

# Ramada by Wyndham

## Income-Producing Hospitality Asset

**80-ROOM FLAGGED HOTEL | STRONG TOURISM  
MARKET NEAR OLD TOWN PASADENA & ROSE  
BOWL | 2028 SUMMER OLYMPIC HOST REGION**

**\$16,000,000**

(Both Business Opportunity and Real Property)

2156 E. COLORADO BLVD  
PASADENA CA 91107



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**PINNACLE**  
REAL ESTATE GROUP



**2156 E. Colorado Blvd. Pasadena Ca 91107**

## **Executive Summary**

**Pinnacles Real Estate Group is pleased to present the opportunity to acquire an 80-room flagged hotel located in the highly desirable city of Pasadena, California. Positioned within one of Southern California's most influential and tourism-driven markets, the property benefits from strong regional demand generated by business travel, tourism, and internationally recognized events. Pasadena is home to world-renowned events including the Tournament of Roses Parade and the historic Rose Bowl Game, which attract hundreds of thousands of visitors annually. The property also benefits from its proximity to the vibrant dining, retail, and entertainment district of Old Town Pasadena and the iconic Rose Bowl Stadium, a major regional sports and entertainment venue.**

**The Pasadena hospitality market is expected to receive additional global attention with the upcoming 2028 Summer Olympics, during which the Rose Bowl will host Olympic soccer matches, further strengthening international visitation and lodging demand in the area.**

**The hotel currently demonstrates stable operating fundamentals with an Average Daily Rate (ADR) of approximately \$95, average occupancy of approximately 65%, and RevPAR of approximately \$61.75. This offering presents investors with the opportunity to acquire a well-located hospitality asset in a supply-constrained market with strong tourism demand and long-term growth potential.**



## 2156 E. Colorado Blvd. Pasadena Ca 91107

Year built  
Renovation  
Rooms  
Room Mix

1981  
2010  
80 Guest Rooms  
37 King Rooms  
35 Double Queen Rooms  
3 ADA Double Queens  
2 Single Queens  
1 ADA Single Queens  
2 Suites

Average Daily Rate (ADR):  
Average Occupancy Rate:  
RevPAR (Revenue Per Available Room):  
Located Near:

~ \$95 per room  
~ 65%  
~ \$61.75  
Rose Parade Route  
Pasadena Convention Center  
Old Town Pasadena, Cal Tech

Hotel Amenities

Pool, Spa, Gym, Business  
Center, Meeting Room

Ownership  
Management

Atlas Enterprise LLC  
Alton Hotel Management Inc.



## INVESTMENT HIGHLIGHTS

- **FLAGGED HOTEL WITH BRAND AFFILIATION**

BRANDED HOTEL BENEFITING FROM NATIONAL FRANCHISE RECOGNITION, RESERVATION SYSTEMS, AND CUSTOMER LOYALTY PROGRAMS.

- **PRIME PASADENA LOCATION**

LOCATED IN ONE OF SOUTHERN CALIFORNIA'S MOST DESIRABLE AND INFLUENTIAL CITIES WITH STRONG TOURISM AND BUSINESS TRAVEL DEMAND.

- **STRONG EVENT-DRIVEN TOURISM**

PASADENA HOSTS INTERNATIONALLY RECOGNIZED EVENTS INCLUDING THE TOURNAMENT OF ROSES PARADE AND THE ROSE BOWL GAME.

- **PROXIMITY TO MAJOR ATTRACTIONS**

CONVENIENT ACCESS TO OLD PASADENA AND THE ICONIC ROSE BOWL STADIUM.

- **2028 OLYMPIC DEMAND CATALYST**

THE 2028 SUMMER OLYMPICS WILL BRING GLOBAL ATTENTION AND INCREASED VISITATION TO THE PASADENA AREA.

- **ESTABLISHED 80-ROOM HOSPITALITY ASSET**

APPROXIMATELY 80 GUEST ROOMS SERVING BOTH LEISURE AND BUSINESS TRAVELERS.

- **SOLID OPERATING FUNDAMENTALS**

ADR ~\$95 | OCCUPANCY ~65% | REVPAR ~\$61.75.

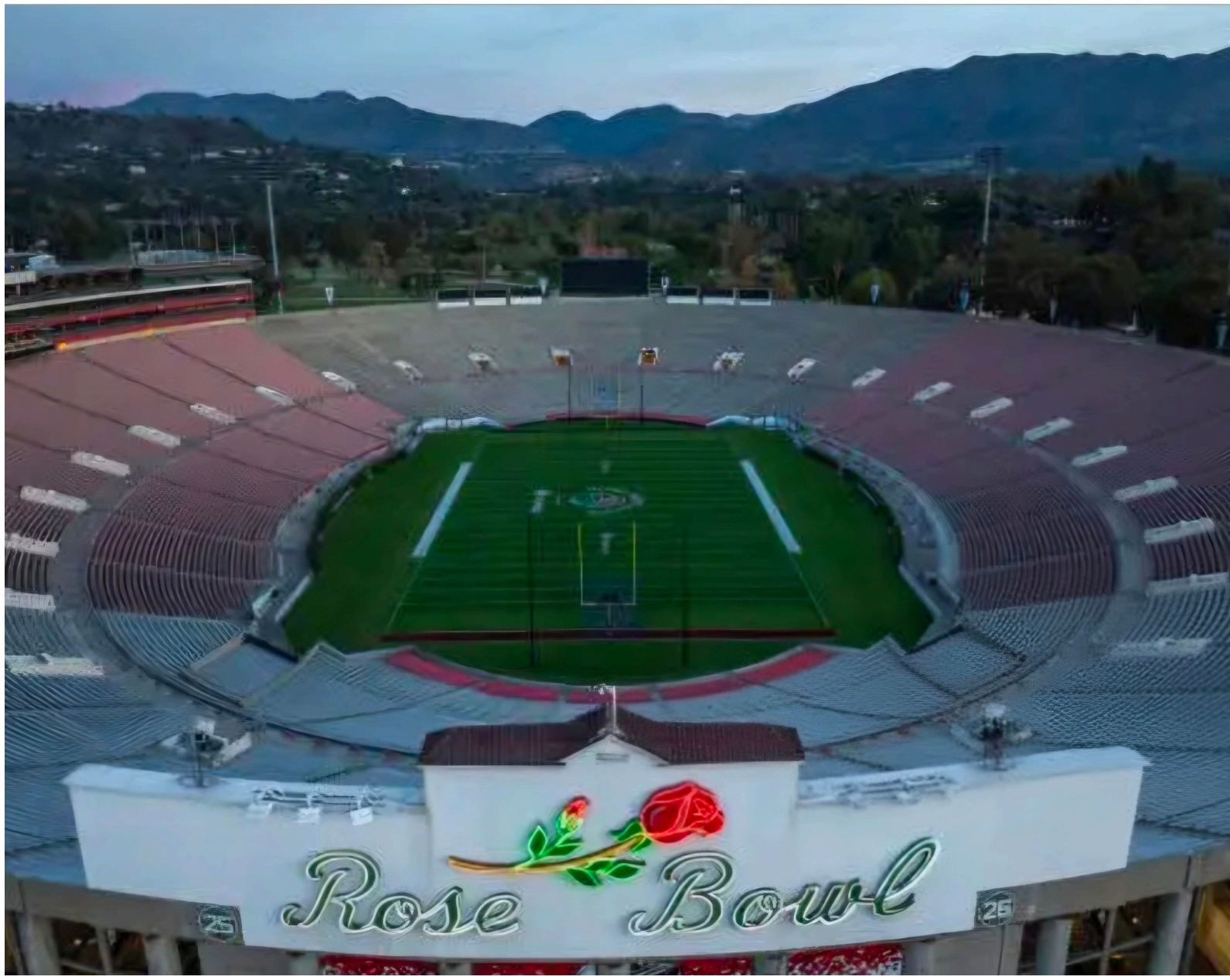
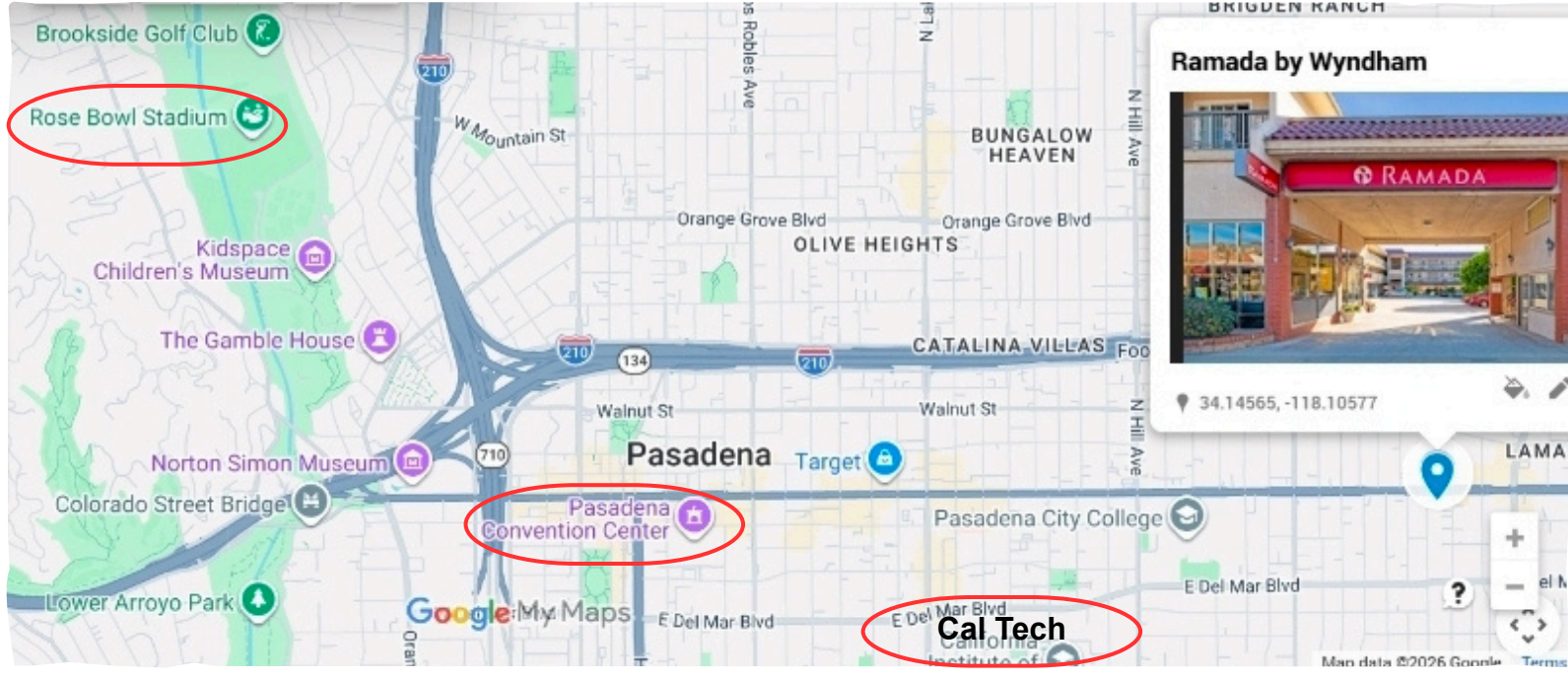
- **SUPPLY-CONSTRAINED MARKET**

PASADENA REMAINS A HIGHLY DESIRABLE HOSPITALITY MARKET WITH LIMITED NEW HOTEL DEVELOPMENT.





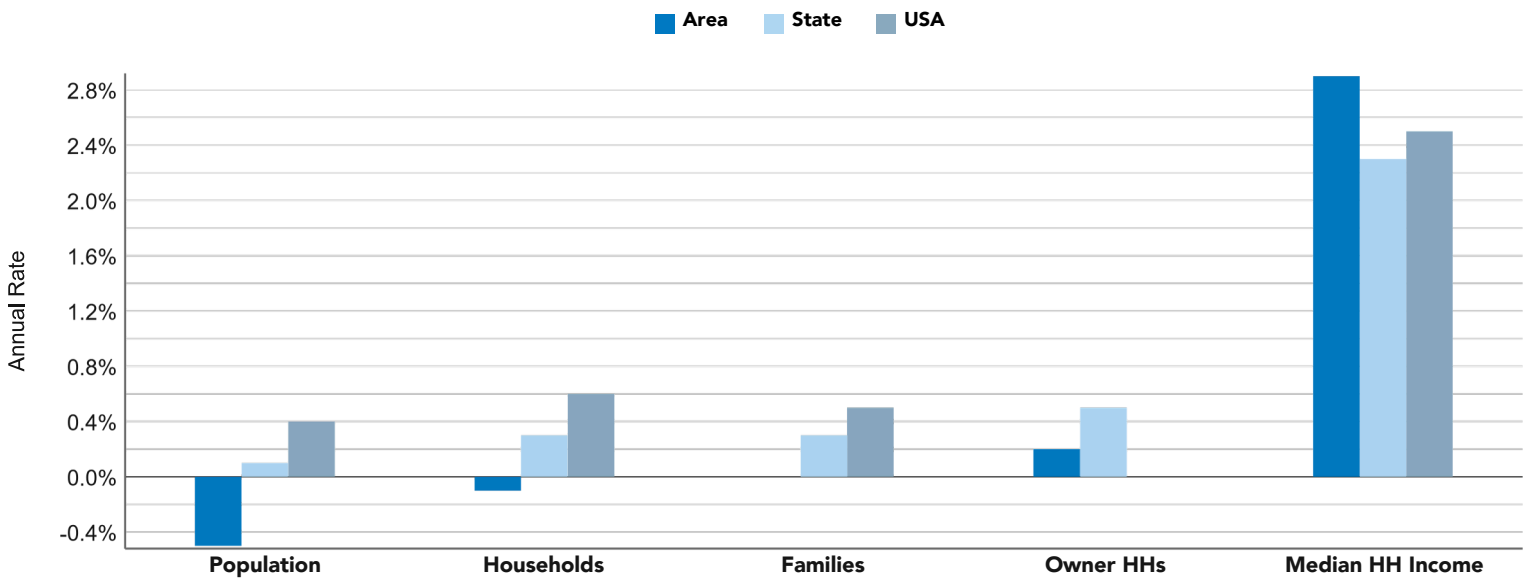




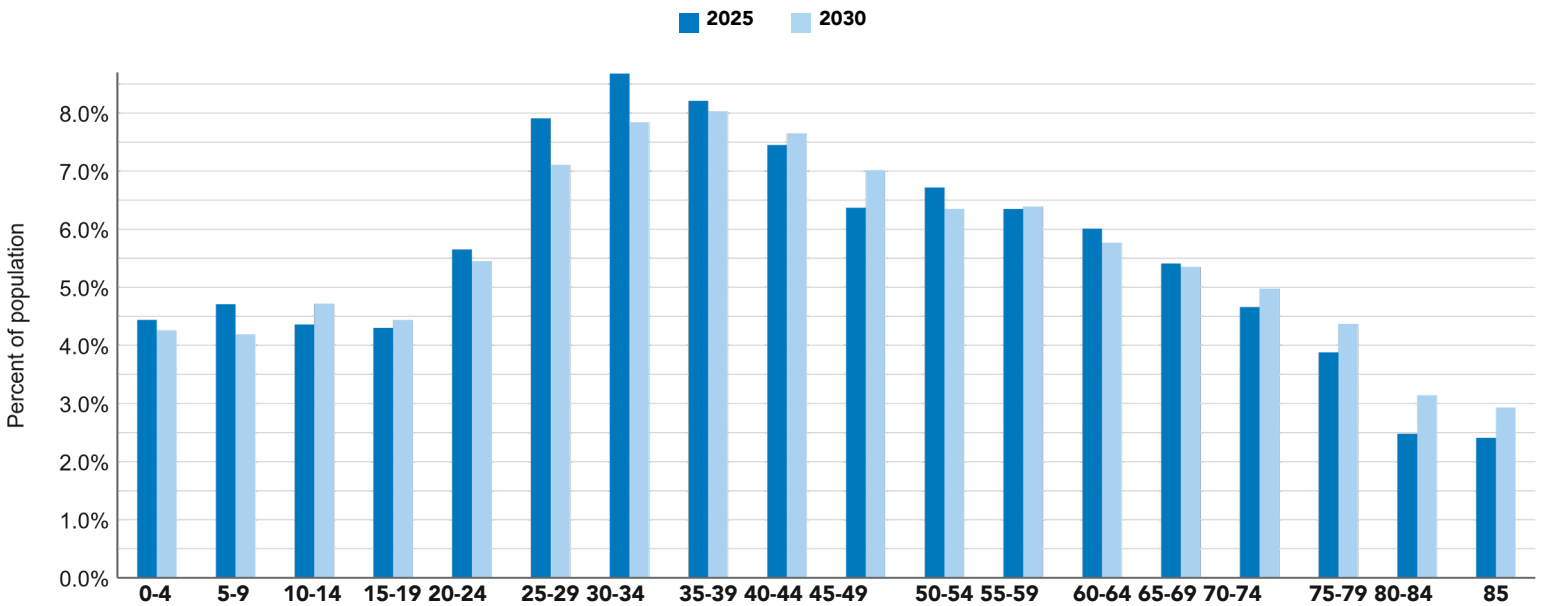
## Key Indicators for 2025



## Trends: 2025 - 2030 Annual Rate



## Population by Age



# 3 MINS, 6 MINS, 9 MINS DRIVE TO FOOD





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## **Due Diligence**

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