



ONLINE AUCTION **OCTOBER 5** ::::::::::::::::::::::::::::::::::

89-Room, Red Roof Inn & Suites in Macon, Georgia

Value-Add Opportunity to Rebrand to Marriott

 2720 Riverside Dr., Macon, GA

HIGHLIGHTS

- Exceptionally car-friendly location with 24,000± VPD on Riverside Drive
- Amenities include a pool, fitness center, business center & 325± SF meeting space
- Proximate to downtown Macon, Mercer University, outdoor recreation & regional attractions
- Benefits from established franchise branding with potential to rebrand

DETAILS

Red Roof Inn & Suites Macon is an 89-room, economy-class, franchise-affiliated hotel just off Interstate 75 in the Riverside Plaza submarket of Macon, Georgia. Built in 1974 and renovated in 2018, the six-story, masonry-constructed property sits on a 1.17± AC site and features an outdoor pool, fitness center, business center and 325± SF of meeting space.

The hotel benefits from excellent highway visibility and accessibility, with more than 24,000 vehicles passing daily on Riverside Drive. Positioned between downtown Macon and the Northside business district, the property is near key demand generators including Mercer University, the Tubman Museum, the Museum of Arts and Sciences and Lake Tobesofkee Recreation Area. The Riverside Plaza submarket reported 54.7% occupancy and a \$90.09 ADR over the trailing 12 months, making the area ideal for investors looking for economy-grade hotels with strong performances.

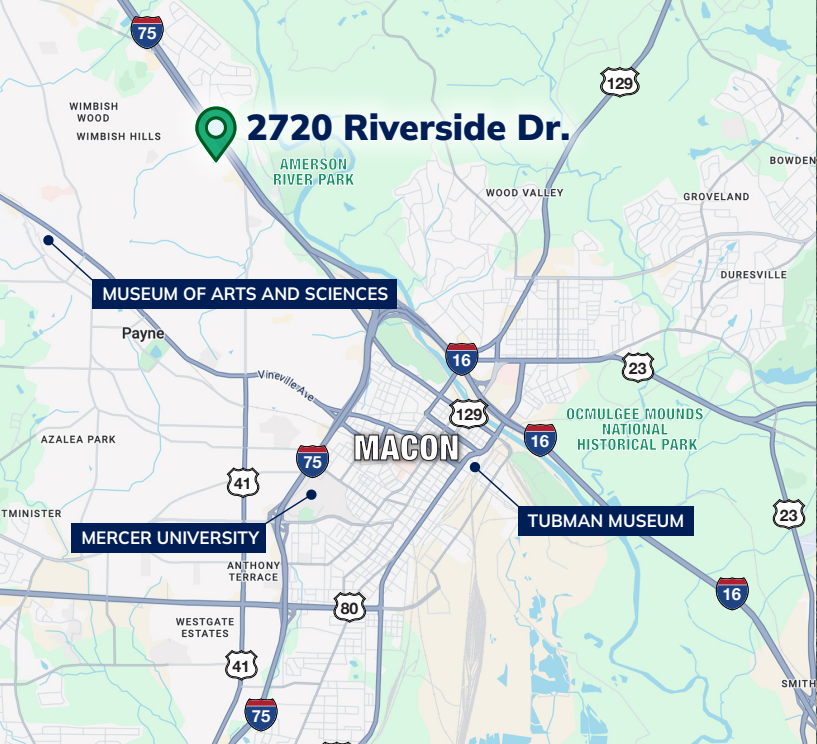


	Building Size	45,728± SF
	Rooms	89 Guest Rooms
	Year Built	1974 (Renov. 2018)
	Land Size	1.17± AC
	Parking	70 Spaces
	Zoning	C4
	Taxes (2025)	Approx. \$15,383.65
	Tax ID#	0054-0185

HOTEL REVENUE

	OCCUPANCY	ADR	REVPAR
Year 2025	65.00%	96	62.4

855.755.2300
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LOCAL INFORMATION

Macon is a leading economic and cultural hub for Central Georgia, generating diverse lodging demand from higher education, manufacturing, government and tourism. Located at the intersection of Interstate 75 and Interstate 16, the market captures travelers between Atlanta, Savannah and Florida while also attracting visitors to its renowned music heritage, historic downtown and year-round events. Major employers and strong transportation connectivity support consistent business and leisure travel, creating an attractive hospitality investment opportunity backed by stable year-round demand and long-term growth potential.

SALE INFORMATION

ONLINE AUCTION

October 5: Bidding Opens at 9:00 a.m. PT/12:00 p.m. ET
October 7: Bidding Closes

ON-SITE INSPECTIONS

By Appointment Only

REGISTRATION & AUCTION PARTICIPATION

All offers should be made on the CREXi auction webpage. Questions on how to access the auction page or register as a qualified bidder should be directed to Keith Worsham at kworsham@hilcoglobal.com and Weston Worsham at wworsham@hilcoglobal.com.

DATA ROOM

A Virtual Data Room has been assembled and contains important due diligence documents on the property. To gain access to these documents, bidders will need to register at at CREXi's website.

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