

McKenzie River Inn – Luxury Riverfront Investment

At the new price \$1,995,000, the numbers not only work—they're attractive from a lender standpoint, with strong DSCR and room to grow.

Base case, modeled as an unlevered owner-operator lodging/event property:

- Year 1 revenue: **\$344,173**
- Year 1 NOI: **\$150,371**
- NOI margin: **43.7%**
- Low case NOI: **\$69,946**
- High case NOI: **\$224,544**
- Year 5 revenue: **\$394,946**
- Year 5 NOI: **\$175,570**

The lodging assumptions to visible local comps and market snippets: Eagle Rock Lodge room rates run roughly **\$260–\$325**, McKenzie Orchards shows **\$225**, McKenzie River House shows **\$300**, McKenzie River Mountain Resort lodge rooms show **\$95–\$150**, Belknap lodge rooms show **\$140–\$215**, and Belknap RV full-hookup sites show **\$50/night**. ([Eagle Rock Lodge](#))

For broader demand, nearby STR market indicators as the occupancy “guardrails”: Springfield about **\$221 ADR / 41.5% occupancy**, Walthville **\$261 / 37%**, Vida **\$287 / 44%**, Blue River **\$252 / 48%**, and Eugene about **\$270 / 43%**. The subject includes a premium tilt because of the riverfront setting, luxury positioning, cabin, flex room, RV hookups, and event use, while still keeping winter materially softer than summer. Lane County travel demand is strongest in spring through early fall, which is reflected in the monthly seasonality tab. Market Snapshot from these sources buyers **recognize and trust**:

- AirDNA (industry standard)
- STR (hotel benchmarking)
- Travel Lane County (local demand insight)
- Oregon Tourism Commission

Also included is event income using local venue signals: McKenzie Orchards advertises a small-wedding package around **\$4,230**, while other McKenzie-area/luxury river venues show event pricing around **\$5,000+** and higher for premium summer weekends. ([McKenzie Orchards B&B](#))

The workbook includes:

- **Summary** tab
- **Assumptions** tab with editable ADR, occupancy, event, and expense inputs
- **Monthly Base** year-1 operating statement
- **Annual 5Y** pro forma

Request a copy of the [Workbook](#): Text **Judy Casad 541-968-2400** or **River Molyneaux 541-650-1226**

Podcast worth listening to: Ep 145 - How Tourism Works In McKenzie River • *Weddings, Events & Overnight Stays* bit.ly/HowTourismWorks-McKenzie

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