

# THE CANYONS COLLECTION



# EXECUTIVE SUMMARY

Cliffrose Group is pleased to present The Canyons Collection, a premier hospitality portfolio opportunity in the heart of Kanab, Utah, a town emerging as one of the Southwest's most desirable boutique tourism markets. The offering includes two operating hotels, Canyons Hotel and Canyons Lodge along with an owner's suite and dedicated employee housing. Together, these assets represent a rare chance to acquire a well-established, highly rated collection with immediate brand conversion potential and long-term appreciation upside.

Kanab has evolved from a stopover for National Park visitors into a true destination for high-end adventure travelers, known for its film history, outdoor and agriculture-forward culture, and proximity to Zion, Bryce Canyon, the Grand Canyon, and Lake Powell. With Hilton's Outset Collection expressing brand interest, this opportunity offers investors a path to elevate a proven hospitality platform into Kanab's next flagship boutique resort experience.





# INVESTMENT OVERVIEW

## PROPERTY NAME

CANYONS COLLECTION

## LOCATION

236 N HWY 89, KANAB, UT, 84741

## OFFERED PRICE

\$4,395,000

## TOTAL KEYS

44 GUESTROOMS + 1 OWNER'S SUITE

## TOTAL SIZE

~1.24 ACRES (ACROSS 4 PARCELS)

## TAX DISTRICT

02 - KANAB CITY

## PARCEL #

K-31-5, K-30-8, K-30-7A,  
K-30-9, K-31-3A

## ZONING

COMMERCIAL (C-2) + RESIDENTIAL (R-1-8)

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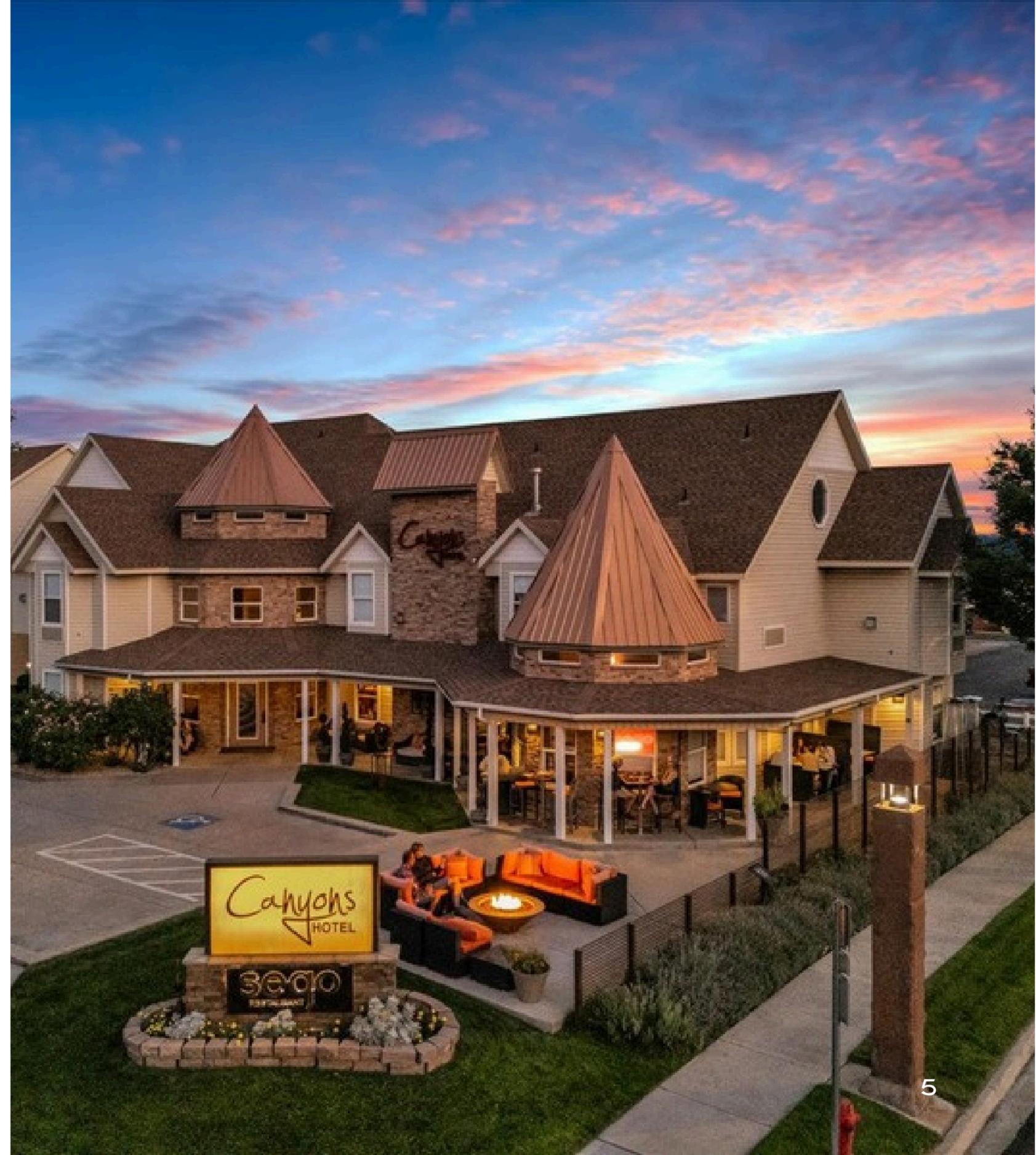


# PROPERTY SUMMARY

## *Canyons Hotel*

The ground floor area is 7,346 square feet including a 1,295-square-foot restaurant. There is 6,683 square feet on the second floor and 947 square feet on the third floor. The hotel building area is 14,976 square feet and has 28 rooms and was renovated in 2015.

- 28 Guestrooms & Suites
- Home to **Sego Restaurant**, one of Utah's highest-rated culinary experiences, led by acclaimed Chef Shon Foster.
- Identified with interest by Hilton as a candidate for conversion into an **Outset Collection by Hilton** property, Hilton's newest upscale independent brand.
- PIP already issued and determined to be a low-lift conversion, offering high value potential and brand-driven revenue growth.
- Located along Highway 89 within walking distance of Kanab's main attractions, galleries, and dining.



# CANYONS HOTEL

*Current Exterior*



# POTENTIAL CONVERSION

*Exterior*



## *Disclosure:*

Outset Collection is contingent on performance of Hilton's PIP requirements as stated on the PIP provided by their team. Design of this conversion on this deck is only provided as inspiration for potential changes but not part of the PIP requirements.

# CANYONS HOTEL

*Current Interior*



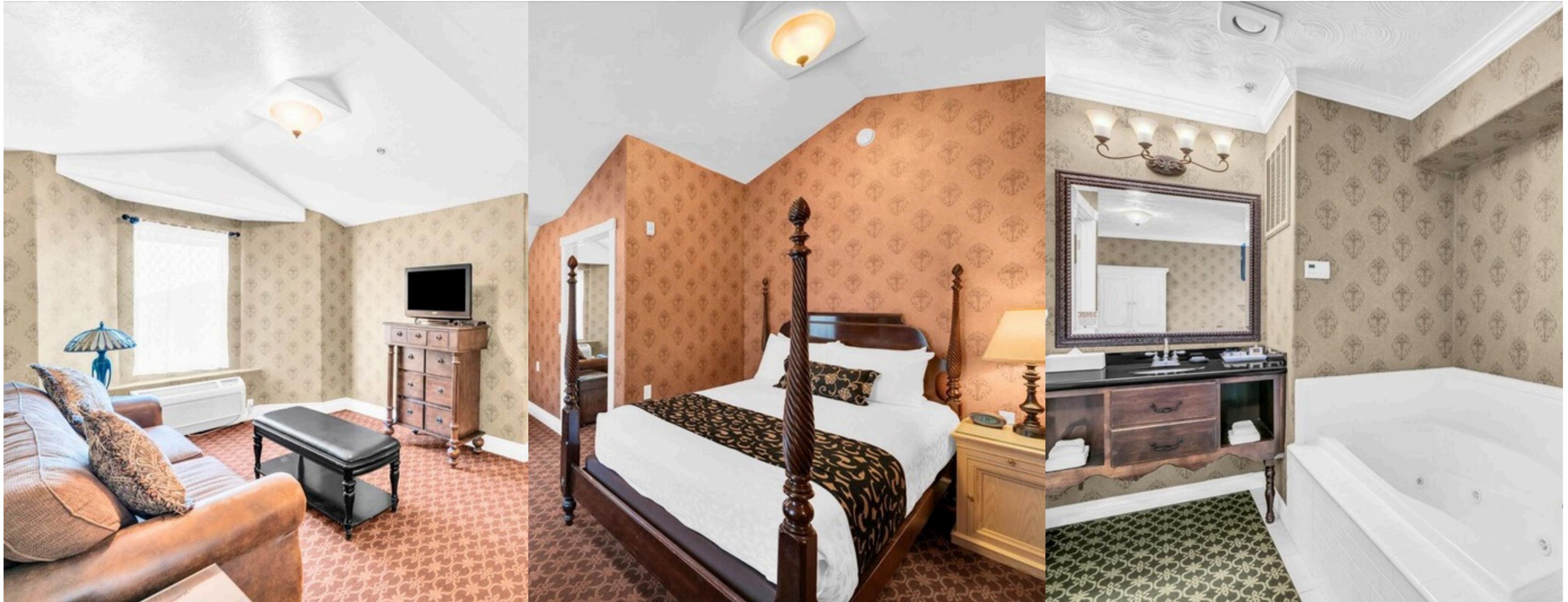
# POTENTIAL CONVERSION

*Interior*



# CANYONS HOTEL

*Current Rooms*



# POTENTIAL CONVERSION

*Rooms*



# CULINARY STANDOUT:

**sego**  
RESTAURANT

Sego has received multiple accolades:

- OpenTable Diners' Choice Award: Continuous recipient since 2017, based on reviews in Southwestern Utah.
- Best New Concept Award (Fine Dine): Awarded by the Utah Restaurant Association in 2018.
- Chef Shon Foster's Background: Former executive chef at luxury resort Amangiri, recognized by Travel & Leisure.
- Recent Recognition: In 2023, Chef Foster was awarded Utah Restaurant Associations Chef of the Year.

Featured by Outside Magazine as a top restaurant in Kanab, a noted adventure town.

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# PROPERTY SUMMARY

## *Canyons Lodge*

There is 3,374 square feet on the ground floor of the motel including the first floor of the two-story building and single level cottage rooms. The upper level is 1,269 square feet. The office and manager's apartment is 1,302 square feet and also has a 288-square-foot finished basement. The apartment is improved with two bedrooms and one bathroom.

- 16 Guestrooms & Suites
- Distinct western-modern design with Log Cabin-inspired architecture.
- Strong reputation and repeat clientele from regional adventure travelers, photographers, and park explorers.
- Positioned as a complementary boutique to Canyons Hotel, with shared operational efficiencies and brand identity.
- 13,000 gallon pool



# CANYONS LODGE

*Current Exterior*



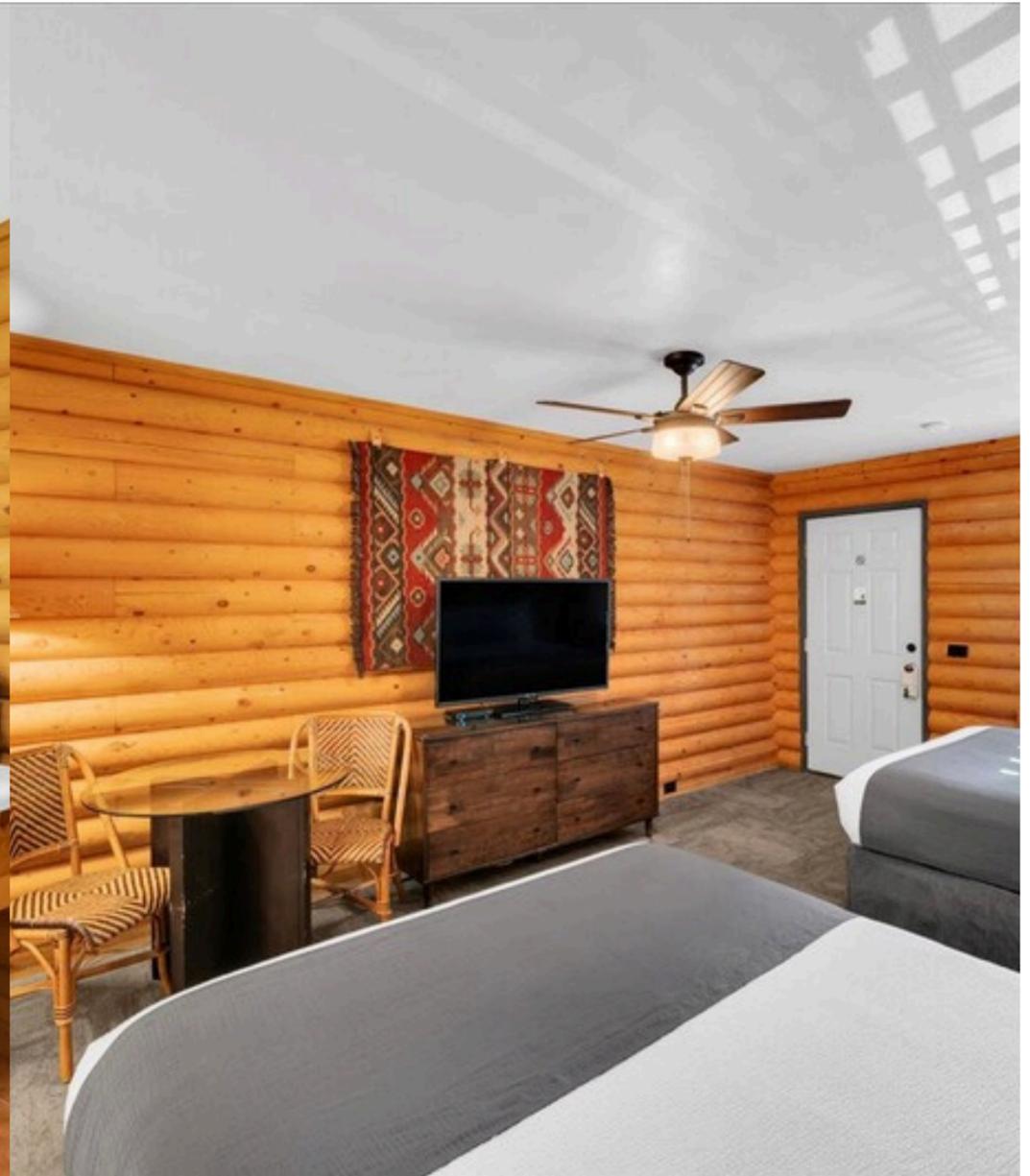
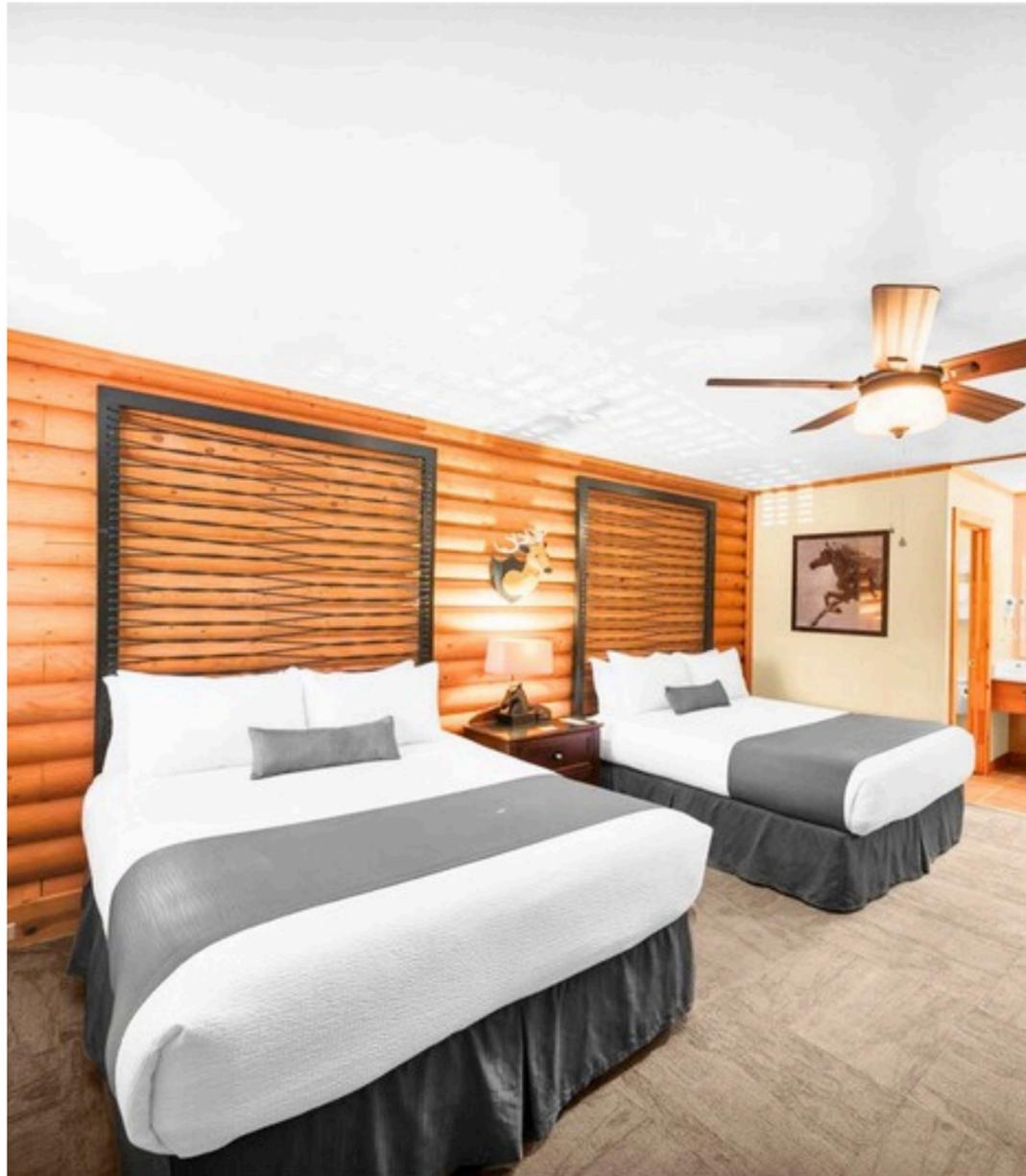
# CANYONS LODGE

*Current Interior*



# CANYONS LODGE

*Current Rooms*



# PROPERTY SUMMARY

## *Employee Residence*

1,782-square-foot modular residence constructed in 2000, and an adjacent 495-square-foot shop used for laundry facilities.

- 1,782 sq ft residence currently used for employee housing.
- Flexible layout suitable for staff, long-term rental income, or owner's quarters.
- Parcel zoned R-1-8, allowing residential flexibility and potential value-add improvements.



# INVESTMENT HIGHLIGHTS

- **Turnkey Boutique Portfolio:** Two established operating hotels with immediate revenue streams and strong local recognition.
- **Brand Conversion Upside:** Hilton's Outset Collection interest presents a new exciting option in the Kanab Market.
- **Culinary Anchor:** Sego Restaurant provides significant brand equity and cross-market draw, further enhancing guest capture rates.
- **Strategic Location:** Situated in downtown Kanab, walkable to amenities, central to the "Grand Circle" of national parks (Zion, Bryce, Grand Canyon, Lake Powell).
- **High-Barrier Market:** Limited upper-tier supply in Kanab ensures strong pricing power and minimal new competition.
- **Scalable Platform:** The Canyons Collection could serve as a flagship asset for future brand extensions or regional acquisitions.



# POTENTIAL CONVERSION

Here you can find a Pro Forma post renovation and brand repositioning.  
\*Please reach out for more details on the PIP requirements and where the brand sits on performance base vs comps

## Canyons Boutique Hotel, Kanab, UT Projections

CLOSED FOR 6 MONTHS

Year	Year1 2026		Year2 2027		Year3 2028		Year4 2029		Year5 2030	
	Projection		Projection		Projection		Projection		Projection	
Number of Rooms	28		28		28		28		28	
Available Rooms Per Year	5,110		10,220		10,248		10,220		10,220	
Occupied Rooms Per Year	2,300		6,847		7,276		7,256		7,256	
Occupancy	45.0%		67.0%		71.0%		71.0%		71.0%	
ADR	\$140.00		\$170.00		\$176.80		\$182.10		\$187.57	
RevPAR	\$63.00		\$113.90		\$125.53		\$129.29		\$133.17	
	<b>Total</b>	<b>%</b>	<b>Total</b>	<b>%</b>	<b>Total</b>	<b>%</b>	<b>Total</b>	<b>%</b>	<b>Total</b>	<b>%</b>
<b>Departmental Revenues</b>										
Rooms	321,930	98.6%	1,164,058	98.8%	1,286,411	98.8%	1,321,383	98.8%	1,361,025	98.8%
Miscellaneous Income	4,599	1.4%	14,106	1.2%	15,438	1.2%	15,858	1.2%	16,334	1.2%
<b>Total Revenues</b>	<b>326,529</b>	<b>100.0%</b>	<b>1,178,164</b>	<b>100.0%</b>	<b>1,301,849</b>	<b>100.0%</b>	<b>1,337,241</b>	<b>100.0%</b>	<b>1,377,358</b>	<b>100.0%</b>
<b>Departmental Expenses</b>										
Rooms	114,975	35.7%	342,370	29.4%	374,718	29.1%	384,905	29.1%	396,452	29.1%
<b>Total Departmental Expenses</b>	<b>114,975</b>	<b>35.2%</b>	<b>342,370</b>	<b>29.1%</b>	<b>374,718</b>	<b>28.8%</b>	<b>384,905</b>	<b>28.8%</b>	<b>396,452</b>	<b>28.8%</b>
<b>Total Departmental Profit</b>	<b>211,554</b>	<b>64.8%</b>	<b>835,794</b>	<b>70.9%</b>	<b>927,131</b>	<b>71.2%</b>	<b>952,336</b>	<b>71.2%</b>	<b>980,906</b>	<b>71.2%</b>
<b>Undistributed Expenses</b>										
Administrative & General	50,400	15.4%	112,000	9.5%	115,360	8.9%	118,821	8.9%	122,385	8.9%
Credit Card Fees	9,796	3.0%	35,345	3.0%	39,055	3.0%	40,117	3.0%	41,321	3.0%
Sales & Marketing	42,000	12.9%	39,200	3.3%	40,376	3.1%	41,587	3.1%	42,835	3.1%
Franchise Fees	-	0.0%	116,406	9.9%	128,641	9.9%	132,138	9.9%	136,102	9.9%
Telecom/Info Systems	11,200	3.4%	14,000	1.2%	14,420	1.1%	14,853	1.1%	15,298	1.1%
Repair & Maintenance	22,400	6.9%	78,400	6.7%	80,752	6.2%	83,175	6.2%	85,670	6.2%
Utilities	26,600	8.1%	30,590	2.6%	31,508	2.4%	32,453	2.4%	33,427	2.4%
<b>Total Undistributed Expenses</b>	<b>162,396</b>	<b>49.7%</b>	<b>425,941</b>	<b>36.2%</b>	<b>450,112</b>	<b>34.6%</b>	<b>463,144</b>	<b>34.6%</b>	<b>477,038</b>	<b>34.6%</b>
<b>Gross Operating Profit</b>	<b>49,158</b>	<b>15.1%</b>	<b>409,853</b>	<b>34.8%</b>	<b>477,019</b>	<b>36.6%</b>	<b>489,192</b>	<b>36.6%</b>	<b>503,868</b>	<b>36.6%</b>
Base Management Fees	19,592	6.0%	47,127	4.0%	52,074	4.0%	53,490	4.0%	55,094	4.0%
<b>Fixed Expenses</b>										
Insurance	20,000	6.1%	35,000	3.0%	36,050	2.8%	37,132	2.8%	38,245	2.8%
Property & Other Taxes	15,100	4.6%	28,690	2.4%	29,551	2.3%	30,437	2.3%	31,350	2.3%
Restaurant Lease Income	(20,000)	-6.1%	(20,600)	-1.7%	(21,218)	-1.6%	(21,855)	-1.6%	(22,510)	-1.6%
<b>Total Fixed Expenses</b>	<b>15,100</b>	<b>4.6%</b>	<b>43,090</b>	<b>3.7%</b>	<b>44,383</b>	<b>3.4%</b>	<b>45,714</b>	<b>3.4%</b>	<b>47,086</b>	<b>3.4%</b>
<b>EBITDA</b>	<b>14,466</b>	<b>4.4%</b>	<b>319,636</b>	<b>27.1%</b>	<b>380,562</b>	<b>29.2%</b>	<b>389,988</b>	<b>29.2%</b>	<b>401,688</b>	<b>29.2%</b>

# MARKET OVERVIEW

## *Kanab, Utah*

Kanab is quickly transforming from a quiet gateway town into Southern Utah's next boutique resort destination.

With visitation to the region surpassing several million annual park visitors, Kanab sits perfectly between multiple national parks while offering a more intimate, design-forward hospitality experience.

The city's emphasis on culinary tourism, its rich history with film, outdoor lifestyle combined with limited development supply positions Kanab for long-term value growth.

Investors entering the market today are acquiring at a basis well below future replacement cost, with the ability to shape the town's evolving hospitality identity.



# EAST ZION ENTRANCE DEVELOPMENT

## *Zion National Park Discovery Center – Opening 2026*

Set to open next year, the new Zion National Park Discovery Center located near the park's east entrance will serve as a major visitor orientation hub for guests entering from Kanab, Bryce Canyon, and Grand Staircase-Escalante. Designed as an educational and logistical gateway, the Discovery Center will provide:

- Real-time park information and shuttle access
- Interpretive exhibits and outdoor learning spaces
- Expanded visitor services for the East Zion corridor

This development represents a significant federal and state investment in shifting visitor distribution and traffic management encouraging travelers to approach Zion from the east rather than solely through the traditional Springdale entrance. As a result, Kanab's role as "Basecamp Zion" will strengthen substantially, with improved infrastructure and a rebalanced flow of high-value guests seeking quality accommodations, dining, and authentic regional experiences.

## *Impact on The Canyons Collection*

This infrastructure project (opening of the Zion Discovery Center) further validates the long-term value proposition for The Canyons Collection. Kanab is positioned to capture a growing share of Zion-bound visitors, particularly the adventure-luxury segment seeking design-forward, full-service stays outside the park's congestion zone.

In the coming years, these changes will make Kanab not only a strategic overnight stop but a primary destination hub, enhancing both occupancy stability and ADR growth potential for well-positioned hospitality assets.



# KANAB, UT



*Lake Powell - 1 Hr 10 min*



*Coral Pink Sand Dunes SP - 25 min*



*The Great Chamber - 1 Hour*



*Grand Canyon North Rim - 1 Hr 30 min*



*The Wave - 1 Hour*



*Zion National Park - 40 min*

# NEXT STEPS

Interested parties may request access to detailed financials, operating statements, and Hilton PIP documentation upon execution of a Non-Disclosure Agreement (NDA).

For additional information or to schedule a private property tour, please contact:

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