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CENTRAL
KELLERWILLIAMS REALTY

SURFSIDE RESORT ROCKAWAY BEACH, OR.

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PRICE : \$11,250,000

70 GUEST KEYS + ON-SITE MANAGER'S UNIT & 3 STAFF ROOMS

INVESTMENT SUMMARY

- ❑ **Price: \$11,250,000 (\$160,714/Key)**
- ❑ **Property Name:** Surfside Resort
- ❑ **Location:** 101 NW 11th Avenue, Rockaway Beach, OR 97136
- ❑ **Parcel :** 2N1029CC 02300
- ❑ **Property Type:** Hospitality | **Zoning:** Commercial
- ❑ **Number of Buildings:** 5 Guest Buildings + 1 Admin/Pool Building
- ❑ **Gross Built Area (GBA):** Approx. 49,380 SF
- ❑ **Site Size:** Approx. 1.86 Acres
- ❑ **Room Count:** 70 Keys + On-Site Manager's Unit & 3 Staff Rooms
- ❑ **Parking:** Approx. 75 Spots
- ❑ **Website:** <https://surfsideocean.com>

**CONTACT AGENT FOR FULL PACKAGE &
FINANCIALS.**



POSITIONING:

Surfside Resort is a well-established midscale oceanfront property offering 70 rooms with direct access to the beach in Rockaway Beach, Oregon. Positioned between economy motels and upscale resorts, it serves as an attractive destination for vacationers, families, and regional travelers seeking scenic accommodations, practical amenities, and walkable access to coastal attractions. With consistent seasonal demand and strong direct booking trends, the resort presents stable mid-market performance with potential for revenue growth and amenity upgrades.

MANAGEMENT:

The Surfside Resort is independently operated with an on-site Manager and support staff, providing day-to-day oversight of all operations. The property is not operated by a third-party management company.

INVESTMENT HIGHLIGHTS:

- **Premier Oceanfront Location:** Direct beachfront access with unobstructed panoramic views of the Pacific Ocean. Steps to sand and surf — a true Oregon Coast gem.
- **Turnkey Hospitality Asset:** Well-maintained 70-room resort with a mix of sleeping rooms, oceanfront suites, family suites, and fully-equipped kitchen units.
- **Proven Revenue Generator:** Established and successful hospitality business with strong historical occupancy and high repeat clientele.
- **Amenities Include:** Indoor heated swimming pool, private balconies, in-room fireplaces, kitchens equipped units, pet-friendly units, and on-site laundry.
- **Value-Add Potential:**
 - Potential to improve on occupancy by advertising on Expedia Group, Trip.com Group, and other booking platforms. Currently, it is only on Booking.com/affiliate sites, Airbnb, and motel's own website.
 - In addition, there is potential for modernizing room interiors, add F&B revenues, and brand conversion.
- **High Demand Tourism Corridor:** Located on the scenic Highway 101 with strong year-round tourism that peaks in summertime . Minutes to downtown Rockaway Beach, Lake Lytle, Manhattan Beach State Park, and regional attractions.
- **Oregon Coast Resilience:** The Oregon coastline continues to show robust tourism growth and limited beachfront hotel inventory, making this a highly sought-after asset class.
- **Established Clientele:** The resort has developed an established clientele, ensuring repeat business and loyalty among guests.

Rockaway Beach, Oregon

Visit the link below for more information on Rockaway Beach

<https://visitrockawaybeach.org/things-to-do/>

- **Coastal Tourism Hub with Year-Round Demand Drivers:** Situated along Oregon's scenic North Coast, Rockaway Beach is a charming beachfront destination that draws both local and regional visitors seeking a relaxing, family-friendly escape. With over seven miles of sandy shoreline, iconic natural landmarks, and a mix of outdoor and cultural attractions, the area consistently attracts steady tourism, offering strong fundamentals for hospitality investment.
- **Accessibility:** Approximately 90 miles (1.5 to 2 hours) from Portland, Oregon's largest metropolitan area, facilitating easy weekend getaways. Accessible via U.S. Route 101, a major north-south highway that runs along the Oregon Coast, connecting Rockaway Beach to other coastal destinations.

- **Key Demand Drivers & Attractions:**

- **Rockaway Beach & Twin Rocks:** The city's namesake beach stretches for miles and offers panoramic views of the iconic Twin Rocks sea stacks. It is a top draw for visitors year-round, ideal for beachcombing, kite flying, sunset viewing, and seasonal events.
- **Oregon Coast Scenic Railroad:** A heritage railroad that runs between Rockaway Beach and Garibaldi. This attraction offers scenic rides aboard historic steam and diesel engines and is a top-rated activity for families and tourists.
- **Cedar Wetlands Preserve & The Big Tree:** A serene boardwalk trail through preserved coastal wetlands, leading to one of Oregon's largest and oldest Western Red Cedars. This eco-tourism draw appeals to nature lovers and families.
- **Kelly's Brighton Marina:** Located just minutes north, this hands-on crabbing and fishing marina attracts RV travelers, families, and day-trippers. Visitors can catch and cook their own Dungeness crab on site.
- **Manhattan Beach State Recreation Site:** A lightly trafficked state park just north of town offering beachfront picnicking, whale watching, and photography spots. Popular among locals and travelers seeking a quieter coastal experience.
- **Proximity to Tillamook Creamery:** Just a 20-minute drive south, this major tourism anchor draws over 1 million visitors annually. It features self-guided factory tours, cheese and ice cream tastings, and extensive retail operations.
- **Neah-Kah-Nie Mountain & Oswald West State Park:** Hiking trails within a 30-minute drive provide panoramic coastline views and lush rainforest landscapes, further enhancing the area's appeal to eco-tourists and outdoor enthusiasts.
- **Dining & Local Businesses:** The area features a variety of local eateries and shops, including the well-known Old Oregon Smokehouse and nearby Salmonberry Saloon in Wheeler.

CONTACT US

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