



**737 Avon Road
Sparta, WI 54656**

**Hospitality
Investment Opportunity
Offering Memorandum**



Executive Summary

The Country Inn & Suites by Radisson in Sparta, Wisconsin is a 61-key midscale hotel located at 737 Avon Road with strong visibility and access from Interstate 90. The property benefits from a diverse and consistent demand base driven by Fort McCoy military activity, Sparta's nationally recognized bicycling tourism, regional contractors and manufacturers, and year-round event, wedding, and leisure travel. Limited hotel supply in the immediate market supports stable occupancy and pricing.

The hotel has received significant capital investment, including a major renovation in 2023-2024 with updated guestrooms, mattresses, corridor improvements, window treatments, and RFID locks, along with recent back-of-house upgrades in 2025. With only minimal remaining brand PIP related to the pool area, the asset is well positioned for continued operations.

Currently operated remotely, the property offers a clear value-add opportunity for a hands-on owner or experienced investor to improve operational efficiency and revenue performance.

With strong location fundamentals, diversified demand drivers, and limited competition, the Country Inn & Suites – Sparta presents a stable investment with attractive upside potential.



The Opportunity

Property Name	Country Inn & Suites – Sparta
Total Keys	61
Address	737 Avon Road
City, ST	Sparta, WI 54656
Brand	Choice Hotels
Year Built/Renovated	1989 / 2023–2024
Building Size (SF)	31,376±
Lot Size (AC)	3.08 ±



Hotel Location Type	Small Metro/Town
Market Name	Sparta / Fort McCoy
Submarket Name	I-90
Class	Midscale
Corridor	Interior
Stories	2 (Two)
Amenities	Pool, Breakfast, Wi-Fi, Fitness Center
Demand Drivers	Fort McCoy, Bicycling Tourism, Contractors



Country Inn & Suites by Radisson – Sparta, WI

737 Avon Road | Sparta, WI 54656 | 61 Keys

Overview

- Midscale hotel with I-90 access and strong visibility
- Significant renovation completed 2021; upgrades 2023-24

Investment Highlights

- **Diversified demand base** — Fort McCoy training activity, contractors/manufacturing, weddings/events, and leisure travel support stable year-round occupancy.
- **Bicycling tourism destination** — Sparta's trail hub location near the Elroy–Sparta State Trail drives weekend and seasonal leisure demand.
- **Interstate 90 corridor access** — Drive-to location with convenient access supports transient travelers and regional connectivity.
- **Value-add operations upside** — Currently operated remotely; hands-on ownership can improve efficiency and revenue performance.



Property Photos



Property Amenities

- Dining

Free Hot Continental Breakfast



- Fitness and Recreation

Indoor Pool, Hot Pool, Fitness Center



- Conveniences

Free Parking

Free Wi-Fi

Connecting Rooms

TV's



Hospitality Demand Drivers

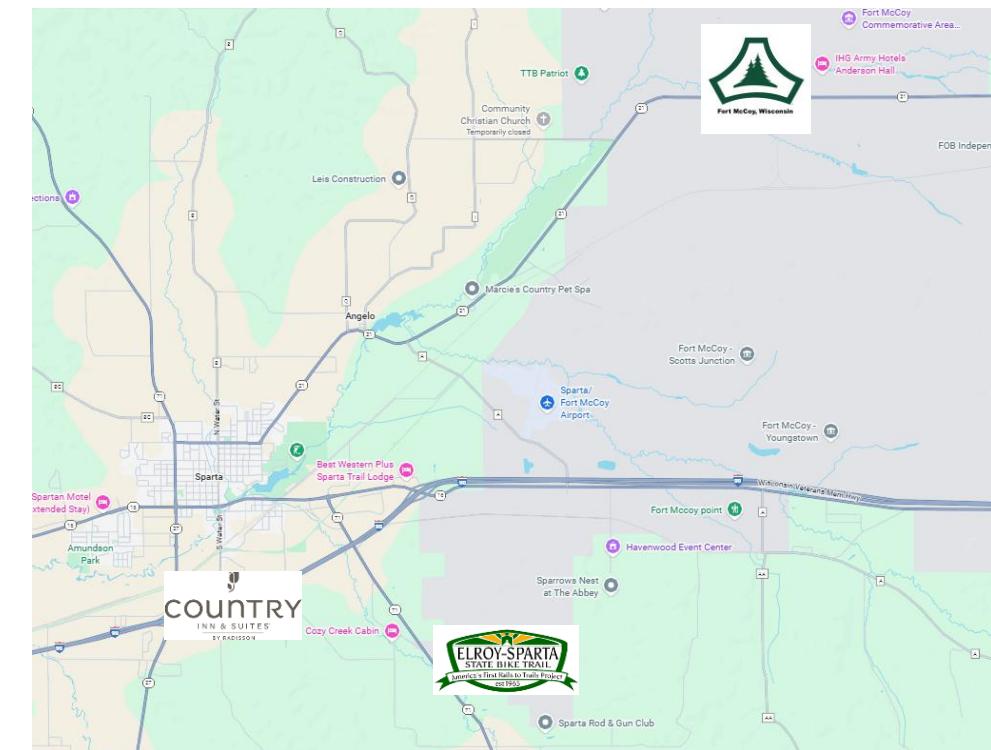
Proximity to Fort McCoy: Located just 17 miles from Fort McCoy, our hotel provides easy access to the base for military personnel and visitors attending events, training, or family reunions.

Access to Sparta Bicycling Trails: Sparta is known as the "Bicycling Capital of America," offering scenic trails like the La Crosse River State Trail. Guests can enjoy outdoor activities and explore the beautiful landscapes, making our hotel an ideal choice for cycling enthusiasts and families seeking adventure.

Nearby Wedding Venues: For couples planning their big day, Country Inn & Suites is close to several picturesque wedding venues. With comfortable accommodations for guests and special group rates, we help make wedding celebrations seamless and memorable for everyone involved.

Local School Partnerships: Our hotel aims to collaborate with nearby schools to serve as an ideal lodging option for sports teams and academic events. This includes discounted rates for visiting teams and families attending competitions, ensuring the perfect resting place after an active day.

Accessibility from I-90: Situated near the longest highway in the United States, I-90, our hotel attracts guests traveling for leisure or business. We welcome those stopping for a break or an overnight stay, offering convenience and comfort for road-weary travelers.



Financial Overview

2025		2024		2023	
Number of Rooms	61	Number of Rooms	61	Number of Rooms	61
Available Rooms	21,650	Available Rooms	20,843	Available Rooms	20,031
Occupancy	41.69%	Occupancy	45.33%	Occupancy	43.58%
ADR	\$ 111.58	ADR	\$ 108.54	ADR	\$ 98.28
RevPAR	46.49	RevPAR	49.18	RevPAR	46.16
Room Revenue	\$ 1,019,123.42	Room Revenue	\$ 1,041,060.13	Room Revenue	\$ 924,606.82



Aerial View

