

Offering Summary

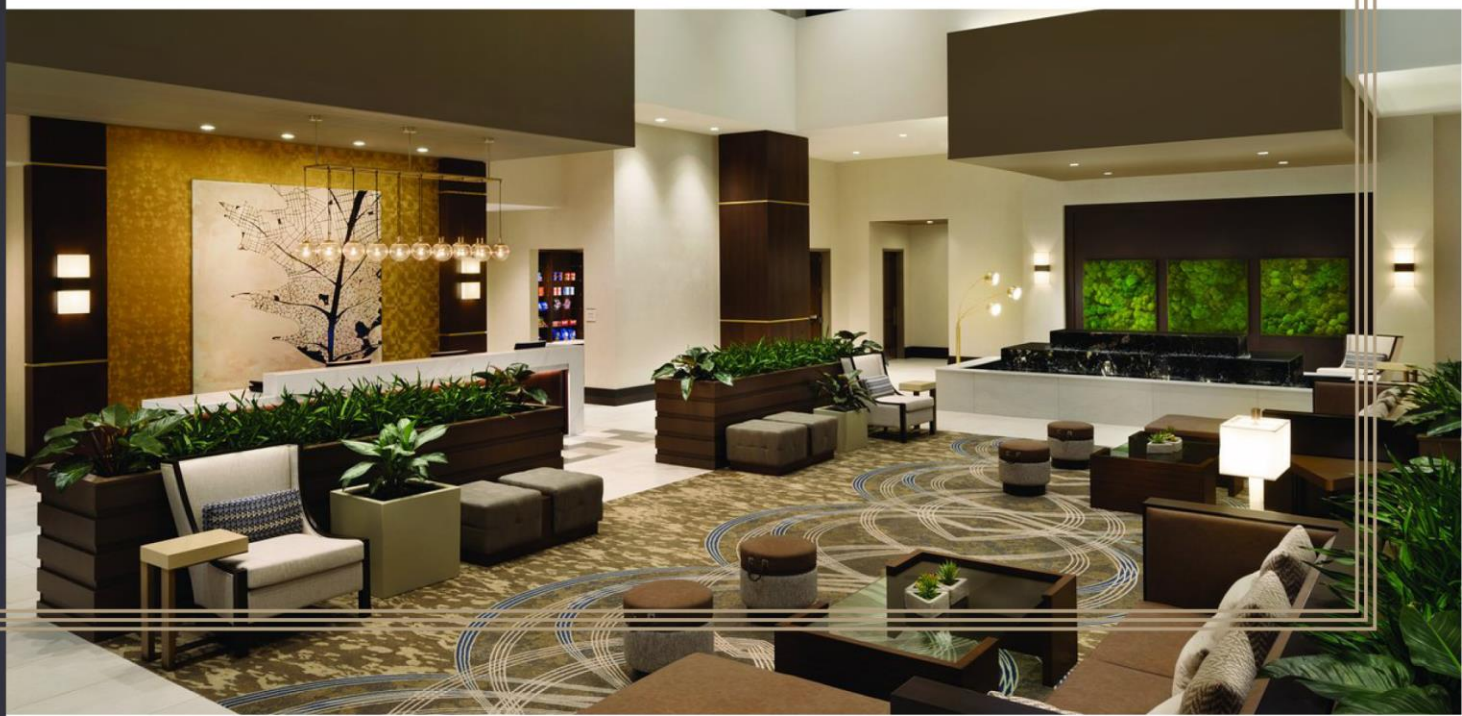
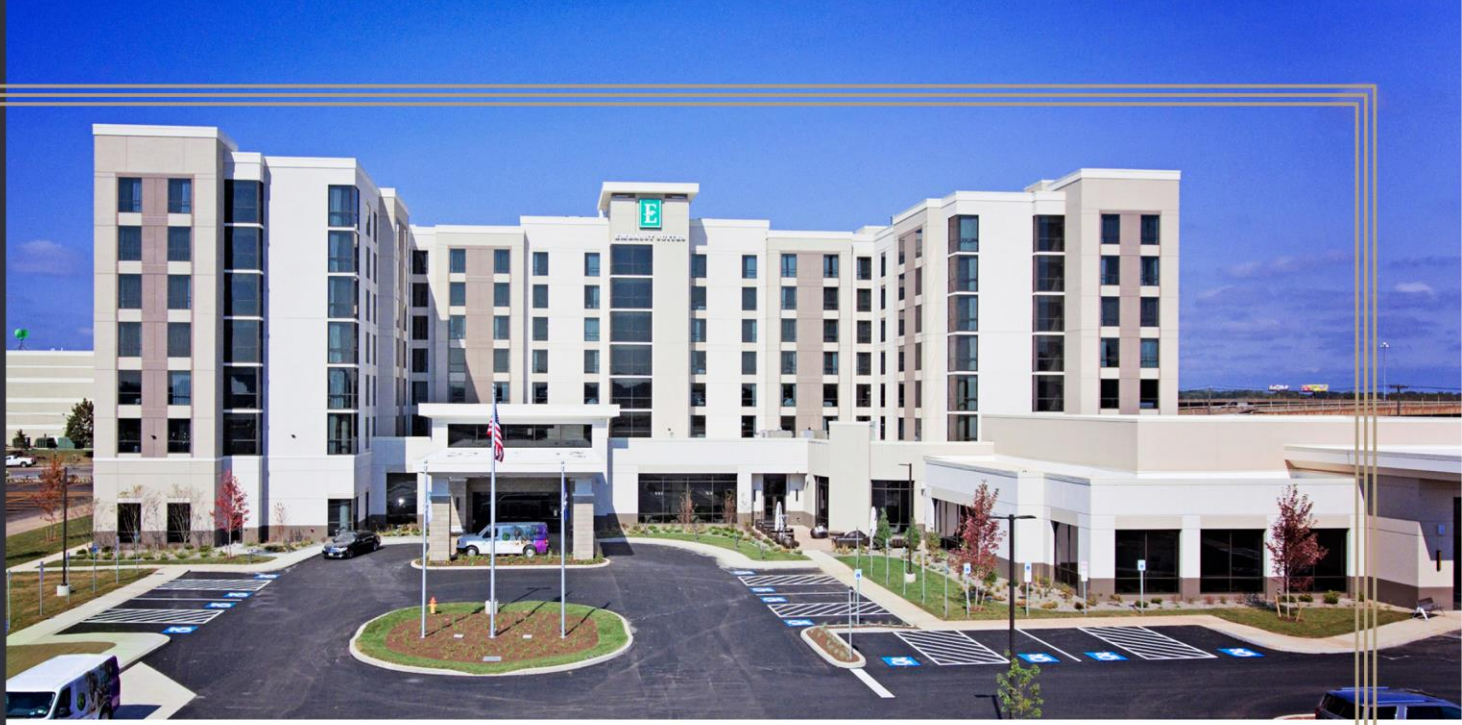


EMBASSY SUITES

BY HILTON SYRACUSE DESTINY USA

SYRACUSE, NY

*An opportunity to acquire a recently
constructed 209-room hotel that is the top
performing asset in the Syracuse market*



Executive Summary

- 01 Strategic Syracuse Location**
#1 Hotel in Syracuse Market: 158 RevPAR Index ('24 February TTM)
- 02 Unmatched Location Adjacent to Destiny USA**
Impact from New York's Largest Shopping Center
- 03 Access to Diverse Demand Drivers**
Syracuse University & Micron Development
- 04 Recently-Built, All-Suite, Full-Service Hotel**
Newer Facility Built in 2017, Top Class Amenities & Ample Free Parking
- 05 Leading Embassy Suites by Hilton Brand Affiliation**
- 06 Strong In-Place Cash Flows**
'24 February TTM: 79% Occupancy, \$197 ADR, \$156 RevPAR
'24 Forecast with Efficiencies: 82% Occupancy, \$205 ADR, \$168 RevPAR,
+15.3% NOI YoY Change
- 07 Operational Upside**
- 08 Assumable Tax Abatement (PILOT Program)**
PILOT Through 2029
- 09 Subdivision Plan Approved by City of Syracuse**
Completed for Seamless Conveyance of Over 6.5 Acres
- 10 Discount to Replacement Cost, Attractive Basis in High-Barrier Market**
- 11 Diminishing Supply**
- 12 Unencumbered by Management**

The Offering

Jones Lang LaSalle Americas, Inc. (“JLL”) is pleased to offer, on an exclusive basis, the fee simple interest in the 209-room Embassy Suites by Hilton Destiny USA (“Hotel” or “Property”). The full-service Hotel offers a relaxed and upscale environment that offers guests two-room suites, free cooked-to-order breakfast, and a complimentary evening reception featuring drinks and light bites every night. The Hotel offers a wide array of amenities including but not limited to 9,360 SF flexible event/meeting space, free parking, a business and fitness center, an indoor pool, a restaurant and café, and a free shuttle service. The Hotel was built in 2017 and is the top performing hotel in the Syracuse market.

The Hotel is ideally located adjacent to Destiny USA, the ninth largest shopping center in America, which attracts over 15.9 million visitors every year. Additionally, the Hotel is two miles north of Downtown Syracuse, at the confluence of Interstate 81 and Interstate 690, giving it seamless access to the area's outer loop with direct access to Syracuse's urban core. Furthermore, the Property is only two miles from the I-81 and I-90 interchange. Interstate 90, otherwise known as the New York State Thruway, runs across New York state and runs directly through Albany, Syracuse, and Buffalo. Greater Syracuse is also well served by Syracuse Hancock International Airport (SYR), which is conveniently located four miles from the Hotel.

Embassy Suites by Hilton Destiny USA offers investors the opportunity to acquire an upper upscale Hilton-branded hotel with strong in-place cash flow that benefits from a strategic location in the diverse Syracuse lodging market. Syracuse is comprised of a wide array of demand drivers such as education, healthcare, leisure, manufacturing, and technology. The Hotel is also positioned well for future growth with the announcement of Micron's \$100 billion computer chip manufacturing complex, which is estimated to create 50,000 jobs in the Syracuse Metropolitan Area. The Hotel is being offered unencumbered by management and at a significant discount to replacement cost in the high-barrier Northeast market.



Investment Highlights

01. Strategic Syracuse Location

Located just two miles north of Downtown Syracuse, the Embassy Suites is strategically located at the confluence of Interstate 81 and Interstate 690, giving it seamless access to the area's outer loop with direct access to Syracuse's urban core. Additionally, the Property is only two miles from the I-81 and I-90 interchange. I-90, otherwise known as the New York State Thruway, runs across New York state and runs directly through Albany, Syracuse, and Buffalo. Air transportation to Greater Syracuse is provided by the Syracuse Hancock International Airport (SYR), which is only four miles from the Hotel, saw its highest ever number of passengers in 2023.



Investment Highlights

02. Unmatched Location Adjacent to Destiny USA

The Hotel is ideally located steps away from Destiny USA, New York's largest fully enclosed shopping, dining, and entertainment destination. As the ninth largest shopping center in the United States, the shopping center is visited by 15.9 million people annually. The Hotel benefits from being heavily co-branded and marketed as being part of the Destiny USA experience, with guests enjoying numerous extra perks, including added savings and conveniences.



NY's Largest
Shopping Center



15.9M
Annual Visits



+2.4M
SF GLA



250+
Retail Brands

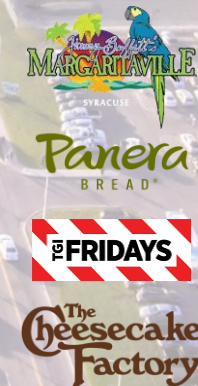
Top Retail Brands



Outlets



Dining



Entertainment



Investment Highlights

03. Access to Diverse Demand Drivers

The Syracuse lodging market benefits from a diverse range of demand drivers consisting of education, healthcare, leisure, corporate, and emerging tech. Syracuse draws visitors from nearby Rochester (85 miles west), Albany (135 miles southeast), and Utica (50 miles east), as well as other major cities nationally. Syracuse University is a significant demand driver for the city with over 22,000 students and 5,000 employees. Upstate Medical University Health System is the region's largest employer with approximately 10,000 employees, which serves Syracuse and other major cities throughout the center of the state. The New York State Fair is another demand driver that attracts millions of people to Syracuse every year for the 13-day spectacle of events and entertainment along with 21 concerts at the St. Joseph's Health Amphitheater at Lakeview. Lastly, Micron has chosen the Syracuse suburb of Clay for its \$100 billion mega-complex of computer chip plants that will begin construction in 2025 – located just 10 miles from the Hotel. Syracuse's mix of its downtown business corridor, sports venues, historic museums, art galleries, and outdoor activities complement the city's medical, commercial, and industrial centers, as well as the lodging market.

Syracuse University



Micron Technology



Investment Highlights

04. Recently-Built, All-Suite, Full-Service Hotel

The Hotel was thoughtfully built in 2017 and is in excellent condition. Offering complimentary Wi-Fi, 9,360 SF flexible event/meeting space, all-suite guestrooms, a business and fitness center, a restaurant, a market for snacks and beverages, and additional amenities including a free shuttle service, the Property offers everything guests expect out of a newly built Embassy Suites.

05. Leading Embassy Suites by Hilton Brand Affiliation

Embassy Suites is one of Hilton's leading upper upscale all-suite hotel brands by project count. With a global footprint of more than 257 open hotels across five countries and territories, Embassy Suites by Hilton is an industry-leading full-service brand. The Embassy Suites brand offers a relaxed and upscale environment that offers guests two-room suites, free cooked-to-order breakfast, and a complimentary evening reception featuring drinks and light bites every night. Hilton's full-service hotel brands are among the most attractive to both travelling customers and the lodging investment community.

06. Strong In-Place Cash Flows

The Embassy Suites is generating substantial operating performance and is consistently the number one hotel in its competitive set. In the trailing 12 months as of February 2024, the Hotel achieved an occupancy of 79.0%, an average daily rate of \$197, a RevPAR of \$156, corresponding room revenue of \$11.9 million, and net operating income of \$4.0 million (net of 4.0% CapEx reserve), which is a 27.0% net operating income margin. The Hotel is forecasted to achieve an occupancy of 82.0%, an average daily rate of \$205, a RevPAR of \$168, corresponding room revenue of \$12.9 million, and net operating income of \$4.5 million (net of 4.0% CapEx reserve), which is a 28.5% net operating income margin.

07. Operational Upside

Ownership has identified and implemented substantial operational savings at the start of 2024. Annual operating expense and labor savings are estimated to be \$250,000.



Investment Highlights

08. Assumable Tax Abatement (PILOT Program)

The Hotel is in an agreement with Onondaga County Industrial Development Agency (OCIDA) under a PILOT, or Payment In Lieu of Taxes, program. The tax abatement at the Property runs through 2029.

09. Subdivision Plan Approved by City of Syracuse

Subdivision approved by the City of Syracuse to enable seamless conveyance of over 6.5 acres and ample free parking.

10. Discount to Replacement Cost, Attractive Basis in High-Barrier Market

The Embassy Suites is being offered at an attractive basis and a significant discount to replacement cost. The cost to develop full-service hotels has increased significantly in recent years and the Northeast is considered a very high-barrier lodging market. A new owner will benefit from an attractive basis and strong lodging fundamentals as a result of limited new supply.

11. Diminishing Supply

The Embassy Suites is positioned well to capture an increase in demand as hospitality supply in the Syracuse market is decreasing. The Sheraton Syracuse University Hotel (235 keys) is closing in May 2024 and will be converted to Syracuse University student housing. In addition, the Ramada by Wyndham (198 keys) closed in December 2022.

12. Unencumbered by Management

The Hotel is being offered unencumbered by management which will allow a potential investor complete flexibility as it relates to ongoing management strategy.



Location Map



CITY	DRIVE TIMES
Utica, NY	50 minutes
Rochester, NY	1 hour 15 minutes
Albany, NY	2 hours 10 minutes
New York, NY	4 Hours

Location Map



amazon

FUTURE HOME OF
Micron

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SYRACUSE
HANCOCK
INTERNATIONAL AIRPORT

EMPOWER
AMPHITHEATER
AT LAKEVIEW

HOME TO
**SYRACUSE
Mets**

THE FAIR
THE GREAT NEW YORK STATE FAIR

centro
Grayhound
AMTRAK

REGIONAL MARKET AUTHORITY

Destiny USA
destiny.usa

**\$85M Aquarium
Development**

**EMBASSY
SUITES**
by Hilton™
DESTINY USA

LAKEFRONT/
INNER HARBOR

DOWNTOWN
SYRACUSE

ROSAMOND GIFFORD
ZOO
Rosamond
Gifford Zoo

HOSPITAL
CORRIDOR

HOME TO
CRUNCH

SYRACUSE UNIVERSITY

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