SITE SCOUTS

Hotel Feasibility

7200 W US-290, Austin, TX 78736

US-290 & Circle Dr

Prepared by Site Scouts
October 9, 2026 · Report SAMPLEHO

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1. Executive Summary

A 110-room upscale hotel in a highway market. At an estimated ADR of $187 and 60% stabilized occupancy, the property runs a RevPAR of $112.

$5,321,739	$187	60%	$112	110
TOTAL REV / YR	ADR	OCCUPANCY	REVPAR	ROOMS

First-pass screen. ADR and occupancy are segment and market averages scaled by local income, not property-specific rate data — the bands are deliberately wide.

2. Basis of Analysis

Lodging model: rooms × ADR × occupancy × ~30.4 days. ADR is set by segment scaled by local income; occupancy by market type, the competitive set, and property quality.

Proposed hotel — requester-specified

Rooms	110
Segment	Upscale
Market type	Highway
Flag / brand	Hilton
Restaurant	No
Bar / lounge	Yes
Meeting space (sf)	1500

Property Quality Score — 74 / 100

A 0–100 index of the property (brand flag + amenities). Stronger properties support higher ADR and occupancy.

3. Market & Site

Trade Area — 1.0 mi

Population	20,500
Households	8,200
Median HH Income	$82,000
Pop Density / sq mi	2,450

Competition

Hotels < 1.5 mi	2
Nearest	0.55 mi

4. Revenue Projections (3-Year, Monthly Average)

Low (conservative) scenario

Metric	Year 1	Year 2	Year 3
Room revenue ($/mo)	$283,525	$308,180	$312,802
Total revenue ($/mo)	**$334,560**	**$363,652**	**$369,107**

Mid (expected) scenario

Metric	Year 1	Year 2	Year 3
Room revenue ($/mo)	$345,763	$375,829	$381,466
Total revenue ($/mo)	**$408,000**	**$443,478**	**$450,130**

High (upside) scenario

Metric	Year 1	Year 2	Year 3
Room revenue ($/mo)	$408,000	$443,478	$450,130
Total revenue ($/mo)	**$481,440**	**$523,304**	**$531,154**

TOTAL REVENUE RAMP — MONTHLY AVERAGE (MID)



Wide Low–High bands reflect market-average rates and occupancy; Year 1 reflects ramp-up to stabilized occupancy.

Rate & occupancy. ADR $187 · occupancy 60% · RevPAR $112 — upscale segment in a highway market. These are segment/market averages. **Not property-specific rate data**.

5. Unit Economics

$187	60%	$112	110
ADR	OCCUPANCY	REVPAR	ROOMS

RevPAR (ADR × occupancy) is the headline lodging efficiency metric.

6. Trade-Area Demographics

Ring	Population	Households	Median HH income	Daytime employees	Density / sq mi
0.5 mi	5,125	2,050	$82,000	1,700	2,450
0.75 mi	11,480	4,592	$82,000	3,808	2,450
1.0 mi	20,500	8,200	$82,000	6,800	2,450
1.25 mi	31,980	12,792	$82,000	10,608	2,450

U.S. Census American Community Survey (block-group level) and LEHD workplace data, aggregated to rings around the site.

7. Traffic Counts

Road	Vehicles / day	Source	Year
US-290	24,500	state dot	2025
Circle Dr	3,500	state dot	2025

8. Competition Detail (3)

Name	Brand	Dist (mi)	Type	Impact
Hampton Inn & Suites	Hampton	0.55	hotel	82
Holiday Inn Express	Holiday Inn	1.15	hotel	80
La Quinta Inn	La Quinta	1.60	hotel	72

Nearby hotels profiled by brand tier and measured distance.

9. Planned & Under-Construction Competition

No new competing projects found in local building permits near the site.

10. Certification, Assumptions & Limiting Conditions

Certification of independence

Site Scouts certifies that, to the best of its knowledge:

1. Site Scouts has no present or prospective financial interest in the subject property or the proposed transaction.
2. The fee for this study is fixed and was not contingent on the findings, the projections, or any financing decision.
3. No party to the transaction reviewed, directed, or altered the findings before issuance. The requester supplied only the facility specifications and operating margins, identified as such in this report; any re-issue on revised inputs carries a new verification code.
4. This study was prepared from the data sources and methodology described in this report, as of October 9, 2026.

Certified by Site Scouts October 9, 2026

Sources & method. Produced by Site Scouts from public and third-party data (U.S. Census ACS, BLS Consumer Expenditure spend, Google Places) and from requester-furnished store specifications + operating margin, analyzed with our proprietary site-selection and sales-forecasting model. As of October 9, 2026.

First-pass screen — not a validated lodging feasibility. ADR and occupancy are segment/market averages, not property-specific rate data. Bands are deliberately wide; not a guarantee of results.

No warranty; limitation of liability. Data is from sources deemed reliable but provided “as is,” without warranty of any kind. The recipient is solely responsible for independently verifying every figure and assumption — and consulting qualified legal, financial, and real-estate professionals — before any decision.

Presented by Site Scouts

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This feasibility analysis was prepared for the exclusive use of the requesting party and is a modeled estimate — not a guarantee of actual business performance. It is provided without representation or warranty of any kind.

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