

DOWNTOWN ERIE · PENNSYLVANIA

Red Roof *PLUS* & Suites *Erie*

100 Keys · Downtown Erie · Renovated 2022 · Minimal PIP

ADDRESS

10 West 18th Street

RENTABLE KEYS

100

KITCHEN-EQUIPPED KEYS

30

RENOVATED & REFLAGGED

2022

Red Roof PLUS+ & Suites

Erie, Pennsylvania.

Besen Hotel Advisory Group presents the opportunity to acquire Red Roof PLUS+ & Suites Erie, a 100-key, exterior-corridor hotel at 10 West 18th Street in Erie, Pennsylvania.

The four-story property underwent a full renovation and opened under the Red Roof PLUS+ & Suites flag in June 2022. With minimal PIP, its room mix includes 30 one-bedroom suites with kitchens, providing accommodation options for families and longer stays.

The downtown location places the hotel near healthcare, university, corporate and event destinations. Union Station, Erie Insurance, Gannon University, Saint Vincent Hospital, UPMC Hamot and the Bayfront Convention Center are within 1.5 miles on a straight-line basis.

RENOVATED · KITCHEN-EQUIPPED · MINIMAL PIP

A 2022 renovation, 30 kitchen-equipped keys and a downtown location near Erie's hospitals, universities and event venues.

Property	Red Roof PLUS+ & Suites Erie
Address	10 W 18th St, Erie, PA 16501
Rentable / Employee Rooms	100 / 4
Building Area	49,604 SF
Hotel Parcel	1.932 acres
Year Built / Renovated	1961 / 2022
Stories / Corridor	4 / Exterior
Zoning	C-2
Property Improvement Plan	Minimal

The *investment highlights*.

01

Renovated in 2022

Fully renovated and reflagged in 2022. The hotel opened under Red Roof on June 17, 2022, and has minimal PIP.

02

30 kitchen-equipped keys

30 one-bedroom suites with kitchens offer a platform for family and longer-stay business.

03

Downtown positioning

The subject is the only downtown hotel in the five-property STR competitive set.

04

Institutional demand nearby

Two hospital systems, universities, corporate offices and event venues are located near the property.

05

Exterior-corridor product

Four stories with 100 rentable guestrooms, free surface parking, guest laundry and EV charging.

06

Multiple operating opportunities

Medical stays, university visits, crew travel and event business are potential channels for a focused sales strategy.

The *property.*



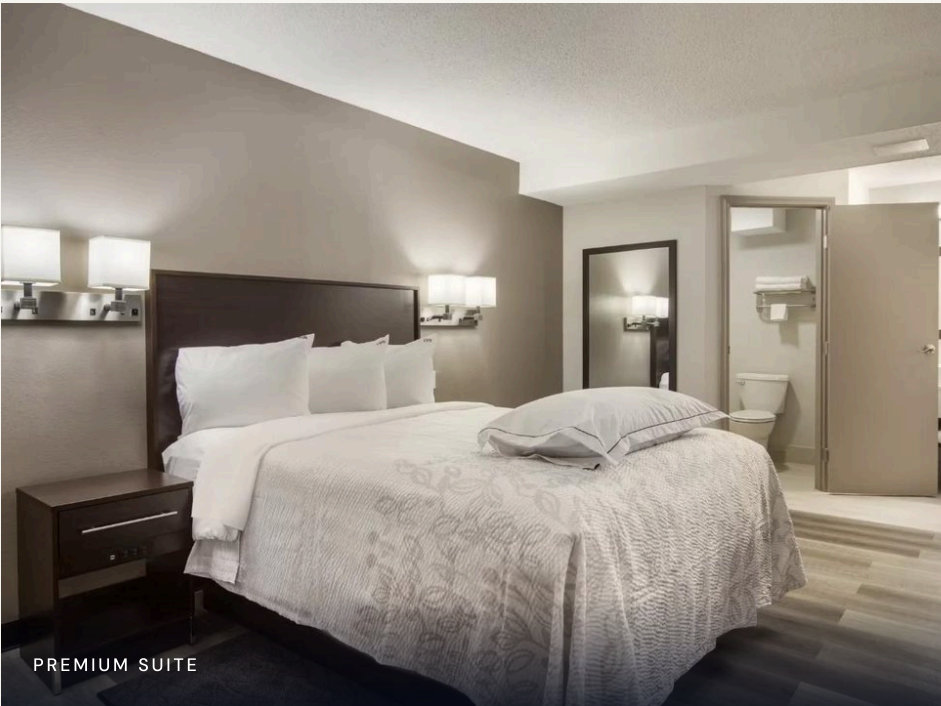
MAIN ENTRANCE & PORTE COCHÈRE

100 RENTABLE KEYS	4 STORIES	2022 RENOVATED
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Year Built	1961
Renovated / Reflagged	2022
Building Area	49,604 SF
Hotel Parcel ID	16-030-001.0-103.00
Hotel Parcel Area	1.932 acres
Zoning	C-2
Stories / Corridors	4 / Exterior
Guestrooms	100 rentable • 4 employee
Brand	Red Roof PLUS+ ® Suites
Parking	Free surface parking
Utilities	All public

The *guestroom mix*.

100 RENTABLE KEYS	30 ONE-BEDROOM SUITES	30% KITCHEN-EQUIPPED MIX
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ROOM TYPE	KEYS	MIX
Double queen	50	50%
King	20	20%
One-bedroom suite with kitchen	30	30%
Total rentable	100	100%

Flexible room configurations

Double-queen and king rooms serve transient guests, while kitchen-equipped suites create options for family, project and longer-stay demand.

The brand & *guest amenities.*

RED ROOF PLUS+ & SUITES

Opened June 17, 2022

A fully renovated, upscale-economy hotel with exterior corridors and a mix of transient and kitchen-equipped accommodations.

Guest amenities

Free Wi-Fi

Guest laundry

EV charging

Pet-friendly

Lobby coffee

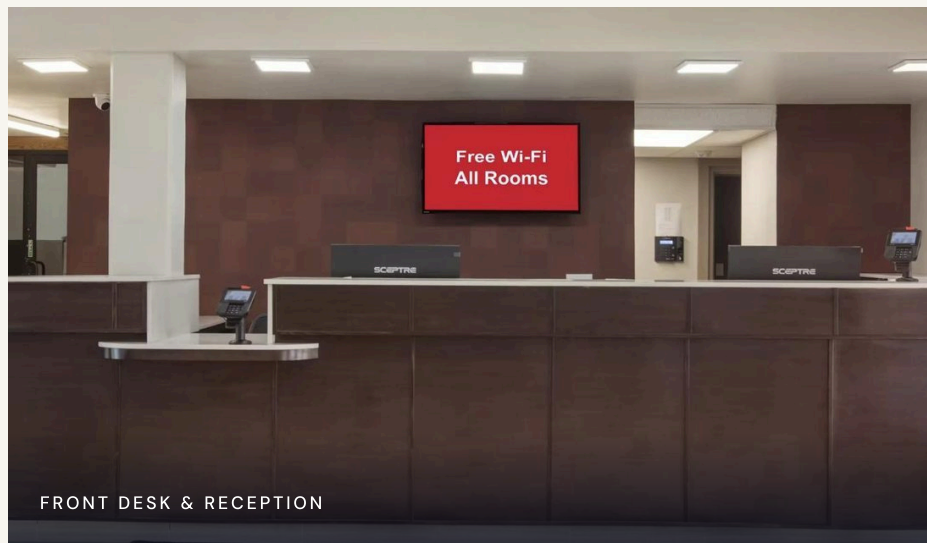
Vending

Microwave & refrigerator

In-room streaming

Smoke-free property

Electronic key locks

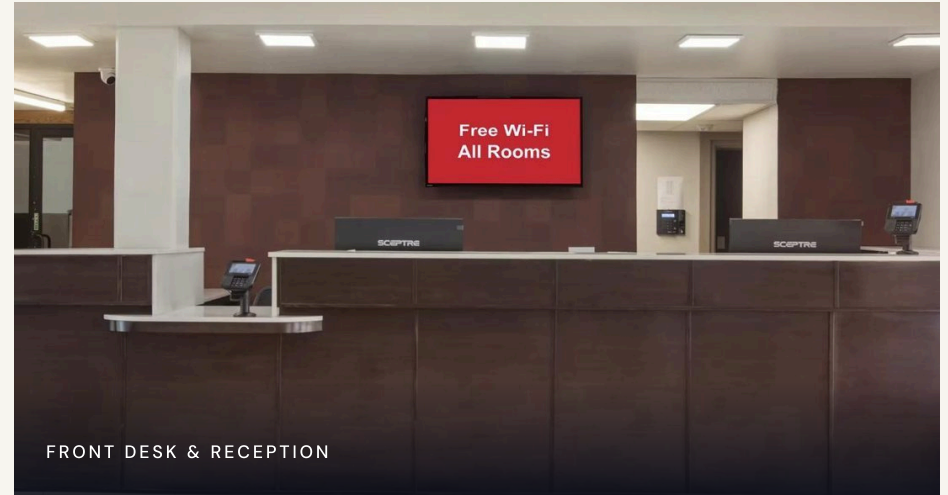


PROPERTY IMPROVEMENT PLAN

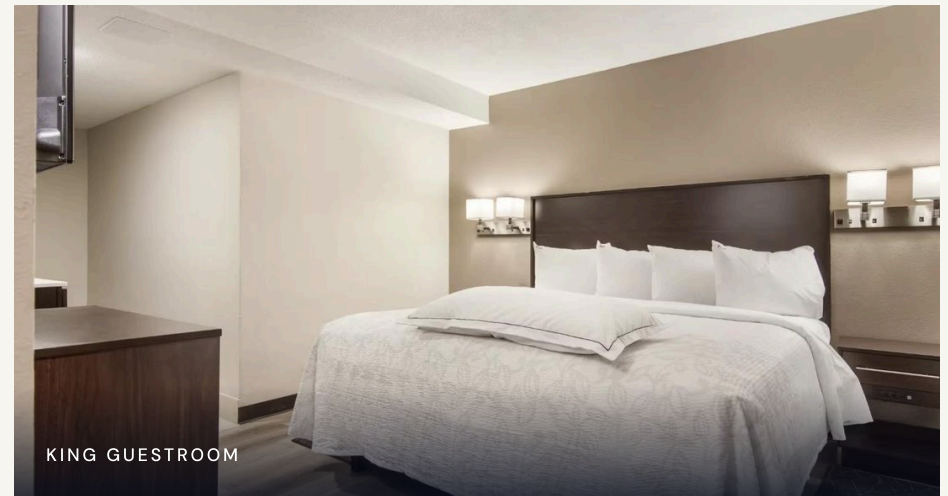
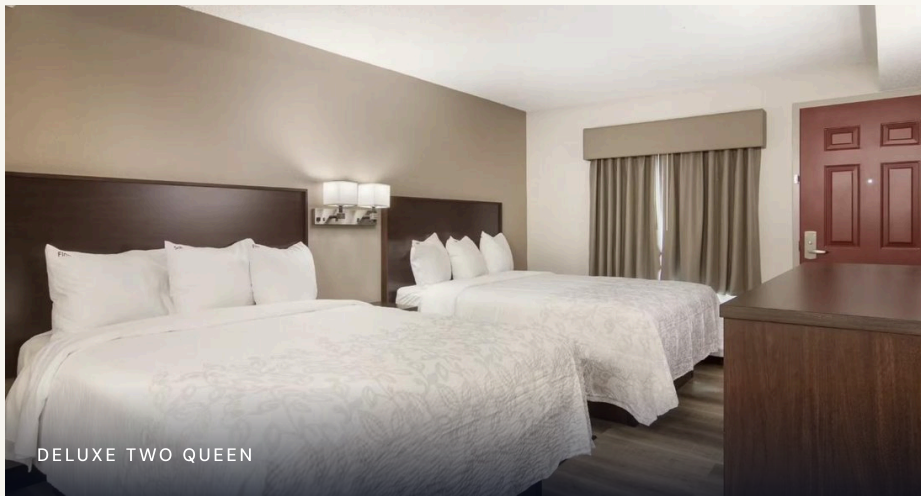
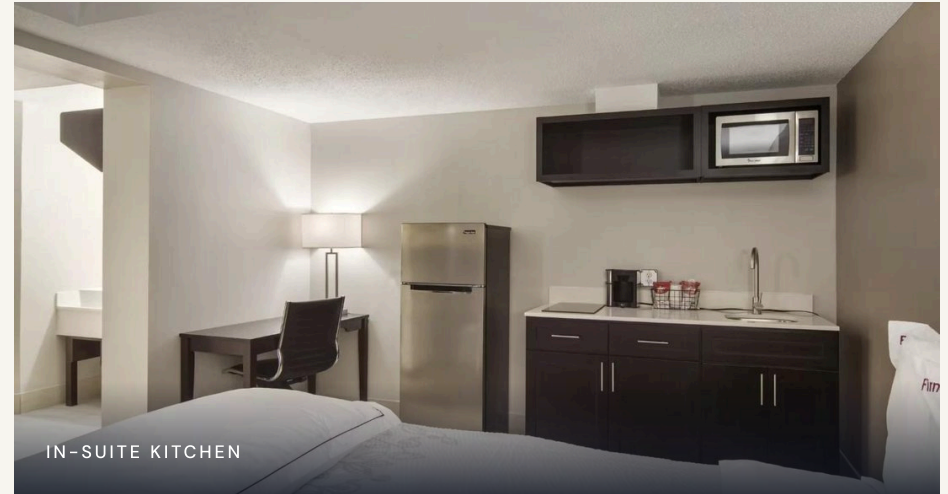
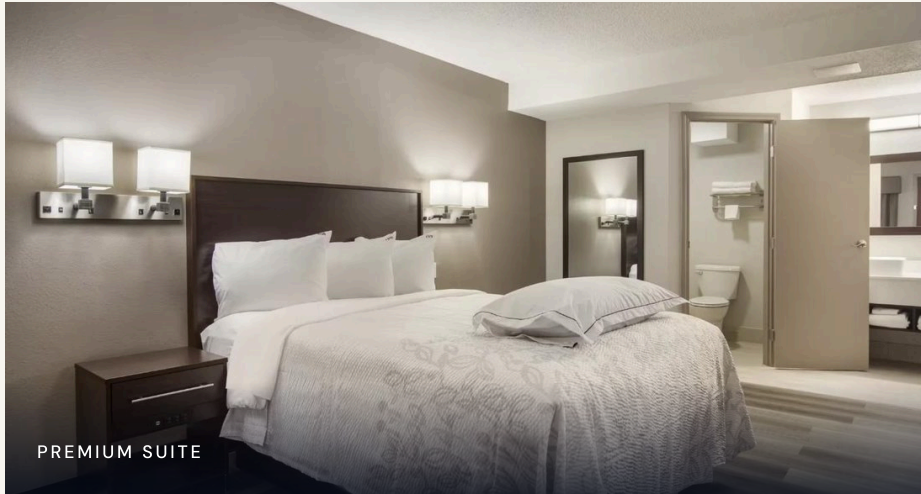
Minimal PIP

Renovated and reflagged in 2022.

Exterior & *public spaces.*



Guestrooms & *suites.*



Downtown Erie.

Regional connectivity.



DESTINATION	APPROX. MILES
Union Station (Amtrak)	0.3
Erie Insurance HQ	0.7
Gannon University	0.9
Saint Vincent Hospital	1.0
UPMC Hamot	1.1
Bayfront Convention Center	1.5
Erie International Airport	5.5

Interstate connections

I-90 at Route 97 (Exit 27): 3.8 miles.
 I-90 at Peach Street (Exit 24): 5.1 miles.
 I-90 / I-79 interchange: 6.4 miles.

Erie's *demand generators.*

01

Healthcare

UPMC Hamot (1.1 miles) and Saint Vincent Hospital (1.0 mile) provide nearby medical destinations for patients, visitors and traveling personnel.

02

Higher education

Gannon University (0.9 mile), Mercyhurst (1.4 miles), LECOM (1.9 miles) and Penn State Behrend (4.9 miles) anchor academic destinations.

03

Corporate & industrial

Erie Insurance headquarters is 0.7 mile away; Wabtec's Lawrence Park facility is 4.2 miles away.

04

Conventions & events

Bayfront Convention Center (1.5 miles), Erie Insurance Arena and Warner Theatre (0.5 mile) provide event destinations.

05

Leisure & recreation

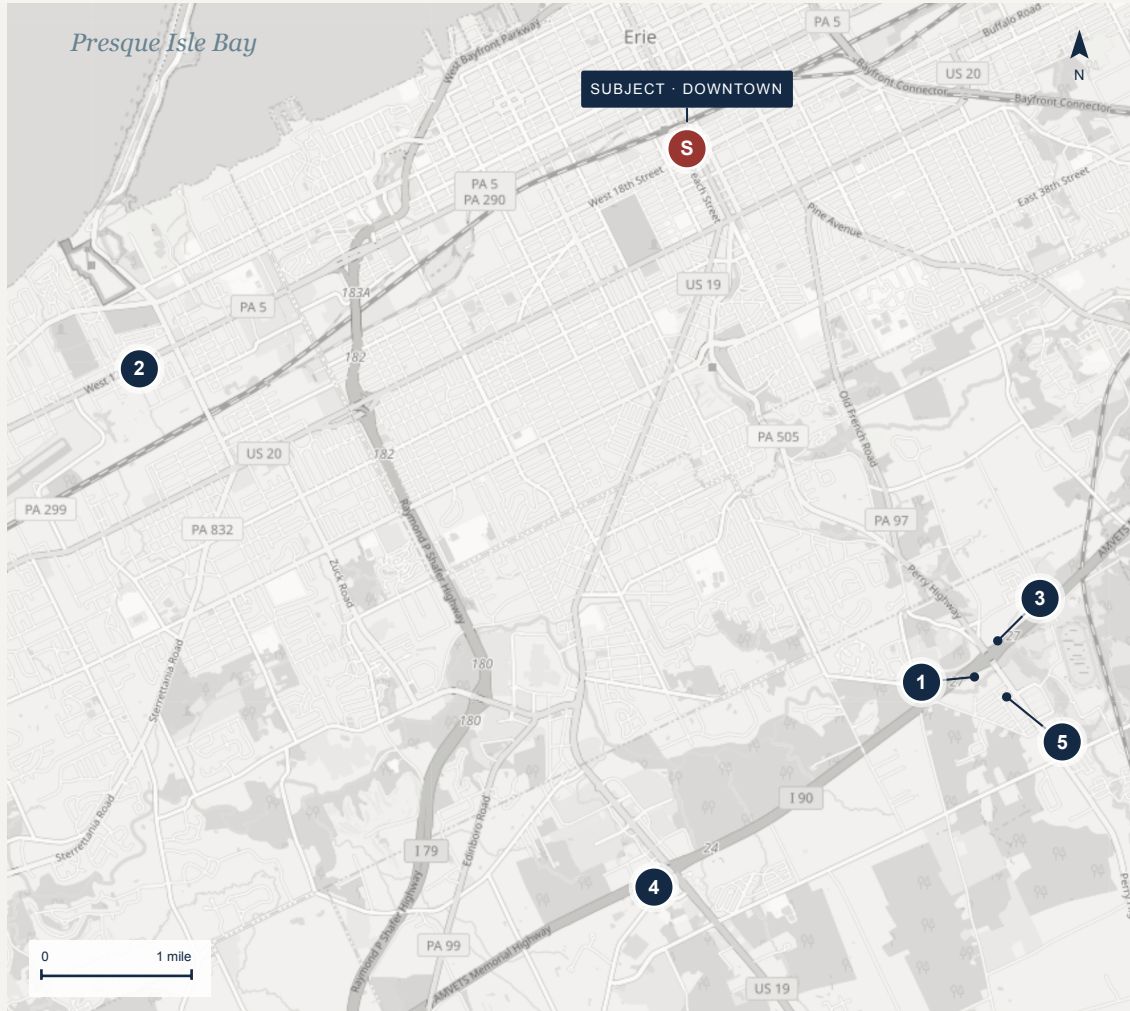
Presque Isle State Park (3.9 miles), Erie Zoo (1.5 miles), Splash Lagoon (4.4 miles) and Presque Isle Downs & Casino (4.5 miles).

06

Rail & regional travel

Union Station is 0.3 mile from the property, with I-90 access connecting the broader Cleveland–Buffalo corridor.

The *competitive landscape*.



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S Red Roof PLUS+ & Suites Erie

10 W 18th Street

SUBJECT PROPERTY

1 Quality Inn & Suites Conference Center

8040 Perry Highway

2 Comfort Inn Erie — Near Presque Isle

3041 W 12th Street

3 Red Roof Inn Erie — I-90

7865 Perry Highway

4 Wingate by Wyndham Erie

8060 Old Oliver Road

5 Baymont by Wyndham Erie

8170 Perry Highway

2025 STR *at a glance.*

DECEMBER 2025 · PROPERTY VS. COMPETITIVE SET

Period	Occupancy (%)			ADR (\$)			RevPAR (\$)		
	Property	Comp Set	MPI	Property	Comp Set	ARI	Property	Comp Set	RGI
Current Month	13.1	31.7	41.4	88.4	65.8	134.3	11.6	20.8	55.6
Year To Date	29.5	46.0	64.1	110.6	88.3	125.3	32.6	40.6	80.3
Running 3 Month	18.8	40.8	45.9	98.5	72.1	136.7	18.5	29.4	62.8
Running 12 Month	29.5	46.0	64.1	110.6	88.3	125.3	32.6	40.6	80.3

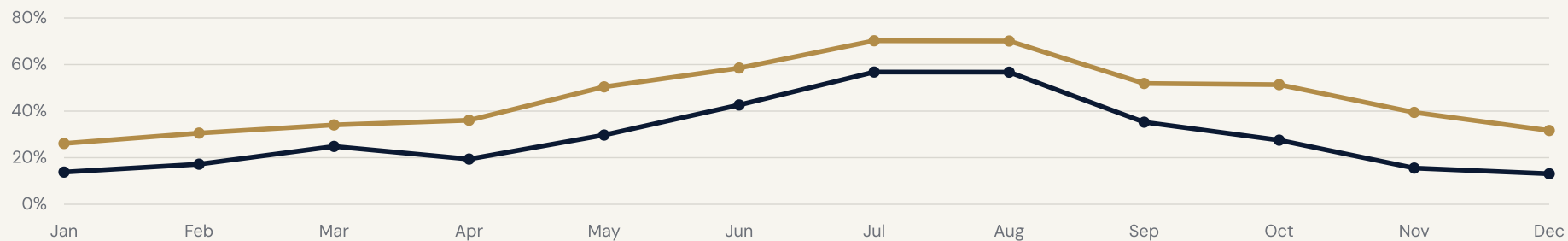
DECEMBER 2025 VS. 2024 · PERCENT CHANGE (%)

Period	Occupancy			ADR			RevPAR		
	Property	Comp Set	MPI	Property	Comp Set	ARI	Property	Comp Set	RGI
Current Month	-15.1%	5.3%	-19.3%	-24.7%	-10.5%	-15.8%	-36.1%	-5.8%	-32.1%
Year To Date	-4.9%	-5.3%	0.5%	-5.4%	-5.6%	0.2%	-10.0%	-10.6%	0.7%
Running 3 Month	-4.6%	-1.2%	-3.5%	-13.7%	-5.0%	-9.1%	-17.7%	-6.2%	-12.3%
Running 12 Month	-4.9%	-5.3%	0.5%	-5.4%	-5.6%	0.2%	-10.0%	-10.6%	0.7%

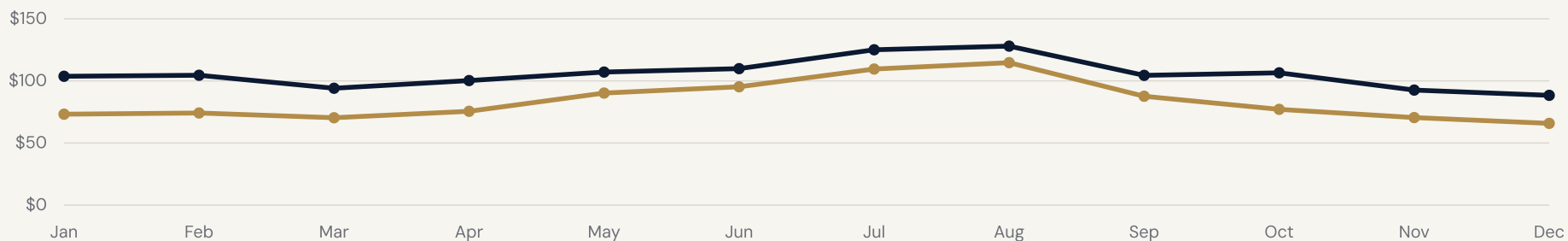
2025 *performance trends.*

Red Roof PLUS+ & Suites Erie Competitive Set

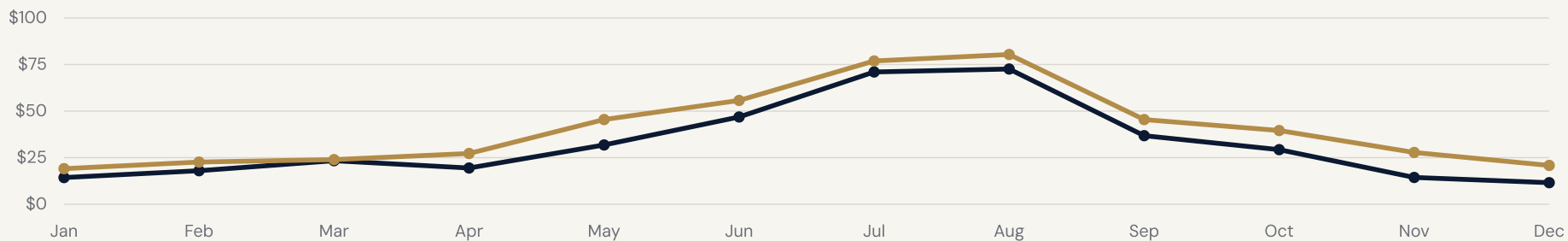
Occupancy (%)



ADR (\$)



RevPAR (\$)



Historical *Profit & Loss.*

USD	2023	% Rev.	2024	% Rev.	2025	% Rev.
OPERATING REVENUE						
Rooms revenue	1,350,315.0	97.8%	1,326,462.0	98.2%	1,190,761.0	97.8%
Other Revenue	29,988.0	2.2%	23,648.0	1.8%	27,307.0	2.2%
Total Revenue	1,380,303.0	100.0%	1,350,111.0	100.0%	1,218,068.0	100.0%
ROOMS DEPARTMENT						
Rooms Expenses	453,517.0	32.9%	480,303.0	35.6%	459,405.0	37.7%
Rooms Departmental Profit	896,798.0	65.0%	846,159.0	62.7%	731,356.0	60.0%
UNDISTRIBUTED OPERATING EXPENSES						
Administrative & General	111,622.0	8.1%	89,735.0	6.6%	64,191.0	5.3%
Information & Telecommunications Systems	23,285.0	1.7%	23,517.0	1.7%	23,338.0	1.9%
Sales & Marketing	7,010.0	0.5%	3,123.0	0.2%	5,937.0	0.5%
Franchise & Distribution Fees	166,000.0	12.0%	170,186.0	12.6%	165,002.0	13.5%
Property Operation & Maintenance	10,115.0	0.7%	17,454.0	1.3%	36,142.0	3.0%
Energy, Water & Waste	77,056.0	5.6%	94,794.0	7.0%	105,709.0	8.7%
Total undistributed expenses	395,088.0	28.6%	398,809.0	29.5%	400,319.0	32.9%
Gross Operating Profit	531,696.0	38.5%	471,000.0	34.9%	358,342.0	29.4%
PROPERTY TAXES & INSURANCE						
Property taxes	32,250.0	2.3%	38,400.0	2.8%	38,400.0	3.2%
Insurance	56,277.0	4.1%	56,836.0	4.2%	57,948.0	4.8%
Net Operating Income	443,169.0	32.1%	375,764.0	27.8%	261,994.0	21.5%

Financial *Pro Forma.*

USD	2027	% Rev.	2028	% Rev.	2029	% Rev.
OPERATING TARGETS						
Occupancy (%)		35.1		40.3		46.3
ADR (\$)		102.0		96.0		90.0
RevPAR (\$)		35.8		38.7		41.7
OPERATING REVENUE						
Rooms Revenue	1,307,422.1	98.0%	1,413,840.2	98.1%	1,520,258.2	98.2%
Other Revenue	27,307.0	2.0%	27,307.0	1.9%	27,307.0	1.8%
Total Revenue	1,334,729.1	100.0%	1,441,147.2	100.0%	1,547,565.2	100.0%
ROOMS DEPARTMENT						
Total Rooms Expenses	440,460.6	33.0%	417,932.7	29.0%	386,891.3	25.0%
Rooms Departmental Profit	866,961.5	65.0%	995,907.5	69.1%	1,133,366.9	73.2%
UNDISTRIBUTED OPERATING EXPENSES						
Administrative & General	69,789.0	5.2%	74,895.5	5.2%	80,001.9	5.2%
Information & Telecommunications Systems	23,338.0	1.7%	23,338.0	1.6%	23,338.0	1.5%
Sales & Marketing	5,937.0	0.4%	5,937.0	0.4%	5,937.0	0.4%
Franchise & Distribution Fees	181,167.6	13.6%	195,913.8	13.6%	210,659.9	13.6%
Property Operation & Maintenance	36,142.0	2.7%	36,142.0	2.5%	36,142.0	2.3%
Energy, Water & Waste	110,108.6	8.2%	114,195.3	7.9%	118,826.9	7.7%
Total Undistributed Expenses	426,482.1	32.0%	450,421.5	31.3%	474,905.7	30.7%
Gross Operating Profit	467,786.3	35.0%	572,793.0	39.7%	685,768.2	44.3%
PROPERTY TAXES & INSURANCE						
Property Taxes	38,400.0	2.9%	38,400.0	2.7%	38,400.0	2.5%
Insurance	57,948.0	4.3%	57,948.0	4.0%	57,948.0	3.7%
Net Operating Income	371,438.3	27.8%	476,445.0	33.1%	589,420.2	38.1%

The *team.*

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The *fine print.*

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