

Comfort Inn & Suites, Choice Hotels

3979 State Route 31 Liverpool, NY 13090



OFFERING MEMORANDUM

63 KEY Midscale HOTEL OPPORTUNITY



Exclusively Listed By:



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LOCAL HOSPITALITY EXPERTS

Led by John P. Christopher, CHA, Hospitality Associates stands as a premier boutique brokerage firm specializing in hotel and resort properties across New York, Vermont, Massachusetts, and Connecticut. With over 40 years of industry experience, John brings a wealth of knowledge in hotel operations, brokerage, and consulting. His credentials include a Certified Hotel Administrator designation awarded in 1987, a degree from Rochester Institute of Technology's Hotel Management program, and a role as an Associate Professor in Hotel Management at the State University of New York and Adjunct Professor at RIT.

Hospitality Associates offers a comprehensive suite of services tailored to the unique needs of each client, including acquisitions, dispositions, financing, refinancing, property management, and consulting. John's deep-rooted connections and hands-on approach have facilitated hundreds of millions of dollars in hotel transactions, consistently delivering value and exceeding client expectations.

For investors seeking a dedicated partner with unparalleled local knowledge and a proven track record of success in the hospitality sector, Hospitality Associates offers the expertise and commitment to navigate the complexities of hotel brokerage with confidence.

Comfort Inn & Suites, Choice Hotels

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Comfort Inn & Suites, Choice Hotels

1. INVESTMENT OVERVIEW



Comfort Inn & Suites, Choice Hotels

PROPERTY DETAILS

Hospitality Associates is proud to exclusively present the 63-key Comfort Inn & Suites Liverpool–Clay, a highly strategic midscale hotel positioned at the convergence of Route 31 and Route 481— one of Central New York’s busiest and most established retail corridors. The property sits less than five minutes from Micron Technology’s historic \$100 billion semiconductor campus, placing it among the closest and most directly aligned branded hotels to the largest private investment in New York State history.

Built in 1997 and renovated in 2024, the hotel offers well-maintained guestrooms, modernized common areas, and the consistency and distribution strength of the Choice Hotels Comfort brand. With strong operational improvements following the 2024 ownership transition and revenue stabilization underway, the hotel is positioned to further capitalize on rising market ADR and accelerating regional commercial activity.

The property benefits from exceptional access and visibility within the Route 31/481 corridor—a dense, high-traffic retail and commercial zone featuring national big-box anchors, dining, logistics hubs, medical offices, and rapidly expanding residential development. This corridor will serve as the primary commercial spine for the tens of thousands of incoming contractors, engineers, suppliers, and long-term Micron employees expected to mobilize into the Clay/Liverpool area beginning in 2026.

Performance is expected to strengthen significantly as Micron’s construction phases advance. Projections anticipate occupancy rising to 75% in 2026, 85% in 2027, and stabilizing near 90% in 2028, with corresponding ADR growth driven by constrained supply and extraordinary long-term demand pressure across the Syracuse MSA. With NOI margins stabilizing near 40%, the property represents an exceptional opportunity for investors seeking predictable cash flow, brand stability, and long-term value creation at the onset of a transformational economic cycle.

Delivered unencumbered by management, the Comfort Inn & Suites Liverpool–Clay provides the ideal combination of location, scale, brand affiliation, and market timing—positioning a new owner to capture both immediate operational upside and decades of demand acceleration fueled by Micron’s multi-phased development.

The Offering	
Asking Price	\$6,500,000
Financing	SBA, Conventional
Property Address	3979 NY-31Liverpool, NY 13090
Tax ID	021.-01-05.5
Franchise	Choice
Brand	Comfort Inn & Suites
Brand Scale	Midscale
Management	Unencumbered by management
Type of Ownership	Fee Simple
Number of Rooms	63
Number of Stories	3
Year Built	1997
Last Renovation	2023
Lot Size	2.02 AC
Corridor	Interior
Building Size	32161 SF
STR Market	Syracuse, New York
STR Submarket	Syraucse Surrounding Area

Historical Operating Summary

Year	Occupancy	ADR	RevPAR	Revenue
2024	50%	\$108.75	\$54.83	\$1,267,041
2025 (Running-12)	62.5%	\$102.54	\$64.13	\$1,474,686

5-Year Pro Forma Summary

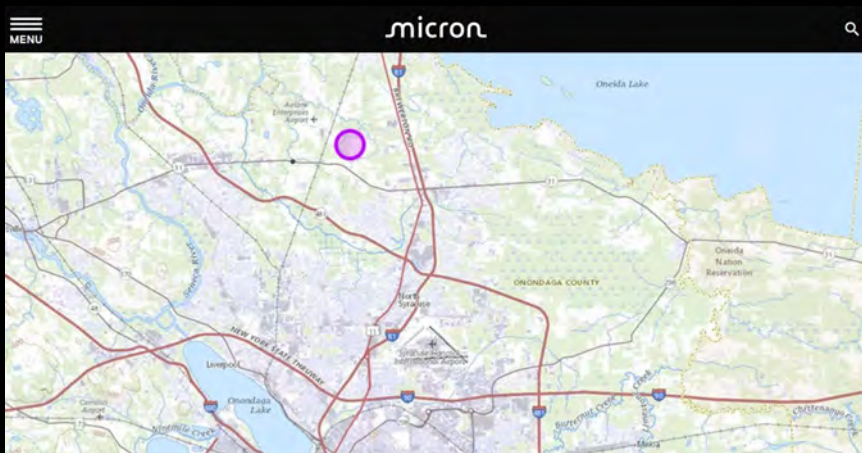
Year	Occupancy	ADR	RevPAR	Total Revenue	Expenses	NOI
2026	75%	\$113	\$84.75	\$2,046,000	\$1,227,600	\$818,400
2027	85%	\$120	\$102.00	\$2,459,000	\$1,475,400	\$983,600
2028	90%	\$125	\$112.50	\$2,716,000	\$1,629,600	\$1,086,400
2029 (Stabilized)	90%	\$129	\$116.10	\$2,804,000	\$1,682,400	\$1,121,600

Comfort Inn & Suites, Choice Hotel Collection

HIGHLIGHTS

63 Key Comfort Inn & Suites

- Upside potential as renovation & rebranding ramp continues and Micron site work and construction begin
- 20+ years of projected growth from the largest semiconductor investment in U.S. history
- Closest Choice-branded hotel (only 5 minutes) to the largest economic development project in NY history
- Strong market ADR leaves room for continued rate growth and market penetration
- Located in one of CNY's highest-traffic commercial corridors (Rte 31 / Rte 481)

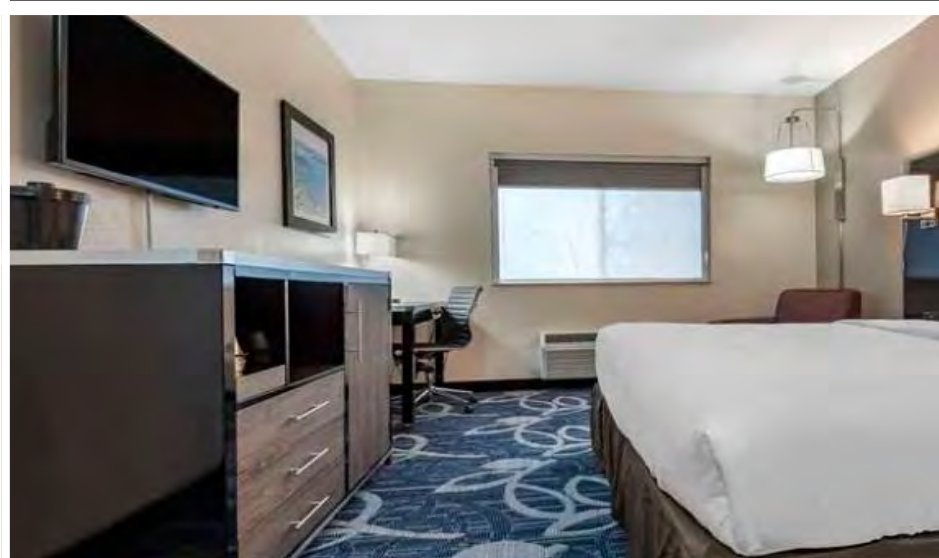
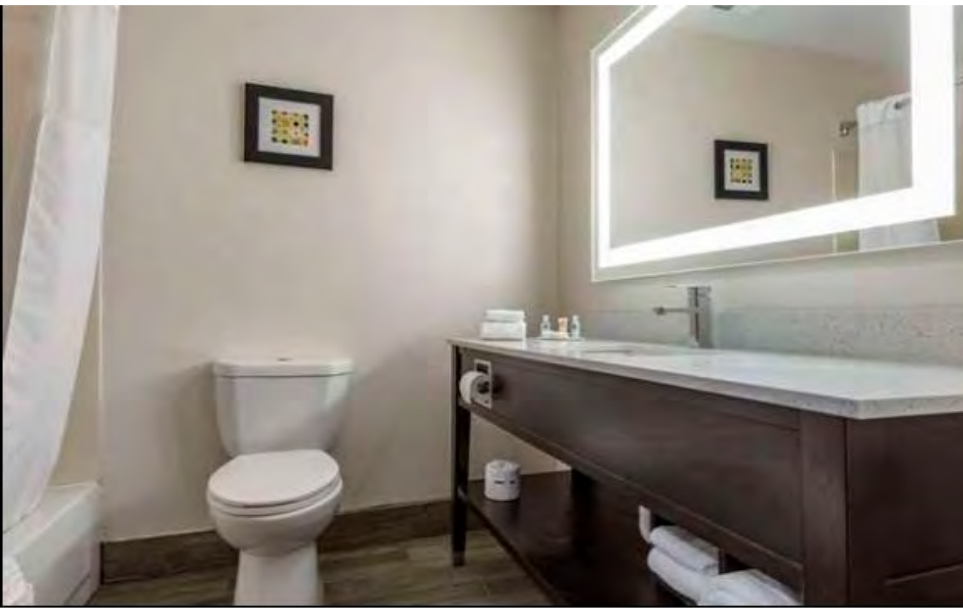


Location Advantages

- Directly off Route 31 & Route 481—a critical commercial spine for Clay and Liverpool 5 minutes to the Micron Development
- Just 15 minutes from Syracuse Hancock International Airport, which welcomed a record 3 million passengers in 2024 and is undergoing a \$28.5 million expansion to accommodate continued growth.
- Surrounded by national retailers, restaurants, entertainment, medical offices, and logistics hubs

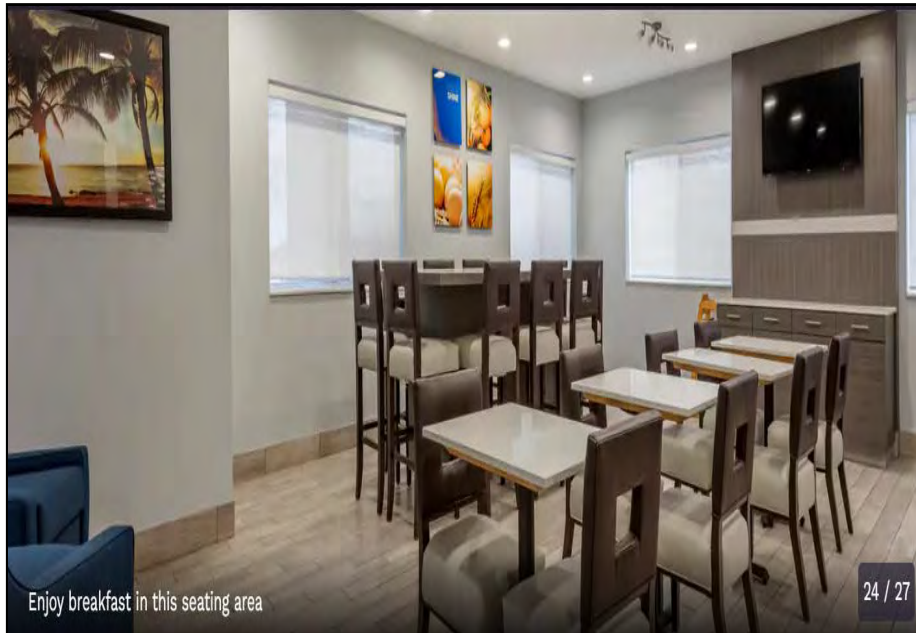
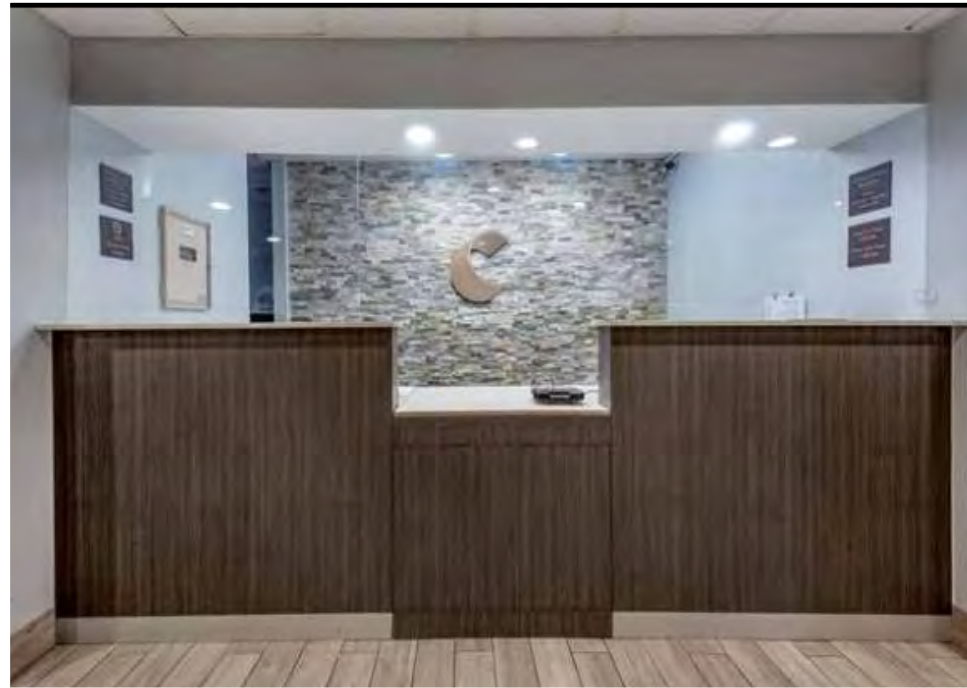
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Room Pictures



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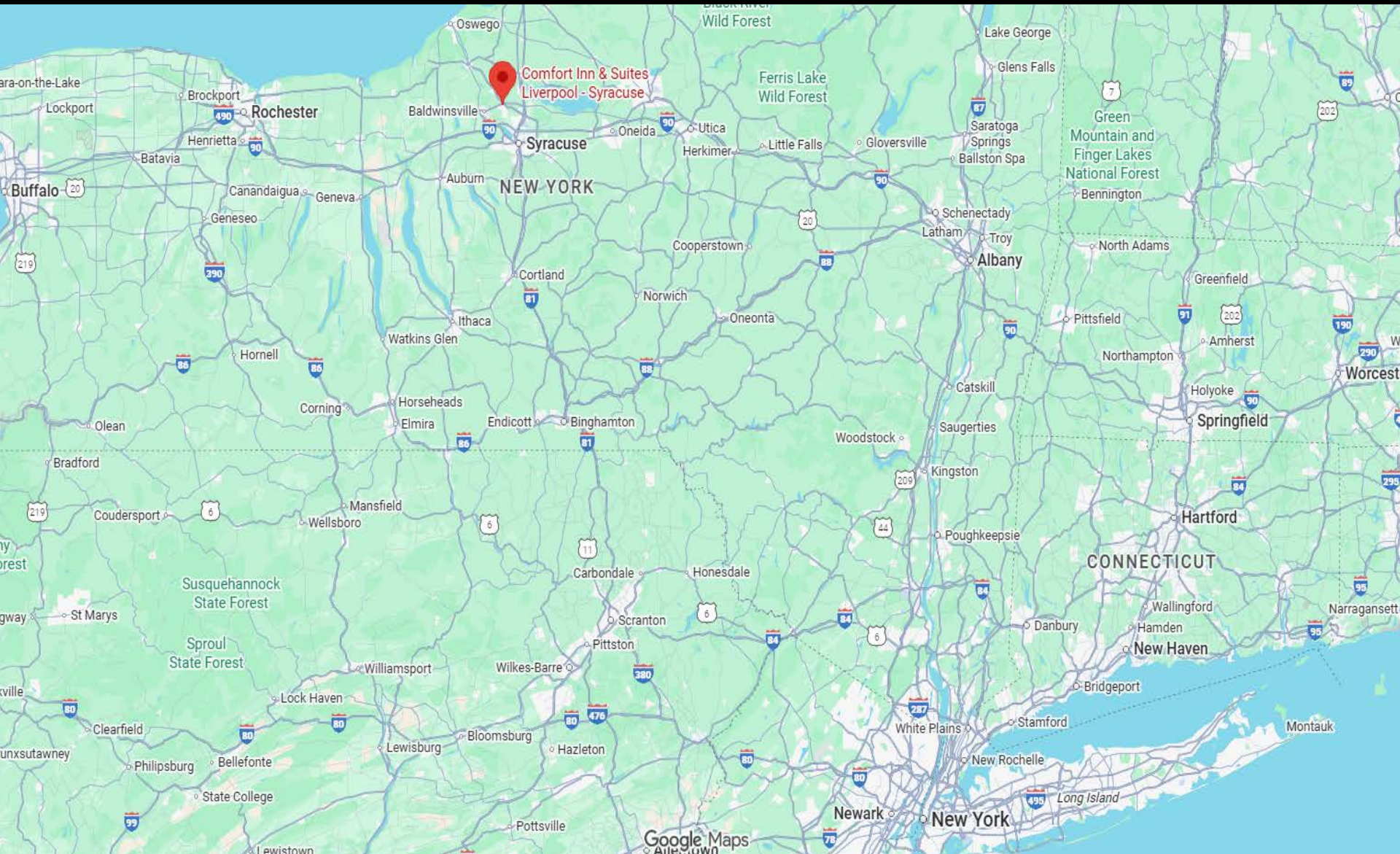
Lobby, Pool



Enjoy breakfast in this seating area



Regional Map



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TAX MAP



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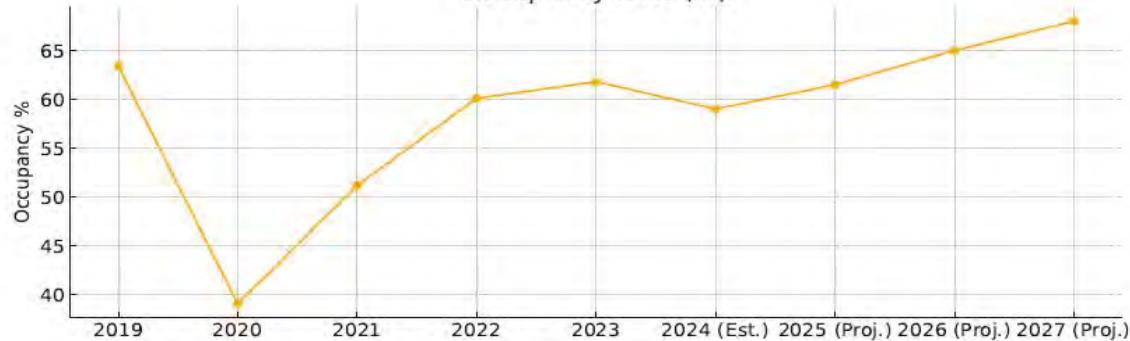
2. MARKET OVERVIEW & STR REPORTS



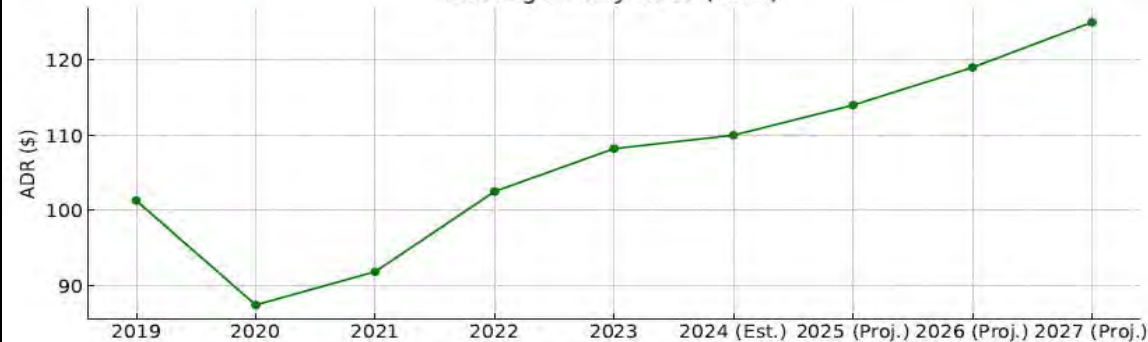
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Syracuse MSA Hotel Market Trends & Projections (2019–2027)

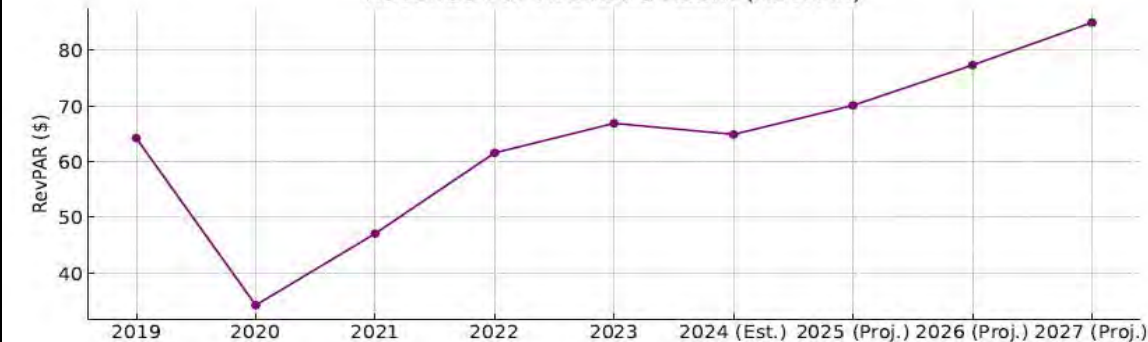
Occupancy Rate (%)



Average Daily Rate (ADR)



Revenue Per Available Room (RevPAR)



Syracuse MSA Hotel Market Overview

The Syracuse hotel market has experienced a steady recovery since the pandemic, supported by a resilient demand base that includes Syracuse University, regional medical institutions, and consistent business travel. According to historical data and current industry reports, occupancy and ADR have not only rebounded but are projected to continue rising through the end of the decade.

Looking ahead, the hospitality landscape in the Syracuse MSA is poised for transformational growth due to Micron Technology's historic \$100 billion investment in a new semiconductor manufacturing complex in nearby Clay, NY. As outlined in the 2023 Micron Economic Impact Report, this project is expected to create:

9,000 direct high-paying Micron jobs

~40,000 additional construction and indirect jobs

A projected economic output of over \$500 billion over the next 20 years

Site preparation is scheduled to begin in Fall 2025, with full construction launching in Spring 2026. This timeline aligns with rising demand projections for both short- and extended-stay accommodations as contractors, engineers, vendors, and executives mobilize into the region.

With market ADR already approaching \$110, and occupancy expected to rise steadily, the hotel sector in Syracuse is transitioning from stable to growth-mode. Investors entering now are well-positioned to capitalize on this next phase—before the wave of long-term corporate demand fully materializes.

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For the Month of: September 2025 Date Created: November 11, 2025 Monthly Competitive Set Data Excludes Subject Property

September 2025

[illegible]

September 2025 vs. 2024 Percent Change (%)

Occupancy							ADR					RevPAR				
		My Prop	Comp Set	Index (MPI)			My Prop	Comp Set	Index (ARI)			My Prop	Comp Set	Index (RGI)		
Current Month		13.9	4.7	8.7			-16.4	0.9	-17.1			-4.8	5.7	-9.9		
Year To Date		27.3	-4.6	33.5			-7.3	2.8	-9.8			18.0	-2.0	20.4		
Running 3 Month		-4.5	1.9	-6.3			-2.6	0.9	-3.5			-7.0	2.8	-9.5		
Running 12 Month		31.4	-5.1	38.4			-5.1	3.7	-8.5			24.7	-1.5	26.6		

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