



  
Holiday Inn  
Express  
& Suites

O F F E R I N G M E M O R A N D U M

# HOLIDAY INN EXPRESS & SUITES SUGAR LAND SE

5007 HIGHWAY 6  
MISSOURI CITY, TX 77459

The image shows the exterior of a Holiday Inn Express & Suites hotel building. The building is a multi-story structure with a mix of brick and stone masonry. The Holiday Inn logo, a green square with a white 'H', is prominently displayed on the upper left side of the building. Below the logo, the text 'Holiday Inn Express & Suites' is written in a white, sans-serif font. The building has several windows, some of which are illuminated from within. A parking lot is visible in the foreground, and a small landscaped area with a young tree and a light pole is situated near the entrance. The sky is a mix of blue and orange, suggesting a sunset or sunrise.

**H**  
Holiday Inn  
Express  
& Suites

## T A B L E O F C O N T E N T

INVESTMENT OVERVIEW

INVESTMENT HIGHLIGHTS

PROPERTY OVERVIEW

PROPERTY AMENITIES

LOCATION OVERVIEW

MARKET OVERVIEW



HOLIDAY INN EXPRESS & SUITES  
SUGAR LAND SE



**I N V E S T M E N T  
O V E R V I E W**

The property opened in 2018, offering modern amenities and comfort. The property presents an attractive investment opportunity. Situated amidst the ongoing development of Missouri City Business Park and Stafford Business Park, as well as the residential expansion of Sienna Plantation. The hotel benefits from the growing local economy and population influx. Furthermore, its impressive 4.7 rating on the IHG website reflects guest satisfaction and underscores its appeal as a preferred accommodation choice in the area.

**INVESTMENT  
HIGHLIGHTS**

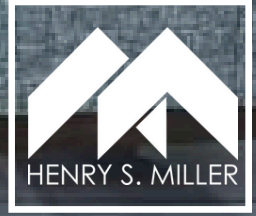
**84** NUMBER OF  
ROOMS

**76.43%** OCCUPANCY  
(2023)

**\$100.21** ADR  
(2023)

**4.7** IHG WEB  
RATING

**NEW PRICE: \$10,900,000**



# HOLIDAY INN EXPRESS & SUITES SUGAR LAND SE

## PROPERTY OVERVIEW

- ✓ New construction Holiday Inn Express & Suites, opened in 2018.
- ✓ Prime opportunity to penetrate the thriving market of Missouri City – Sugar Land area within the Houston Metro
- ✓ Strategically situated along State Highway 6 in close proximity to Sugar Land Town Center
- ✓ Conveniently located minutes away from key establishments such as Minutemaids Headquarters, Schlumberger, Ecolab, Sugar Land Town Center, and Stafford Business Park, catering to both business and leisure travelers
- ✓ Strong barrier to entry market due to Sugar Land's stringent restrictions on limited-service hotel development



## PROPERTY AMENITIES



Business Services:  
2 Meeting Rooms and  
an On-Site Business Center



Fully equipped  
complimentary fitness center



Outdoor  
Pool

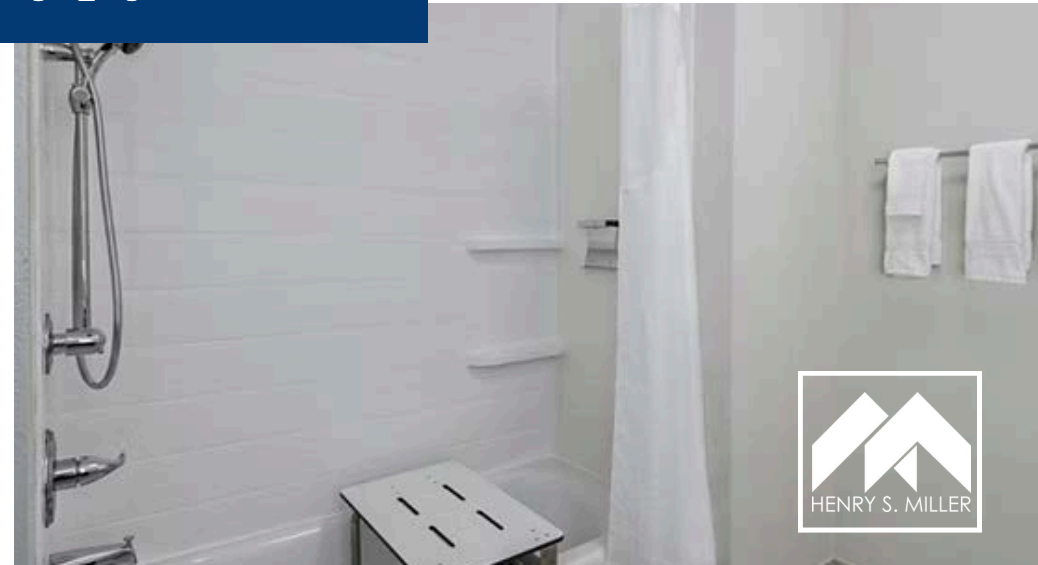
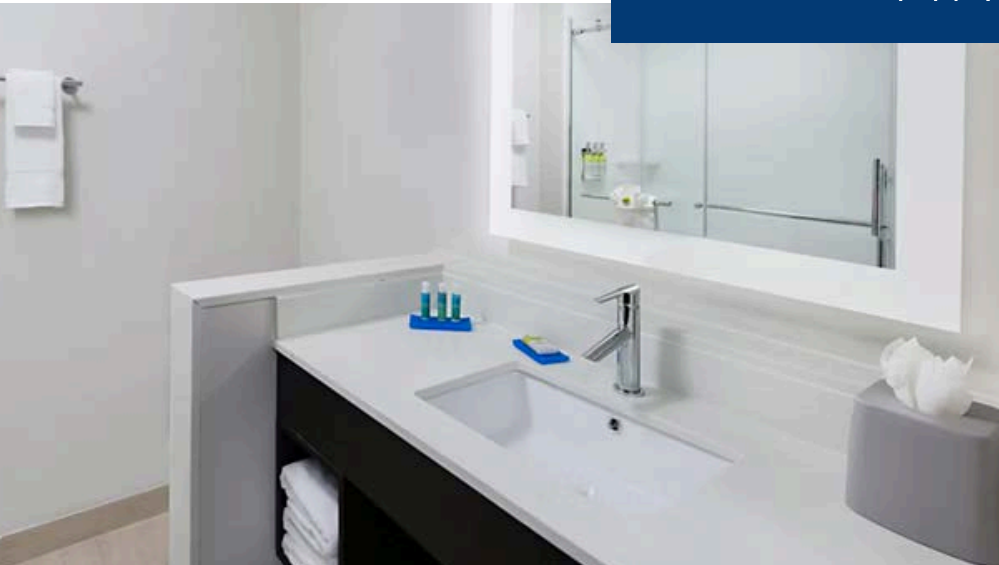


Full Breakfast, Breakfast Buffet,  
and Continental Breakfast  
Included





**PROPERTY  
IMAGES**



# HOLIDAY INN EXPRESS & SUITES SUGAR LAND SE



## PROPERTY IMAGES





# HOLIDAY INN EXPRESS & SUITES SUGAR LAND SE



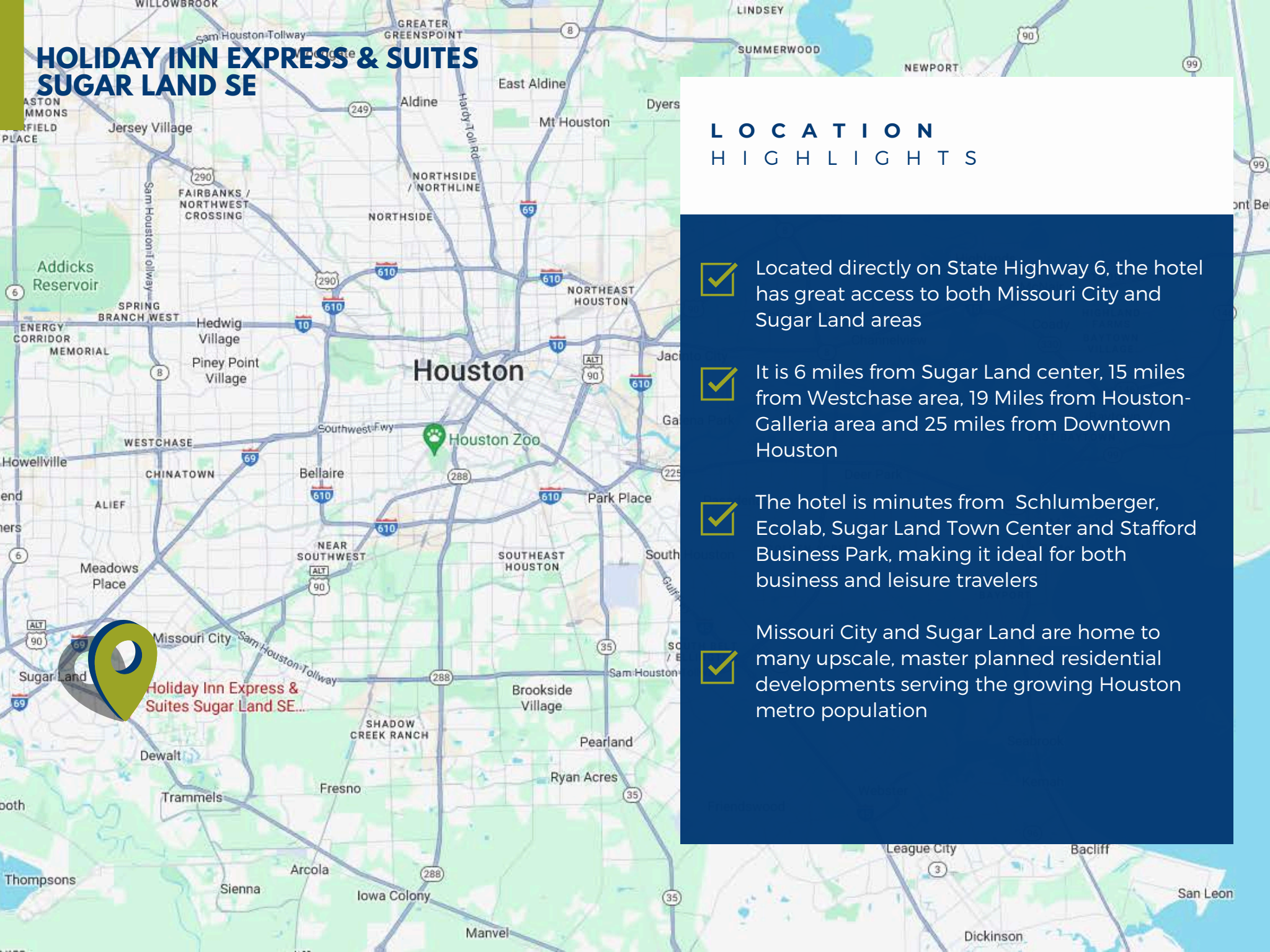
## L O C A T I O N   O V E R V I E W

The property offers comfortable accommodations and convenient amenities for travelers. With its prime location, guests enjoy easy access to nearby attractions and businesses, while the hotel's modern facilities and attentive service provide a welcoming environment that attracts guests seeking both relaxation and productivity during their stay. Guests are drawn to attractions such as Sugar Land Town Square, Stafford Centre for Performing Arts and the Houston Museum of Natural Science at Sugar Land.

# HOLIDAY INN EXPRESS & SUITES SUGAR LAND SE

## LOCATION HIGHLIGHTS

- ✓ Located directly on State Highway 6, the hotel has great access to both Missouri City and Sugar Land areas
- ✓ It is 6 miles from Sugar Land center, 15 miles from Westchase area, 19 Miles from Houston-Galleria area and 25 miles from Downtown Houston
- ✓ The hotel is minutes from Schlumberger, Ecolab, Sugar Land Town Center and Stafford Business Park, making it ideal for both business and leisure travelers
- ✓ Missouri City and Sugar Land are home to many upscale, master planned residential developments serving the growing Houston metro population



SCHLUMBERGER  
TECHNOLOGY  
CORPORATION

MISSOURI CITY,  
TEXAS

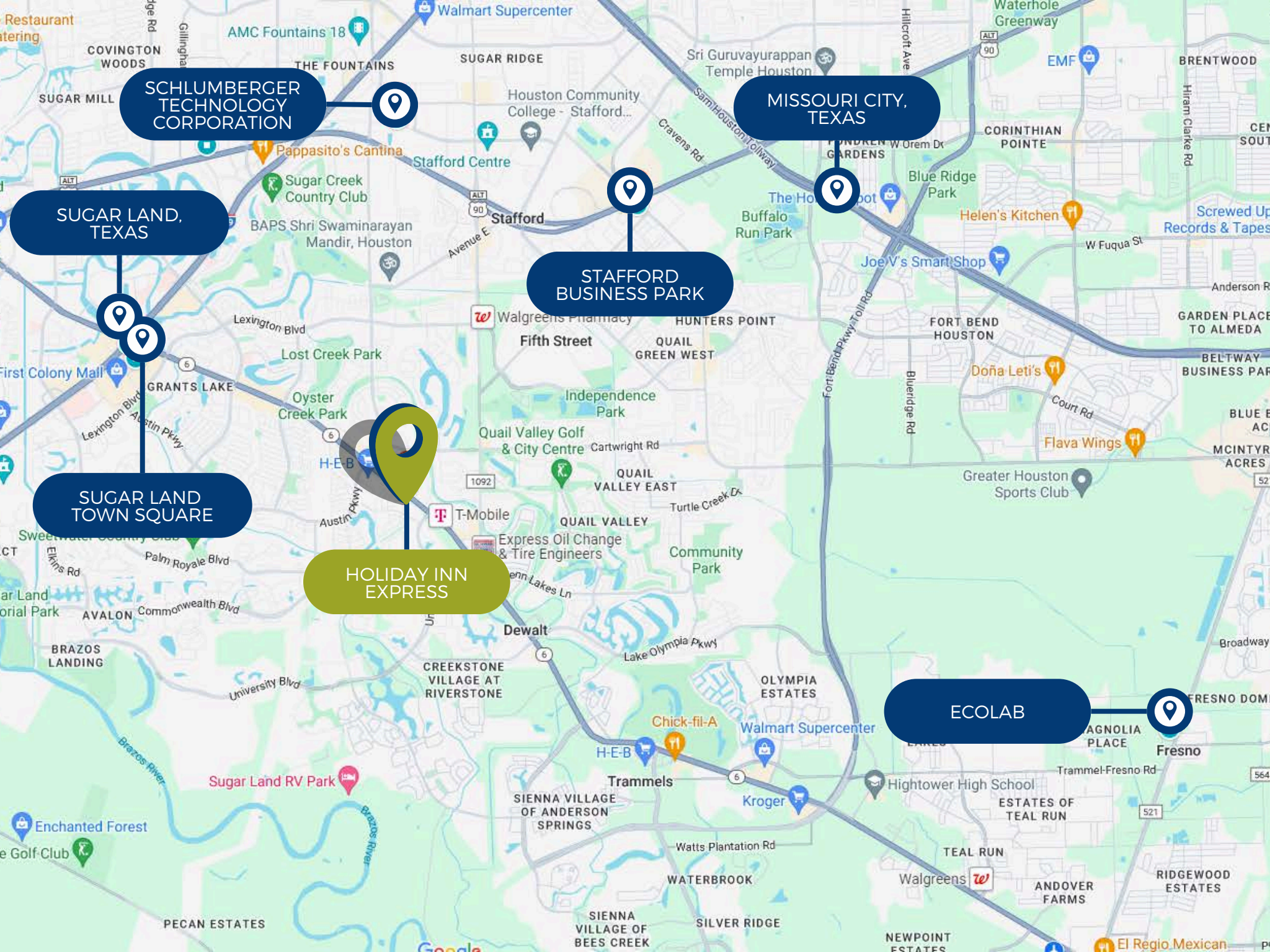
SUGAR LAND,  
TEXAS

STAFFORD  
BUSINESS PARK

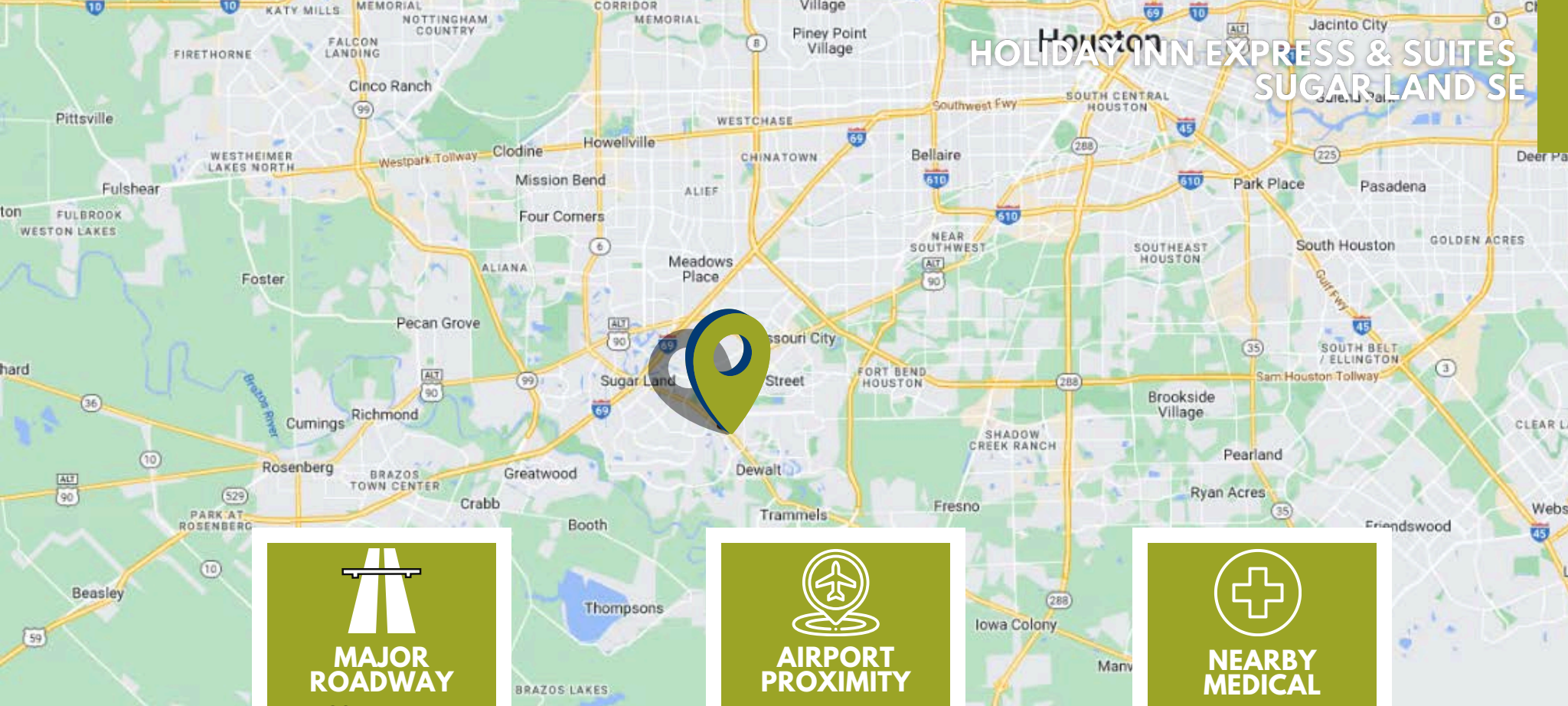
SUGAR LAND  
TOWN SQUARE

HOLIDAY INN  
EXPRESS

ECOLAB



# HOLIDAY INN EXPRESS & SUITES SUGAR LAND SE



**MAJOR ROADWAY**  
LOCATED NEAR HWY 6



**AIRPORT PROXIMITY**  
18 MILES FROM WILLIAM P. HOBBY AIRPORT



**NEARBY MEDICAL**  
14.1 MILES FROM TEXAS MEDICAL CENTER

Missouri City, Texas, offers a prime location bordering Houston, providing residents with easy access to the city's vast business, cultural, and entertainment opportunities. Situated minutes away from downtown Houston, the Galleria, the Texas Medical Center, and both major airports, Missouri City ensures proximity to key destinations. Additionally, its adjacency to the Port of Houston enhances economic prospects. This strategic positioning makes Missouri City an ideal residential choice, offering a blend of suburban living with convenient access to urban amenities and boundless business opportunities.



## DEMAND GENERATORS IN THE AREA

In Missouri City, Texas, prominent businesses and community organizations contribute to the area's vibrancy and growth. Notable establishments like the Quail Valley Golf Course and the Fort Bend County Toll Road Authority enhance the community's amenities and infrastructure. Meanwhile, master-planned communities such as Sienna Plantation and Riverstone provide sought-after living environments. First Colony Mall attracts shoppers from Missouri City, adding to the local economy. Additionally, companies like Fluor Corporation, Imperial Sugar Company, Minute Maid, Nalco Champion, CVR Energy, Fluence Corporation, Applied Optoelectronics Inc., and Wholesome Sweeteners are located in Sugar Land, bringing diverse industries and employment opportunities to the region, contributing to its economic prosperity and community well-being.

### LOCAL BUSINESSES



## MARKET OVERVIEW

Houston's hotel market, which had previously lagged behind other major Texas markets, showed significant progress in 2023 after experiencing flat to declining growth between 2014 and 2019. The rebound is attributed to high levels of group and leisure travel driven by events, concerts, and sports venues in the city. Recovery timelines vary across markets due to economic conditions, labor constraints, and the gradual return of visitors. Group demand has spearheaded the recovery, particularly for conventions, compensating for slower business travel during weekdays. Despite occupancy levels still below pre-2020 averages, monthly Average Daily Rate (ADR) and Revenue Per Available Room (RevPAR) have surged, with notable year-over-year growth.

# MARKET PERFORMANCE

The hotel industry in Houston is seeing a resurgence in performance, with all top-line metrics have increasing year to January. The recovery has been aided by the return of large-scale conferences. As a result, the hotels in Houston are experiencing renewed performance. The momentum is expected to continue in the first quarter of next year, aiding in continued growth for the city.

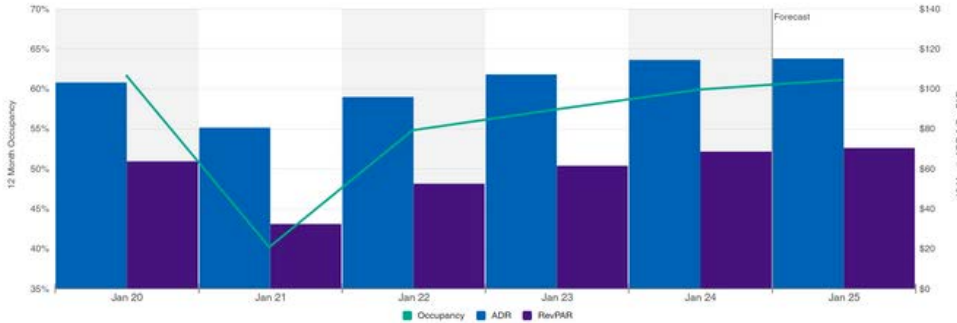
The demand for Houston hotel rooms in the past 12 months through January was approximately 23.3 million, which is consistent with pre-pandemic norms. ADR topped 2019 levels in April 2022 and remained above 2019 levels throughout the year and through January, at 6.74% over 12 months. Daily rates have increased due to pent-up travel demand over weekends and a rise in group bookings.

Twelve-month RevPAR improved 11.5% through January. Markedly, RevPAR's recovery has been slow; it only recently reached 2019 benchmark levels in 23Q1. Provided Houston's continued momentum from a robust convention schedule and large events, RevPAR can expect to be lifted by ADR's continued growth over the 12-month period at 6.7%.

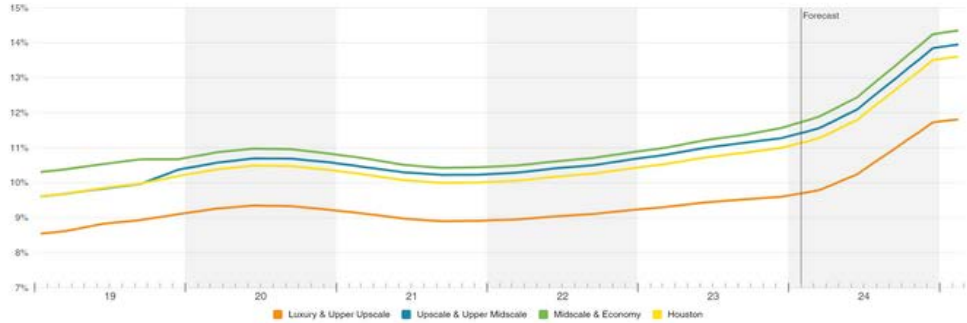
New hotel openings in the past five years have limited Houston's recovery in occupancy. Houston's 12-month occupancy rate was 61.4%, compared to an average of 61% in 2019, indicating that occupancy has yet to recover. This said, occupancy grew 2.7% year over year and is expected to return to pre-pandemic rates next year. Houston's hotel industry peaked almost a decade ago. The rising oil prices lifted most hotel KPIs to peak levels in 2014 and 2015 before sending them on a long downward trajectory as the price of West Texas Intermediate tumbled. The market stabilized in 2019 due to economic development initiatives that brought new businesses to the market, helping strengthen its industry diversity. The onset of the pandemic in 2020 sent the hotel industry in a downward spiral, as it did across the nation until late 2021, when the city began to rebound.

The performance of Houston's hotels remains positive in the coming months due to the city's diverse range of industries and notable location as a business hub, drawing in group travelers. This ensures that the city's growth potential remains elevated into 2024, with performance slightly muted in due to normalizing travel patterns. As major metrics begin to level out, the market is likely to see a more moderate level of growth but remain healthy.

OCCUPANCY, ADR & REVPAR



MARKET CAP RATE





## C O N T A C T   U S

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# Information About Brokerage Services



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 all brokerage activities, including acts performed by sales agents sponsored by the broker.
- A **SALES AGENT** must be sponsored by a broker and works with clients 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 received by the broker;
- Answer the client's questions and present any offer to or counter-offer from the client; and
- Treat all parties to a real estate transaction honestly and fairly.

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

**AS AGENT FOR OWNER (SELLER/LANDLORD):** The broker becomes the property owner's agent through an agreement with the owner, usually in a written listing to sell or property management agreement. An owner's agent must perform the broker's minimum duties above and must inform the owner of any material information about the property or transaction known by the agent, 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/tenant's agent by agreeing to represent the buyer, usually through a written representation agreement. A buyer's agent must perform the broker's minimum duties above and must inform the buyer of any material information about the property or transaction known by the agent, including information disclosed to the agent 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 *each party* to the transaction. The written agreement must state who will pay the broker and, in conspicuous bold or underlined print, set forth the broker's obligations as an intermediary. A broker who acts as an intermediary:

- Must treat all parties to the transaction impartially and fairly;
- May, with the parties' written consent, appoint a different license holder associated with the broker to each party (owner and buyer) to communicate with, provide opinions and advice to, and carry out the instructions of each party to the transaction.
- Must not, unless specifically authorized in writing to do so by the party, disclose:
  - o that the owner will accept a price less than the written asking price;
  - o that the buyer/tenant will pay a price greater than the price submitted in a written offer; and
  - o **any confidential information or any other information that a party specifically instructs the broker in writing not to disclose, unless required to do so by law.**

**AS SUBAGENT:** A license holder acts as a subagent when aiding a buyer in a transaction without an agreement to represent the buyer. A subagent can assist the buyer but does not represent the buyer and must place the interests of the owner first.

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

- 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 information purposes. It does not create an obligation for you to use the broker's services. Please acknowledge receipt of this notice below and retain a copy for your records.

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Sales Agent/Associate's Name	License No.	Email	Phone

Buyer/Tenant/Seller/Landlord Initials \_\_\_\_\_ Date \_\_\_\_\_