

# 166 S 400 E

MOAB, UTAH 84532  
GRAND COUNTY

35-Room Independent Motel  
Positioned Near Downtown Moab and  
Utah's National Park Destinations

**APEX**

**kw** SOUTH VALLEY  
KELLERWILLIAMS



## APACHE MOTEL

**FOR SALE:** CONTACT BROKER FOR PRICING



## 03 Executive Summary

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## 06 Property Photos

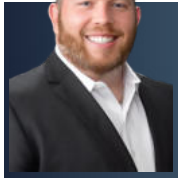
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## 16 Demographics and Traffic Count

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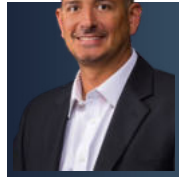
## 20 Location Overview

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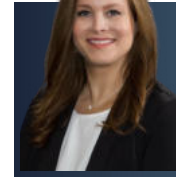
**TRENTON BRIGHT**  
**Team Lead**

contact@apex-cre.com  
UT License: 7961776



**TYLER CARLISLE**  
**Listing Specialist**

(801) 833-2817  
tyler@apex-cre.com  
UT License: 13435653-SA00



**SHERI OSBORNE**  
**Buyer Specialist**

(801) 884-8816  
sheri@apex-cre.com  
UT License: 223875-SA00

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# Executive **Summary**

35-Room Independent Motel Positioned Near  
Downtown Moab and Utah's National Park Destinations



## Property Summary

# 166 S 400 E

## MOAB, UTAH 84532 (GRAND COUNTY)

Apache Motel presents the opportunity to acquire an established 35-room independent economy motel located at 166 S 400 E in Moab, Utah. Originally built in 1955, the two-story property sits on approximately 0.98 acres and contains approximately 15,483 SF of hospitality space. The motel features an exterior-corridor configuration and includes an outdoor swimming pool, business center, on-site retail, and digital key access.

Located within the Moab hospitality market, the property offers convenient access to the surrounding street network and central Moab. The site is zoned C5 and is highly automobile accessible, receiving a 100/100 car-friendly rating, while also offering moderate cycling accessibility. Nearby traffic counts include approximately 1,432 vehicles per day along East Center Street and 1,125 vehicles per day along 100 South.



**APEX**

**kw** SOUTH VALLEY  
KELLERWILLIAMS



**±0.98 Acres**  
LAND AREA



**±15,483 SF**  
BUILDING SIZE



**35**  
ROOMS



**1955**  
YEAR BUILT



**INDEPENDENT MOTEL**  
OPERATION TYPE



**841 VPD**  
TRAFFIC



**US-191**  
REGIONAL HIGHWAY ACCESS

# 166 S 400 E

## MOAB, UTAH 84532, GRAND COUNTY

### INVESTMENT HIGHLIGHTS

#### Established Independent Motel

The supplied materials identify 35 rooms within an operating economy motel, providing an established hospitality acquisition opportunity.

#### Historic Property Identity

The motel's retro roadside character and Western film connections provide a distinctive foundation for property marketing.

#### Defined Physical Footprint

Approximately 15,483 SF across two stories on approximately 0.98 acres, with exterior-corridor guest access.

#### Established Guest Amenities

Outdoor swimming pool, business center, on-site retail, and digital key access, as reported in the supplied materials.

#### Independent Operating Platform

Independent positioning provides an opportunity to evaluate property-specific branding, booking channels, and seasonal pricing strategies.

#### Outdoor Recreation Appeal

National parks, mountain biking, river recreation, and scenic touring create multiple reasons for visitors to stay in the Moab area.

### LOCATION HIGHLIGHTS

#### Central Moab Setting

Located near downtown restaurants, shops, visitor services, and cultural attractions.

#### Arches National Park Access

Convenient access through U.S. Highway 191 to one of southeastern Utah's principal visitor destinations.

#### Canyonlands and Dead Horse Point

Regional access through U.S. Highway 191 and SR-313 connects guests with national park and state park attractions.

#### Sand Flats Recreation Access

Nearby roadway connections lead to the Slickrock Bike Trail and established off-road recreation routes.

#### Regional Transportation Connections

U.S. Highway 191 links Moab with Interstate 70, while Canyonlands Regional Airport provides a nearby aviation gateway.



# Property **Photos**

35-Room Independent Motel Positioned Near  
Downtown Moab and Utah's National Park Destinations



**166 S 400 E**



# Rooms



## Investment Overview

Apache Motel is an established independent economy motel near downtown Moab, Utah. The supplied materials identify 35 rooms within approximately 15,483 square feet on approximately 0.98 acres. Built in 1955, the two-story property features exterior corridors, an outdoor pool, business center, on-site retail, and digital key access.

The investment proposition centers on an existing hospitality operation serving a recognized outdoor recreation destination. Its independent identity provides a platform for evaluating seasonal pricing, direct bookings, and partnerships with local recreation providers. Historical operating statements are needed to assess current cash flow, occupancy, average daily rate, and the financial impact of any proposed operating improvements.





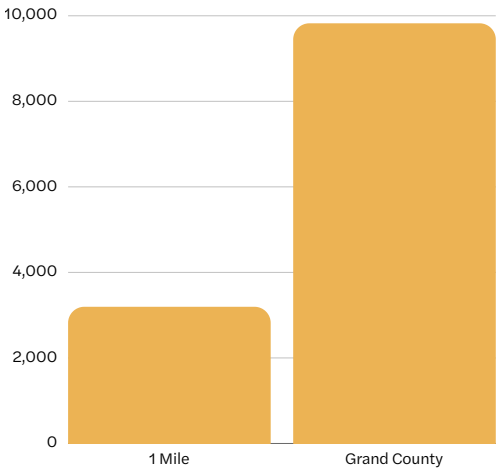
# Demographics & Traffic Count

35-Room Independent Motel Positioned Near  
Downtown Moab and Utah's National Park Destinations



166 S 400 E

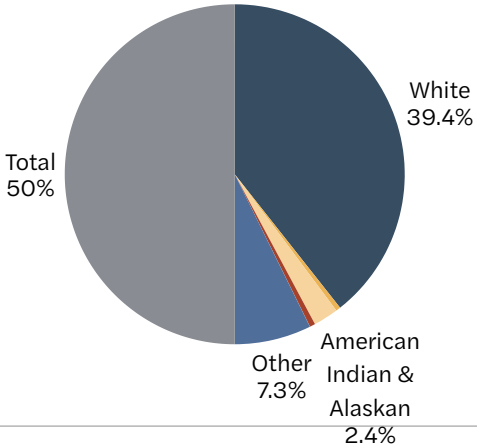
2025 Population



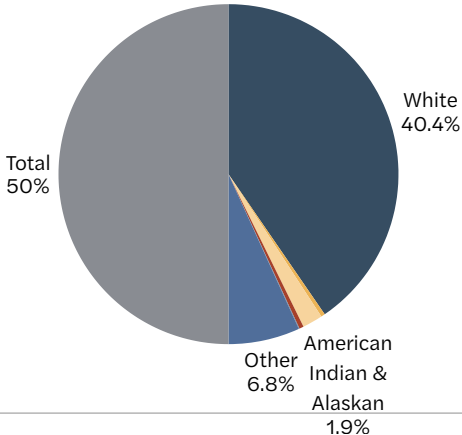
| Geography    | Population |
|--------------|------------|
| 1 Mile       | 3,196      |
| Grand County | 9,824      |

2025 Population by Ethnic Group

2025 Population - 1 Mile



Grand County



| Household Metric           | 1 Mile       | Grand County   |
|----------------------------|--------------|----------------|
| Growth 2020–2025           | -3.36%       | 1.97%          |
| Projected Growth 2025–2030 | 0.22%        | 1.49%          |
| Owner Occupied             | 768 / 56.85% | 2,716 / 66.49% |
| Renter Occupied            | 583 / 43.15% | 1,369 / 33.51% |



## 2025 Avg Household Income

**1 Mile: \$50,849 | Grand County: \$68,258**



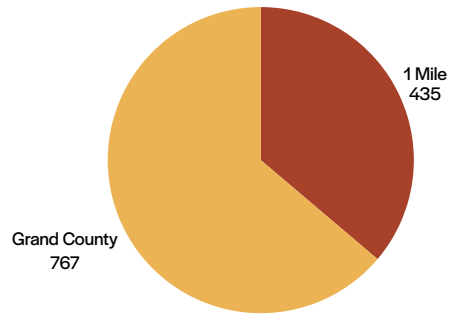
## 2025 Median Age

**1 Mile: 38.80 | Grand County: 41.00**

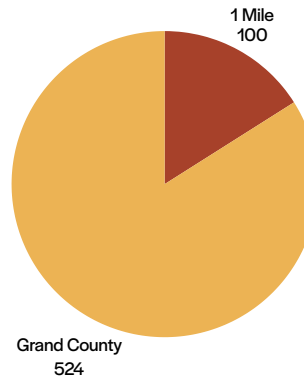
## 2025 Households by HH Income

**1 Mile: 1,351 | Grand County: 4,085**

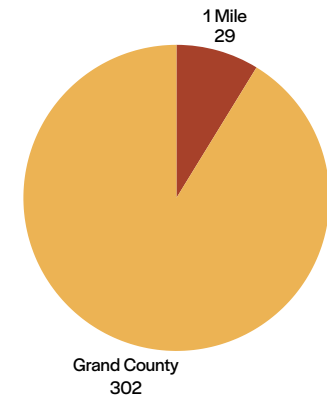
### Less than \$25,000



### \$75,000 - \$100,000

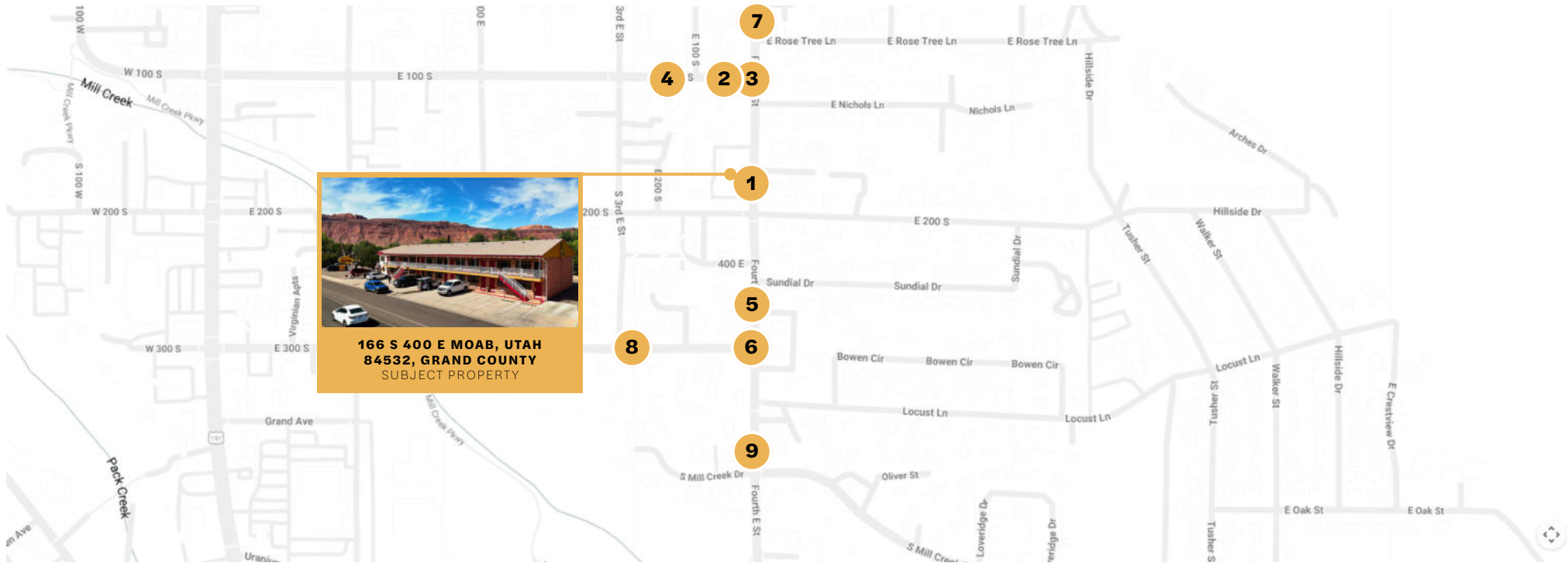


### More than \$200,000



| 2025 Households by Household Income | 1 Mile | %       | Grand County | %       |
|-------------------------------------|--------|---------|--------------|---------|
| Income: <\$25K                      | 435    | 32.20%  | 767          | 18.78%  |
| Income: \$25K–\$50K                 | 227    | 16.80%  | 680          | 16.65%  |
| Income: \$50K–\$75K                 | 256    | 18.95%  | 760          | 18.60%  |
| Income: \$75K–\$100K                | 100    | 7.40%   | 524          | 12.83%  |
| Income: \$100K–\$125K               | 183    | 13.55%  | 506          | 12.39%  |
| Income: \$125K–\$150K               | 47     | 3.48%   | 270          | 6.61%   |
| Income: \$150K–\$200K               | 74     | 5.48%   | 276          | 6.76%   |
| Income: \$200K+                     | 29     | 2.15%   | 302          | 7.39%   |
| Total Households                    | 1,351  | 100.01% | 4,085        | 100.01% |

# Traffic Count Report



| # | Street             | Cross Street       | Cross Str Dist | Count Year | Avg Daily Volume | Volume Type | Miles from Subject Property |
|---|--------------------|--------------------|----------------|------------|------------------|-------------|-----------------------------|
| 1 | 400 East           | 200 South          | 0.07 S         | 2026       | 841              | MPSI        | 0.02                        |
| 2 | 100 South          | 100 South          | 0.74 W         | 2026       | 1,125            | MPSI        | 0.07                        |
| 3 | 400 East           | Fourth East St     | 0.00 SE        | 2026       | 836              | MPSI        | 0.08                        |
| 4 | 100 South          | 100 South          | 0.62 W         | 2026       | 1,135            | MPSI        | 0.11                        |
| 5 | 400 East           | Sundial Street     | 0.03 NW        | 2026       | 850              | MPSI        | 0.11                        |
| 6 | 400 East           | 300 South          | 0.00 S         | 2026       | 566              | MPSI        | 0.14                        |
| 7 | 400 East           | East Center Street | 0.02 NW        | 2026       | 841              | MPSI        | 0.17                        |
| 8 | 300 South          | 2nd East St        | 0.04 W         | 2026       | 567              | MPSI        | 0.18                        |
| 9 | East Center Street | East Center Street | 0.05 W         | 2026       | 1,432            | MPSI        | 0.19                        |



# Location Overview

35-Room Independent Motel Positioned Near  
Downtown Moab and Utah's National Park Destinations

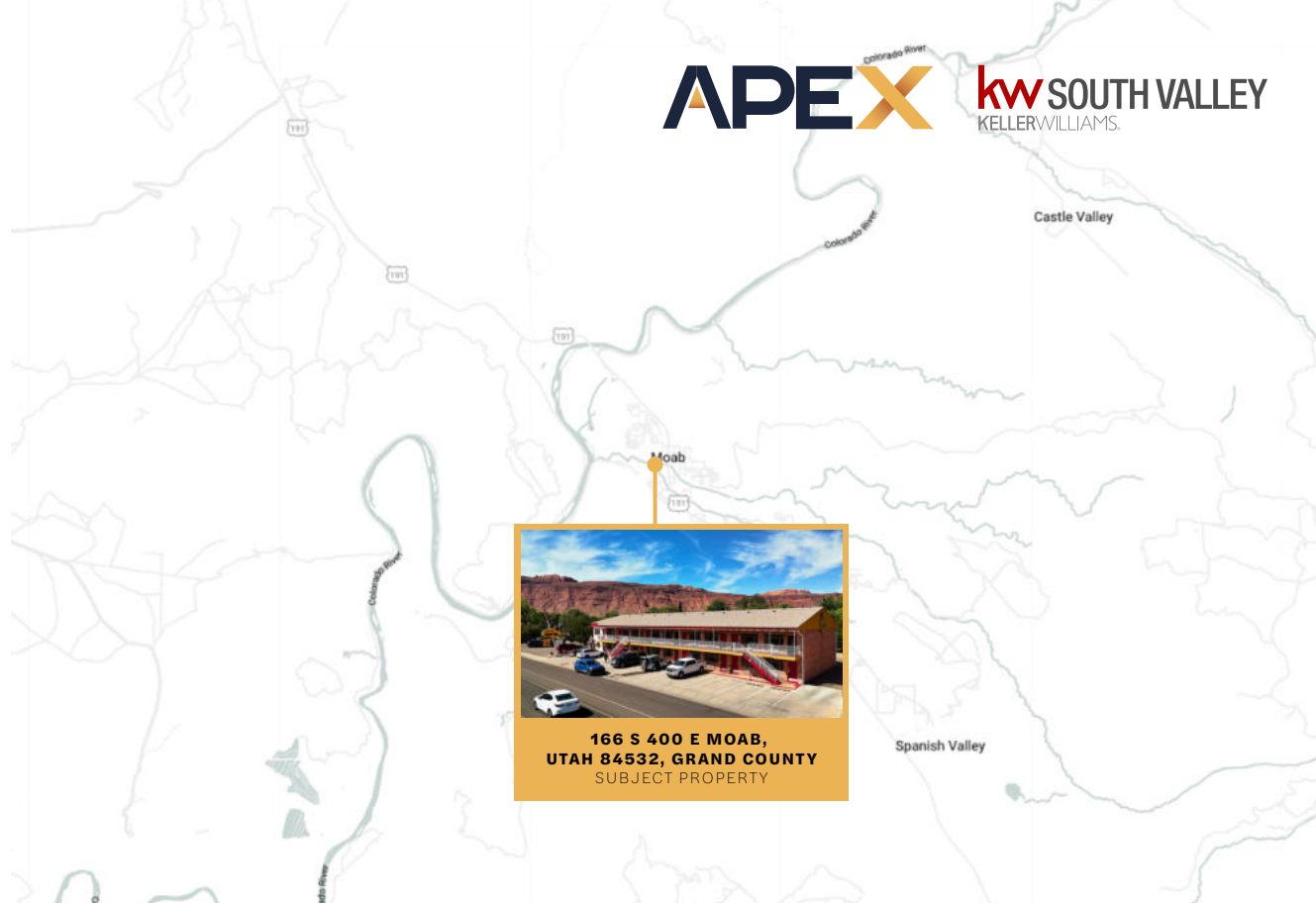


166 S 400 E



Moab, Utah is a regional visitor and service center surrounded by southeastern Utah's red-rock landscapes. U.S. Highway 191 serves as the primary transportation corridor through town, connecting north toward Interstate 70 and south toward other canyon-country destinations. Apache Motel's location on 400 East places guests near downtown amenities while maintaining access to the broader roadway network.

The surrounding recreation landscape includes Arches National Park, Canyonlands National Park's Island in the Sky district, Dead Horse Point State Park, and Sand Flats Recreation Area. Hiking, mountain biking, off-road touring, rafting, and scenic drives provide a broad range of visitor activities. Downtown restaurants, shops, outfitters, and cultural attractions complement these outdoor destinations. This combination supports Moab's role as a lodging base for travelers planning multiple excursions throughout the region.



[guidealong.com](http://guidealong.com)



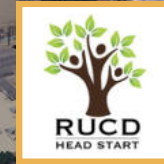
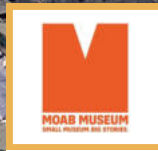
[travel.usnews.com](http://travel.usnews.com)

# Highway Access

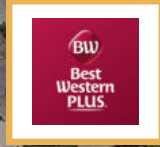
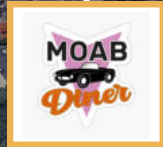


# APEX

**KW SOUTH VALLEY**  
KELLER WILLIAMS



**E 100 N**



**E 100 S**



CENTER STREET  
BALLPARKS



Purple Sage Flats



166 S 400 E MOAB,  
UTAH 84532 GRAND COUNTY  
SUBJECT PROPERTY



MODERN  
MESA

**S 3RD ST**



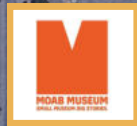
**FOURTH E ST**

# Area Amenities

APEX

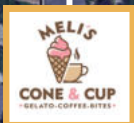
KW SOUTH VALLEY  
KELLER WILLIAMS

191

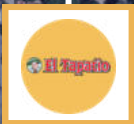


CENTER STREET  
BALLPARKS

MODERN  
MESA

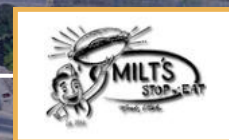
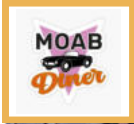


Purple Sage Flats



166 S 400 E MOAB,  
UTAH 84532 GRAND COUNTY  
SUBJECT PROPERTY

EXPRESS GROCERY  
SPORTING GOODS



**Moab combines a small resident community with an established visitor economy. Tourism and outdoor recreation support local lodging, restaurants, retailers, and guide services. Moab Regional Hospital and Utah State University's Moab campus add healthcare and educational resources serving the surrounding community.**

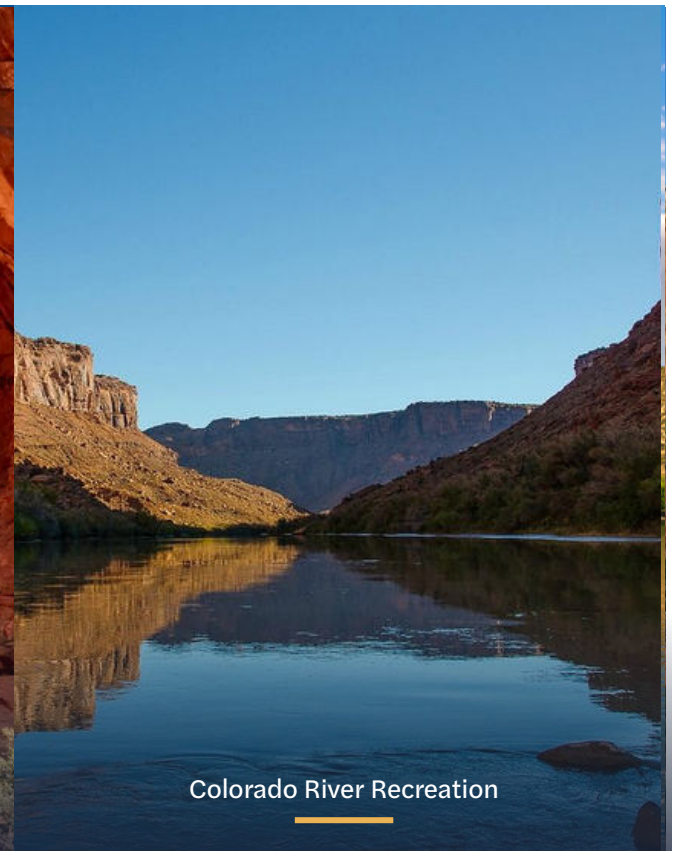
The community's identity reflects its canyon-country setting and regional history. Downtown cultural amenities, including the Moab Museum, complement access to public lands and recreation destinations. For Apache Motel, this setting provides a connection to both local services and the experiences that draw travelers to southeastern Utah.



Downtown Moab



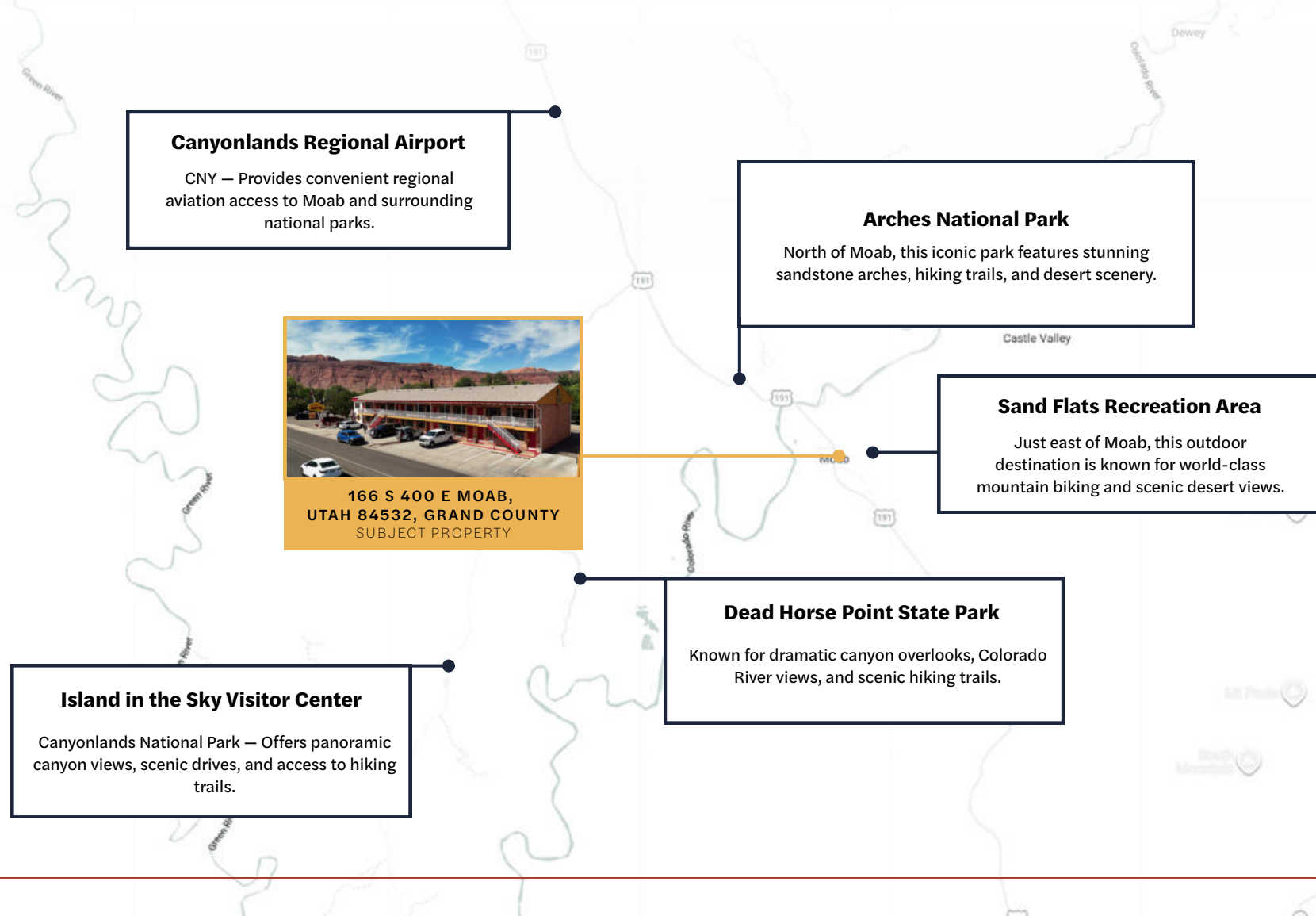
Arches National Park



Colorado River Recreation

Apache Motel's central Moab location provides access to downtown dining, visitor services, and U.S. Highway 191. The highway connects travelers with Arches National Park, Canyonlands Regional Airport, and Interstate 70. Local connections through 400 East, Mill Creek Drive, and Sand Flats Road provide access to Sand Flats Recreation Area.

Moab also serves as a base for exploring Canyonlands National Park's Island in the Sky district, Dead Horse Point State Park, and surrounding recreation lands. Hiking, mountain biking, off-road touring, river excursions, and scenic drives create complementary travel itineraries, supporting the motel's positioning for visitors planning several days of regional exploration.





**TRENTON BRIGHT**  
**Team Lead**

contact@apex-cre.com  
UT License: 7961776



**TYLER CARLISLE**  
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