Hodag Country Festival – major annual music festival drawing thousands of visitors
- Hodag Dome – softball tournaments and multi-sport events
- Rhinelander Ice Arena – hockey tournaments and regional events
- Summer lake activities, biking, hiking, and festivals
- Winter snowmobiling, skiing, snowshoeing, and ice fishing



Investment Positioning & Confidentiality

Clarion Pointe® Rhinelander Downtown represents a rare opportunity to acquire a fully renovated, turn-key hospitality asset in a stable Wisconsin tourism market. The property's differentiated room mix, modern amenities, and downtown location support consistent year-round demand.

Financial information, detailed operating data, and additional materials are available upon execution of a Non-Disclosure Agreement (NDA).

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