

SLEEP INN CONVERSION IDAHO FALLS - IDAHO



WESLEY CHRISTENSEN
KW COMMERCIAL BOISE
IDAHO LICENSE NUMBER: SP42047
1065 S. ALLANTE PLACE
BOISE, ID 83709



CONFIDENTIALITY & DISCLAIMER

KW Commercial Boise (“Broker”) has been exclusively retained to represent the Seller in the marketing of the investment opportunity described in this Marketing Package (the “Property”). Ironwood Hotel Advisors is a hospitality brokerage team operating within KW Commercial Boise.

KW Commercial Boise Broker of Record:
Catharine Quinn Idaho Broker License Number: DB31789

Confidentiality & Restricted Use

This Marketing Package is intended solely for your limited use and benefit in determining whether you have a preliminary interest in acquiring the Property. The information contained herein is strictly confidential and proprietary in nature. By accepting these materials, you agree:

- To hold and treat the information in the strictest confidence.
- Not to disclose, copy, or distribute the Marketing Package to any other person or entity without the prior written consent of the Seller or Broker.
- To use the Marketing Package only for the purpose of evaluating a potential acquisition.

Due Diligence & Accuracy of Information

The information contained in this Marketing Package has been obtained from the Seller and other sources deemed reliable; however, neither the Seller nor Broker makes any representation or warranty, express or implied, as to its accuracy or completeness.

- Independent Verification: All financial projections, snapshots, and property details are provided for general reference only. Prospective purchasers are expected to conduct their own independent investigation and verify all financial data, including taxes, rents, and expenses.
- Pro Forma Limitations: Any "Pro Forma" or forward-looking statements are based on assumptions that may not reflect current or future market performance. Purchaser must independently confirm the accuracy of all projections.

Non-Circumvention & Site Visits

- To maintain the operational integrity of the Property, all inquiries and site visits must be coordinated exclusively through Broker.
- No Direct Contact: Under no circumstances shall the prospective purchaser, or any agents/representatives thereof, contact the Property’s staff, management, tenants, or ownership directly.
- Appointed Tours: Property walk-throughs are available by appointment only. Please contact the listing agent to schedule.

Seller’s Reserved Rights

The Seller expressly reserves the right, at its sole discretion, to reject any or all expressions of interest or offers and to withdraw the Property from the market at any time without notice. Seller shall have no legal obligation to any party unless and until a written Purchase and Sale Agreement (PSA) has been fully executed and delivered by both parties.

SUMMARY

KW Commercial Boise is pleased to present the 56-room Sleep Inn conversion opportunity in Idaho Falls, Idaho—the nation’s #2 Best-Performing Small City. This interior-corridor property, currently operating as a Comfort Inn, is strategically positioned for a brand transition to Sleep Inn, allowing a new owner to capitalize on Choice Hotels’ "Scenic Dreams" refresh to elevate the guest experience while achieving superior operating margins. Ideally situated at the prominent I-15 and US-20 interchange, the hotel serves as a primary gateway to the region, capturing a diverse and recession-resilient demand mix that includes consistent year-round corporate travelers from the Idaho National Laboratory, surging volume from the nearby Idaho Falls Regional Airport, and massive seasonal tourism overflow from Yellowstone National Park. Supported by a powerful global reservation system, this conversion represents a prime opportunity to reposition a stabilized asset in one of the Pacific Northwest’s most dynamic and high-growth markets.

PRICE PER ROOM	\$71,492
TOTAL NUMBER OF ROOMS	56
OCCUPANCY	48.2%
ADR	\$96.87
REVPAR	\$46.67

INVESTMENT HIGHLIGHTS

- Strategic Brand Incentives**
 This conversion qualifies for Choice Hotels’ "Key Money" incentives, providing significant upfront capital to offset Property Improvement Plan (PIP) costs. Once converted, the Sleep Inn brand offers one of the most efficient operating models in the midscale segment, designed to maximize Net Operating Income (NOI) through lower labor requirements and a modernized, cost-effective prototype.
- Premier Gateway to National Parks**
 As the primary logistics hub for the 4.7 million annual visitors to Yellowstone and Grand Teton, the hotel captures significant seasonal overflow and stopover traffic. This leisure demand is further bolstered by the record-breaking growth of the Idaho Falls Regional Airport (IDA), which is currently undergoing a major expansion to accommodate surging passenger volumes.
- Recession-Resistant Economic Anchor:**
 The property is strategically located just minutes from the Idaho National Laboratory (INL), a \$4.2 billion economic driver and the nation’s lead nuclear research center. This federal presence provides a consistent, high-wage corporate demand base from visiting scientists and contractors, insulating the hotel from broader economic volatility.

OFFERING PRICE

\$4,000,000

PROFORMA CAP RATE

8.84%

PROFORMA RRM

3.97



PROPERTY PHOTOS

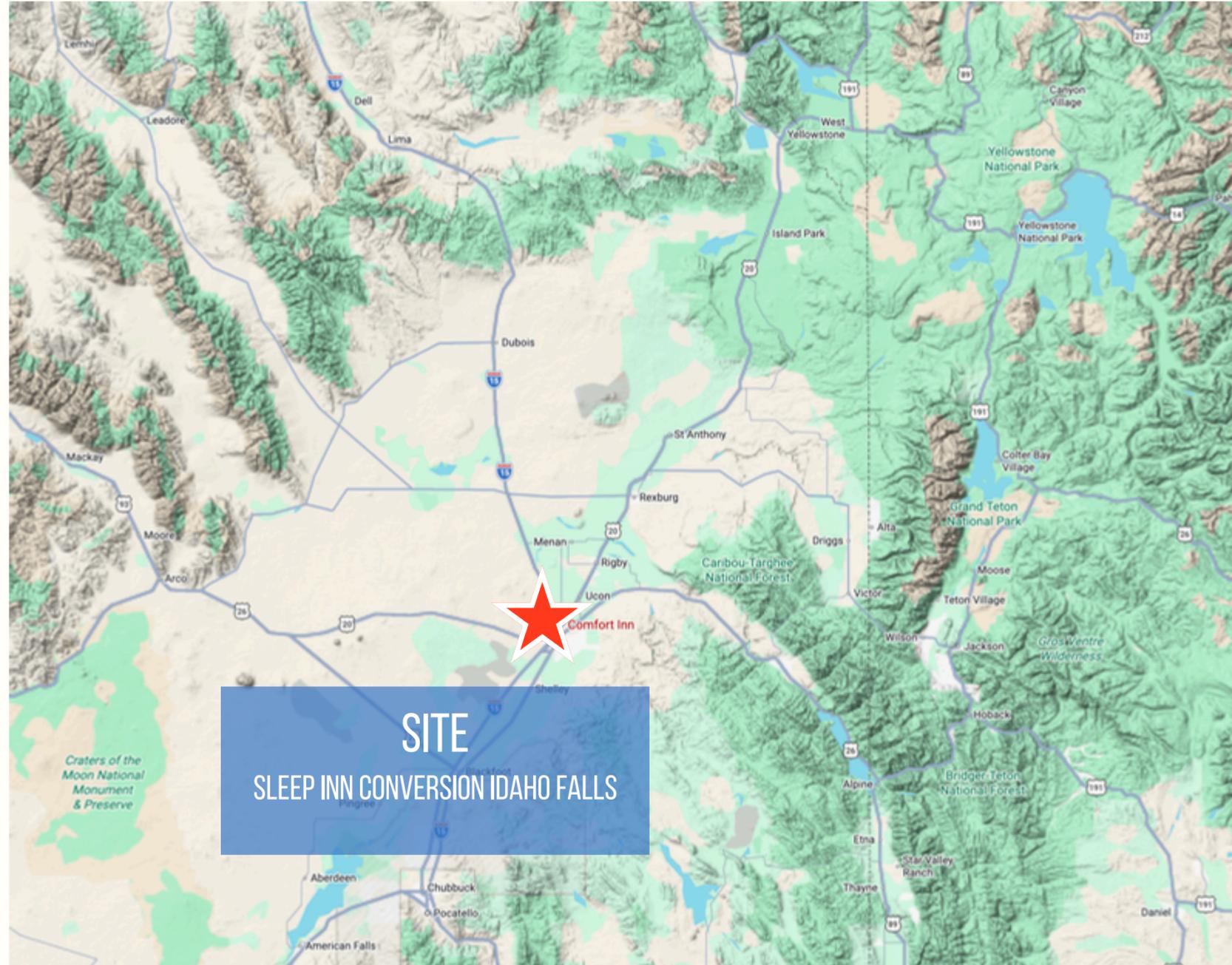


PROPERTY PHOTOS



AREA OVERVIEW

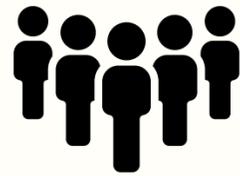
AREA OVERVIEW



IDAHO FALLS, ID

Idaho Falls is situated in the southeastern part of Idaho and has a robust economy and numerous attractions for new businesses. The city's strategic location at the intersection of the I-15 and US-20 corridors provides easy access to both the Intermountain West and the heavy tourism traffic of the Yellowstone circuit, making it a prime spot for commerce. A burgeoning tech and research hub, Idaho Falls attracts high-tech companies and government contractors with its innovative ecosystem anchored by the Idaho National Laboratory and access to a

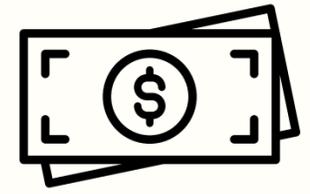
highly skilled scientific workforce. The city offers a business-friendly environment with competitive tax rates, incentives for new development, and a supportive local government focused on infrastructure expansion. Idaho Falls has experienced significant population growth, driven by top-tier schools, diverse housing options, and a high quality of life. The availability of modern infrastructure, coupled with the scenic Snake River Greenbelt and world-class outdoor recreational opportunities, makes Idaho Falls an appealing destination for both businesses and residents.



71,000
POPULATION



\$71,500
MEDIAN HOUSEHOLD INCOME



\$93,800
AVERAGE HOUSEHOLD INCOME



1.55%
PROJECTED ANNUAL GROWTH RATE



3,800
TOTAL BUSINESS



84,000
TOTAL EMPLOYEES



\$2,750
MONTHLY HH CONSUMER RETAIL EXPENDITURES



MARKET GENERATORS

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IDAHO NATIONAL LABORATORY (INL)

The Idaho National Laboratory, headquartered in Idaho Falls, acts as the economic anchor for the entire region. As the nation's leading center for nuclear energy research and a critical hub for national security, the INL employs over 6,100 researchers, support staff, and engineers with an average salary exceeding \$100,000. The lab's massive footprint generates over \$3 billion in annual economic output and supports a robust ecosystem of defense contractors, energy startups, and technology vendors who require constant presence in the city. This federal stability creates a recession-resistant base of corporate lodging demand. The hotel captures a steady stream of government officials, visiting scientists, and Department of Energy contractors who travel midweek for site visits and collaboration. Unlike typical corporate demand which fluctuates with market cycles, the INL provides a consistent, year-round baseline of high-quality room nights, with guests often requiring extended stays and business-friendly amenities like high-speed Wi-Fi and in-room workspaces.

MARKET GENERATORS



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THE "GATEWAY" TO NATIONAL PARKS & OUTDOOR RECREATION

Idaho Falls serves as the primary logistical hub for millions of visitors traveling to Yellowstone National Park and Grand Teton National Park. Located just two hours from the West Yellowstone entrance and Jackson Hole, the city captures massive overflow demand during the peak summer season. With in-park lodging often sold out months in advance or prohibitively expensive, Idaho Falls offers a high-value alternative for tour groups, international travelers, and families. The Idaho Falls Regional Airport (IDA) recently shattered passenger records, adding nonstop flights to major hubs specifically to accommodate this influx of outdoor enthusiasts. The hotel is ideally positioned to serve this leisure segment, offering a convenient stopover for travelers utilizing I-15 and US-20. Guests frequently use the property as a "base camp" to explore nearby attractions like the Snake River Greenbelt, Craters of the Moon National Monument, and the Mesa Falls Scenic Byway. This leisure volume drives significant RevPAR compression from May through October, complementing the city's corporate stability.



MARKET GENERATORS



EASTERN IDAHO REGIONAL MEDICAL CENTER (EIRMC)

Functioning as the healthcare sanctuary for a massive geographic area, the Eastern Idaho Regional Medical Center (EIRMC) is a key driver of non-discretionary lodging demand. As a Level II Trauma Center and the only Burn Center in the state of Idaho, EIRMC draws patients and specialists from Southeast Idaho, Western Wyoming, and Southern Montana. The facility serves as a teaching hospital and a hub for specialized care, generating consistent room nights from visiting medical professionals, traveling nurses, and patient families who require accommodations close to the campus. For families facing medical emergencies or extended treatments, the hotel offers a reliable and comfortable environment. The property's proximity to the hospital, combined with amenities such as complimentary breakfast and flexible booking policies, makes it a preferred option for those who need to be near loved ones receiving care. This segment provides a stable layer of demand that is unaffected by economic downturns or seasonal weather shifts.

MARKET GENERATORS



MOUNTAIN AMERICA CENTER & REGIONAL EVENTS

The recently completed Mountain America Center has transformed Idaho Falls into a premier destination for entertainment and conventions in the Mountain West. This 48,000-square-foot venue features a 6,000-seat arena that hosts the Idaho Falls Spud Kings (hockey), major touring concerts, trade shows, and statewide conferences. The center draws thousands of attendees from surrounding counties for events that span multiple days, directly fueling weekend room demand. The hotel benefits from the surge in compression generated by these events. Fans traveling for hockey games, concert-goers from rural areas who prefer not to drive home late at night, and conference attendees all seek quality lodging near the venue. Additionally, the city's robust youth sports market—anchored by regional soccer and baseball tournaments—utilizes the hotel for team blocks, particularly on weekends when corporate travel is lighter, ensuring high occupancy levels throughout the week.

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195 S. COLORADO AVE. IDAHO FALLS, ID 83402



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