





APACHE MOTEL

On 400 East, the Path to Sand Flats Recreation Area

DOWNTOWN MOAB 166 SOUTH 400 EAST | MOAB, UTAH

OFFERED AT \$6,750,000

Saddle up to the Apache Motel, Moab's most iconic boutique motel. 35 rooms, including the John Wayne suite- where your guests can stay where John Wayne stayed! An ultra-modern build in 1955, this registered historic landmark was the home for Hollywood's Classic Western's elite and is now the retro-modern motel on the path to Sand Flats Recreation Area servicing bikers, jeepers, weary travelers, and National Park enthusiasts. Improvements over the last few years have included fun aesthetics and amenities- professional branding for a variety of retail items, fresh colorful paint, a dog run, heated pet wash, heated bike wash, townie bikes & bike racks, cozy fire cauldrons, outdoor cooking/gathering areas including fun Teepees, as well as refreshed rooms and lobby- offering warm cinnamon rolls and ice cream! While keeping the vintage vibe, the modern technical and mechanical improvements include Assa Abloy electronic door locks, integrated payment/reservation portal, new PEX main water supply line and majority of plumbing updated, upgraded pool equipment, and more! This opportunity also comes with great options for on-site owners and employees offering a 2 bedroom suite, as well as a 2 bedroom home with garage, sheds, and carport. All in the heart of Moab City with over-sized vehicle parking! Take this one of kind relic to the next level with already proven increasing occupancy and repeat clientele.

PROPERTY DETAILS

CITY OF MOAB 166 SOUTH 400 EAST | MOAB, UTAH



- .95 Acres,
Zoned City of Moab C-5
- Legal Non-Conforming Use
- 15,483 Square Feet
- Built in 1955
- National Register of Historic Places
- Directional Sign on Main Street
on a leased plot from UDOT

- 35 Hotel Rooms
 - 11 Single King Rooms
 - 19 Double Queen Rooms
 - John Wayne Suite, 1 Bed, 1 Bath, Living Room,
Dry Bar, Queen Bed, and California King
 - Double Queen with Retro Kitchenette
 - One Bedroom with Double Queens
with Full Kitchen and Dining
 - Two Bedroom Suite with Full Kitchen,
2 King Beds, Dual Vanity Bathroom

- Two Bedroom 980 Square Foot
Manufactured Home
 - Two Car Garage
 - One Car Carport
 - RV Parking Pad with Full Hook-Ups
for Owner or Manager's Use
 - Multiple Sheds



2 BEDROOM SUITE

APACHE MOTEL 166 SOUTH 400 EAST | MOAB, UTAH



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NIKOLE ANDERSEN 801-750-5280 | NIKOLEANDERSEN@BHHSUTAH.COM

MOABRECO.COM

JOHN WAYNE SUITE

APACHE MOTEL 166 SOUTH 400 EAST | MOAB, UTAH



ROOM DETAILS

APACHE MOTEL 166 SOUTH 400 EAST | MOAB, UTAH



AMENITY DETAILS

APACHE MOTEL 166 SOUTH 400 EAST | MOAB, UTAH



- In-Ground Heated Pool
- Fully Fenced Pool with Original Block Walls and Electronic Guest Access Gates
- Automated Swimming Pool Chemical Feeders
- Heated Outdoor Pool Shower
- Upgraded Lobby Area with Custom Saddles

- Retail Area with Custom Apache Retail Items
- Offering Warm Breakfast Cinnamon Rolls
- Ice Cream Window
- 8 Townie Bikes for Guests and Bike Racks
- 3 Cauldrons and 5 Cooking Areas
- New Coffee Makers
- Fenced In Dog Run
- Hot Water Pet Wash

- Hot Water Bike Wash
- Oversized, Big Rig – Trailer Parking
- 2 Teepees for Daytime Fun, Retreats, Guest Meetings or Conferences
- US Patent Trademark 'Apache Motel'
- Apachemotel.com, Facebook, Instagram Accounts Included

AMENITY DETAILS

APACHE MOTEL 166 SOUTH 400 EAST | MOAB, UTAH



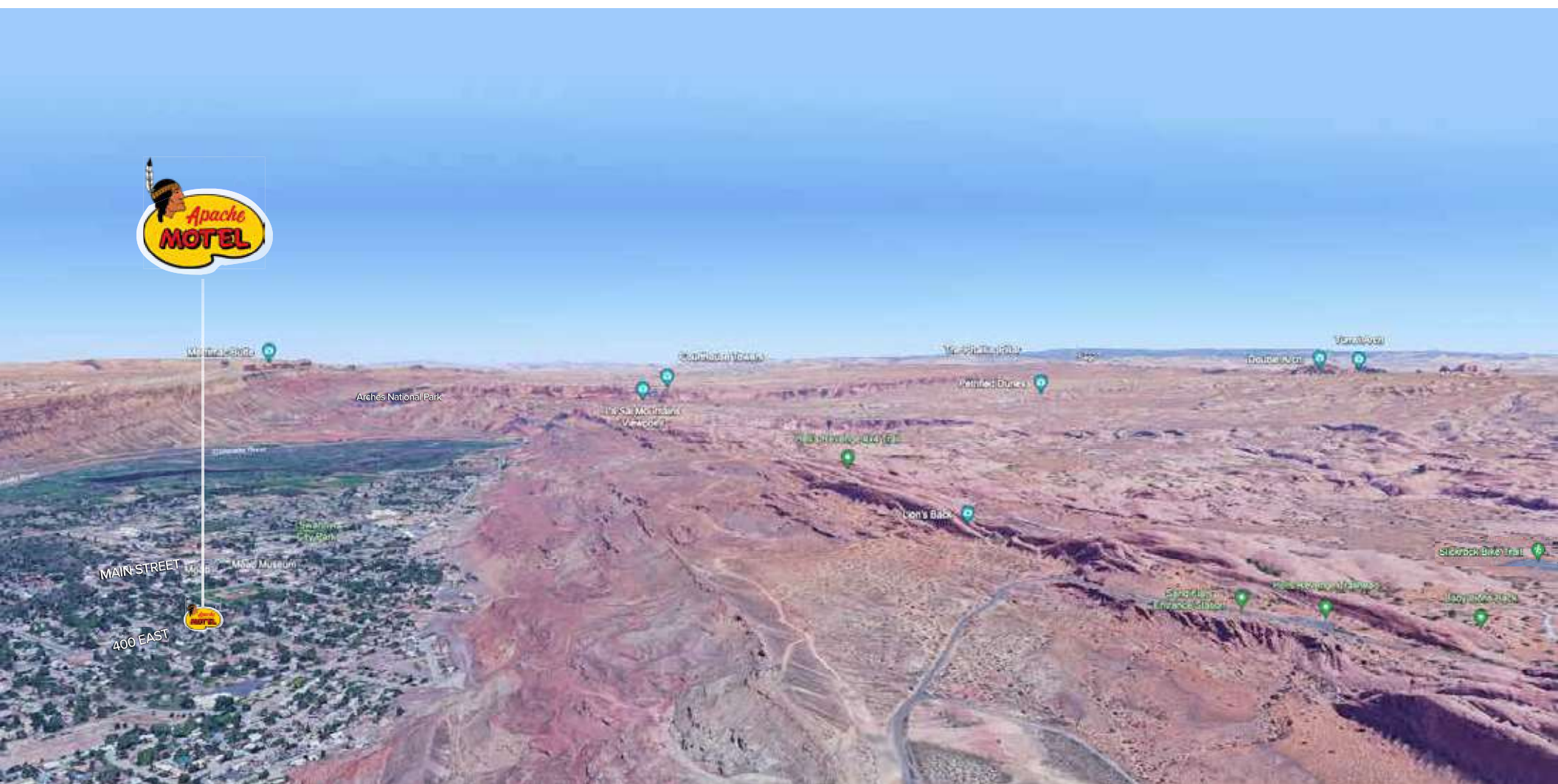
PLAT

APACHE MOTEL 166 SOUTH 400 EAST | MOAB, UTAH



LOCATION

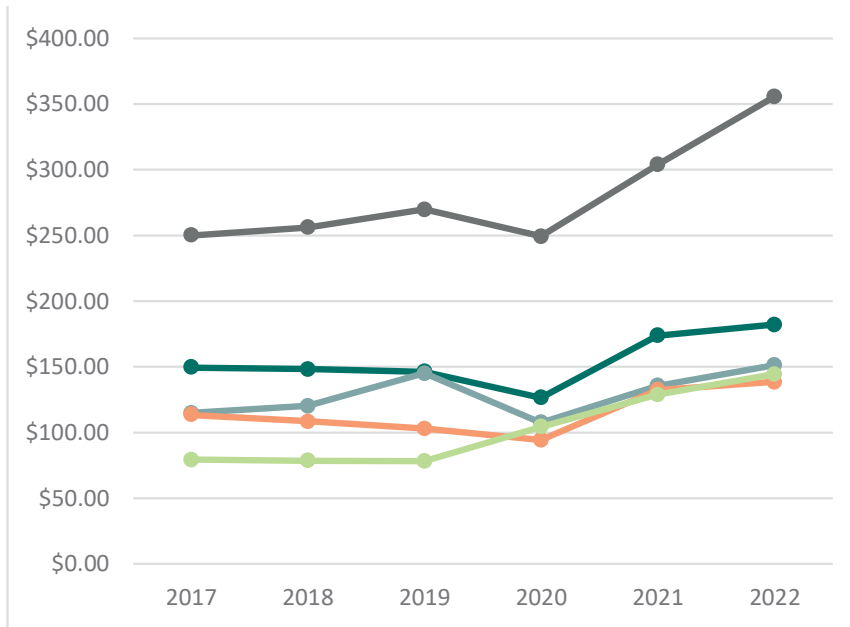
APACHE MOTEL 166 SOUTH 400 EAST | MOAB, UTAH



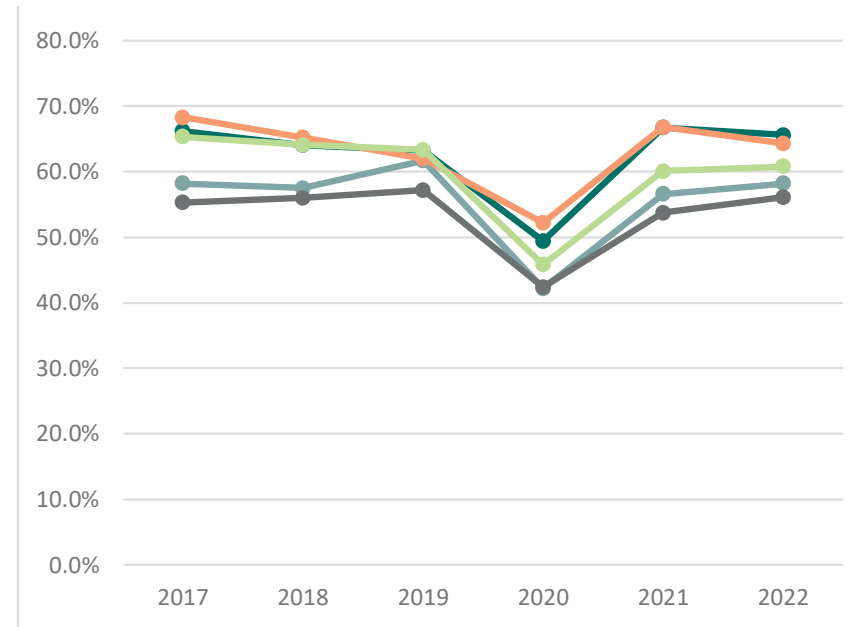
ECONOMICS

MOAB VALLEY 2023

AVERAGE DAILY ROOM RATES



OCCUPANCY RATE



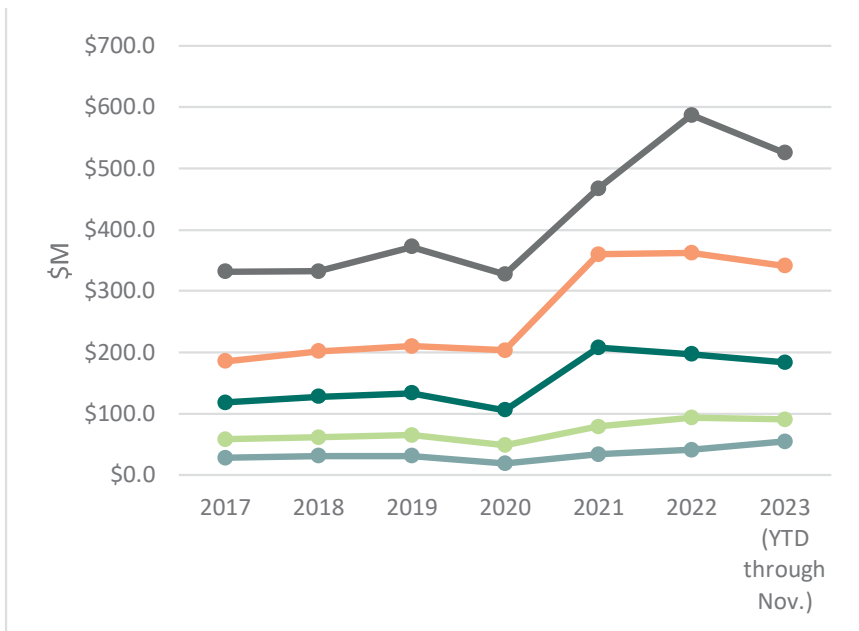
Do we have source info to add?

- Grand County (Moab)
- Garfield, San Juan, Wayne Counties (Boulder, Monticello, Torrey)
- Summit County (Park City)
- Washington County (St. George)
- State of Utah (Avg.)

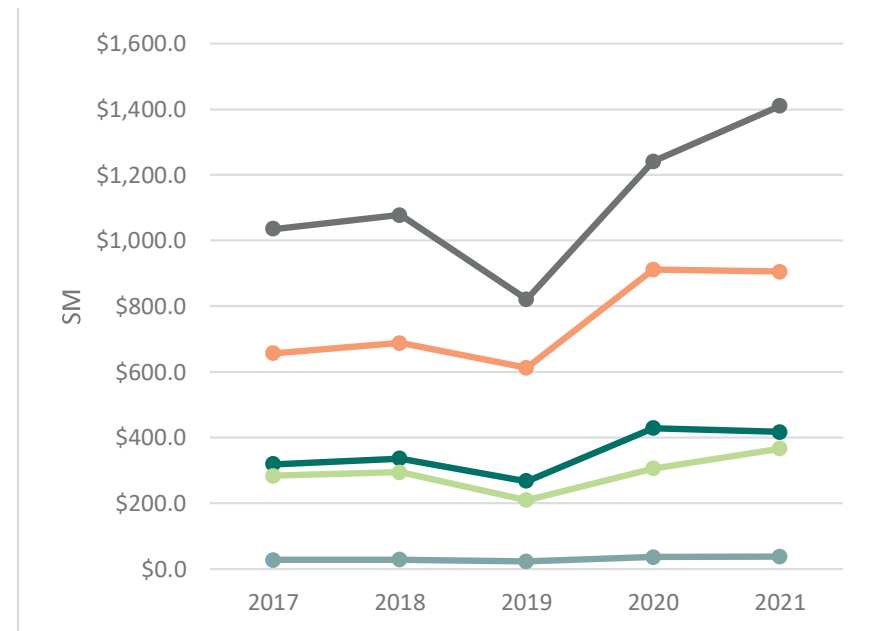
ECONOMICS

MOAB VALLEY 2023

TRANSIENT ROOM TAX REVENUE (\$M)



VISITOR SPENDING

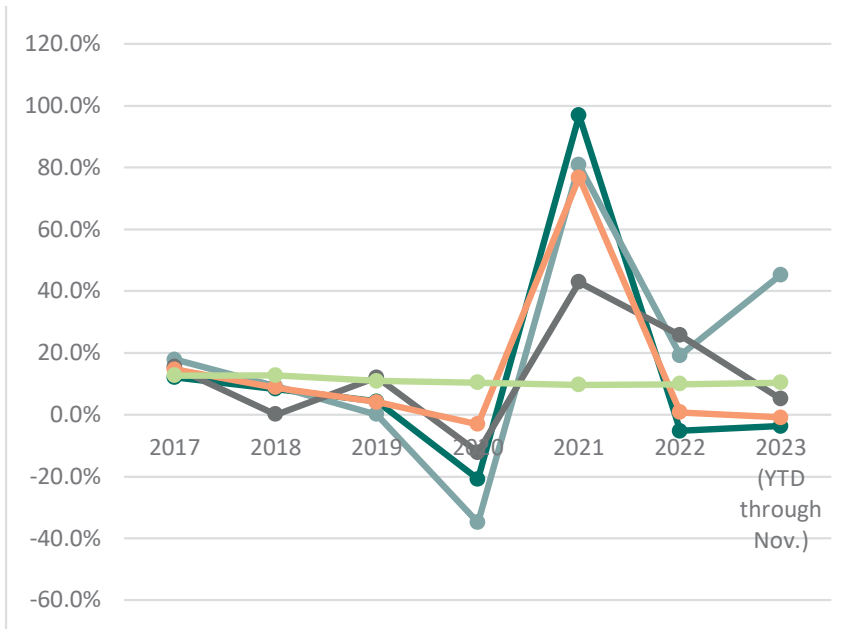


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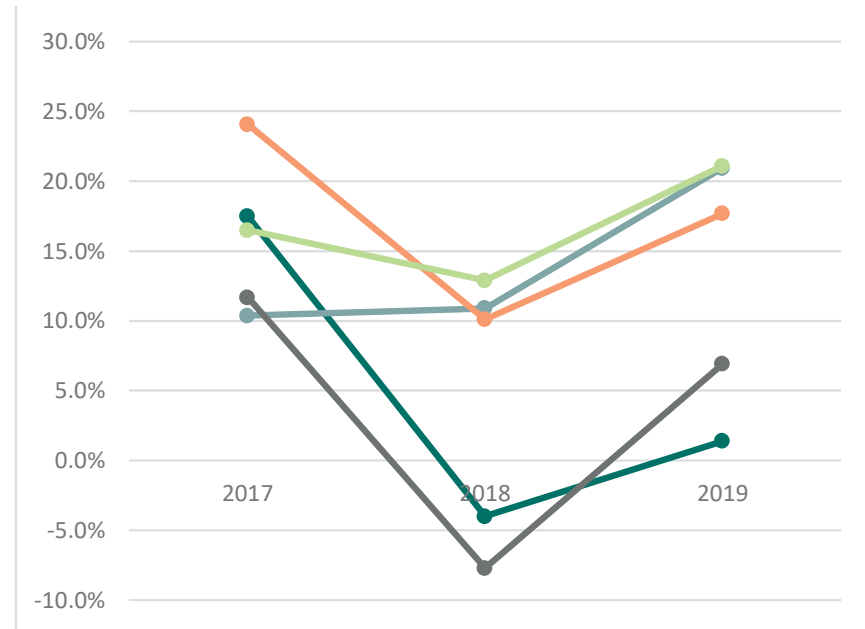
ECONOMICS

MOAB VALLEY 2023

YOY % CHANGE IN TRT LISTINGS



YOY % CHANGE IN STR LISTINGS

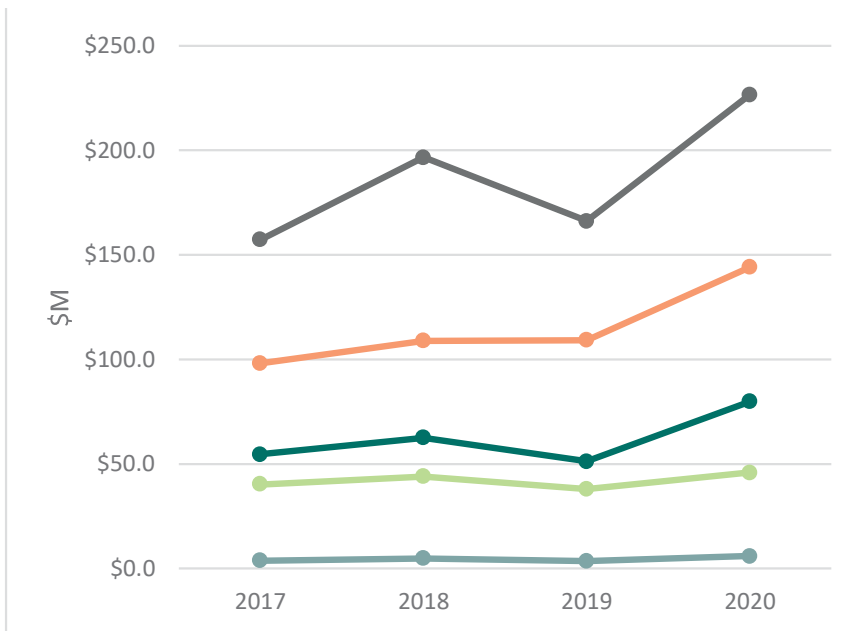


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ECONOMICS

MOAB VALLEY 2023

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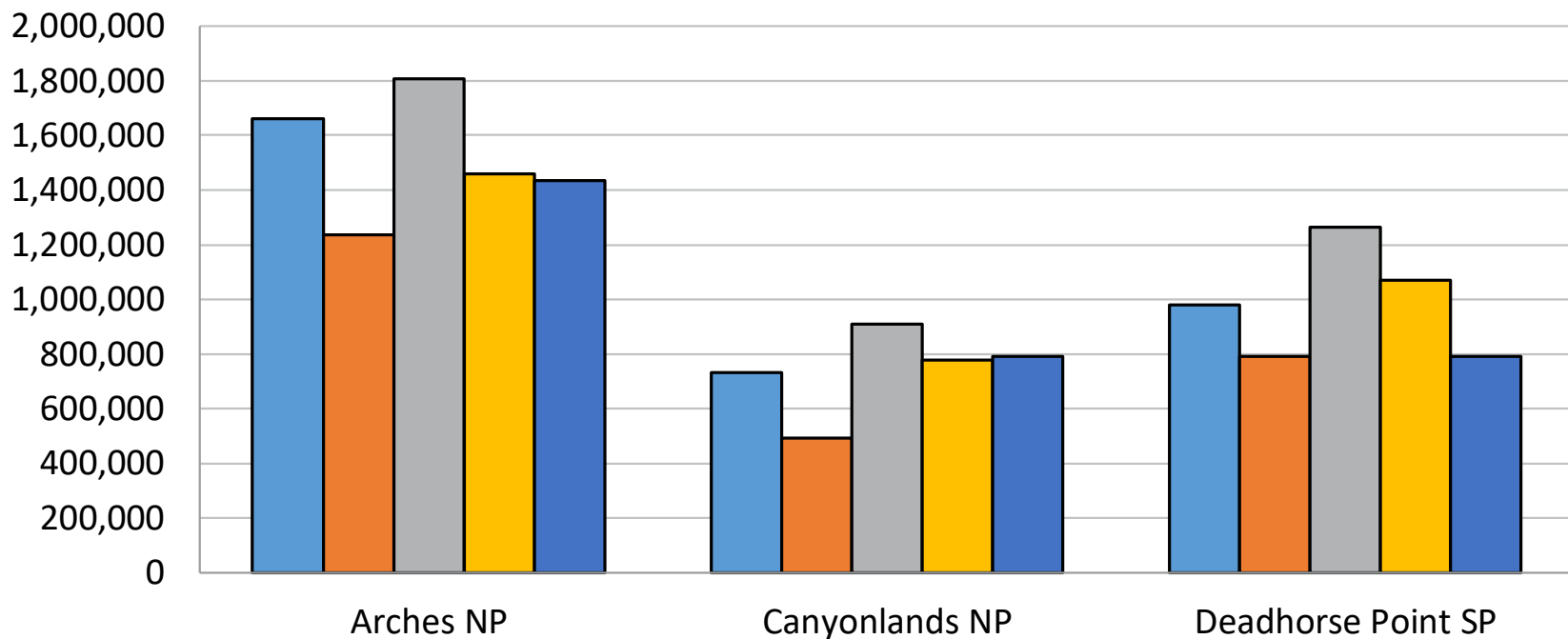


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PARK VISITATION

MOAB VALLEY 2023

ANNUAL VISITATION BY PARK
(NPs through Nov '23 / SP through Sep '23)



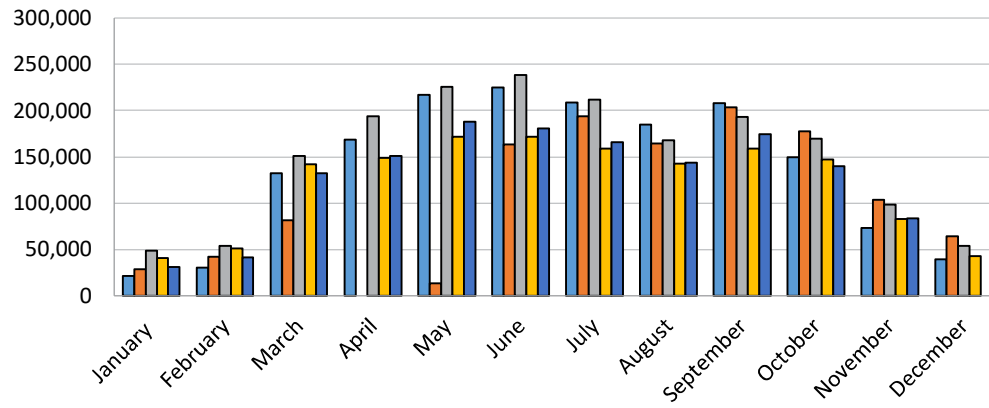
Sources: National Park Service, Utah State Parks



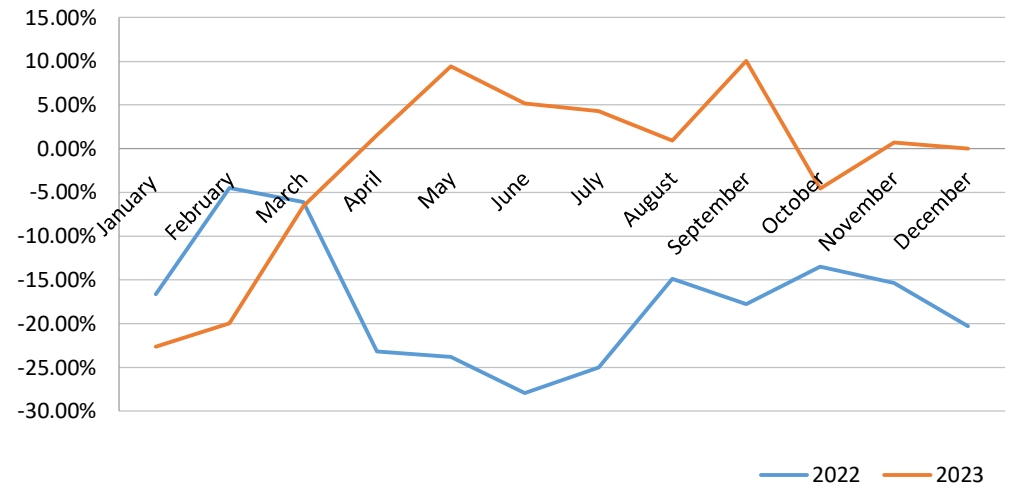
ARCHES NATIONAL PARK VISITATION

MOAB VALLEY 2023

YOY COMPARISON OF MONTHLY VISITATION



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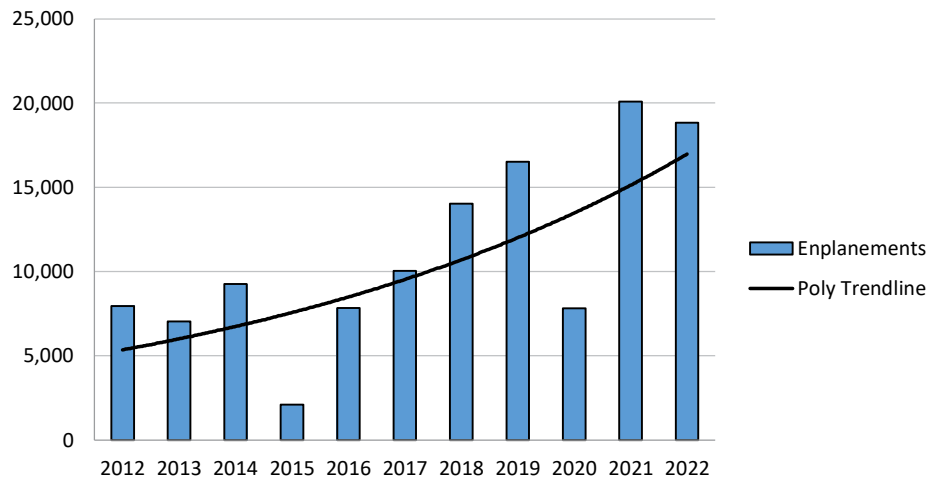


Sources: National Park Service, Utah State Parks

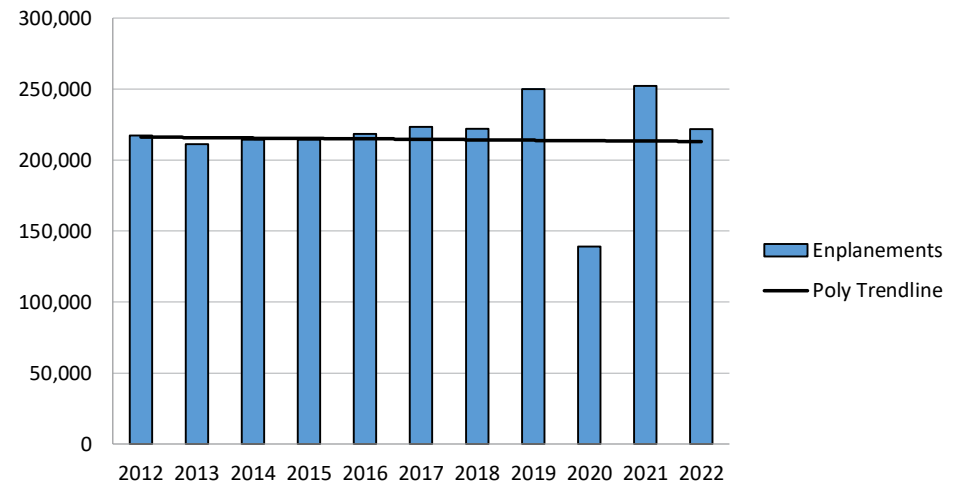
REGIONAL COMMERCIAL AIRPORT ACTIVITY

MOAB VALLEY 2023

Moab (CNY) Enplanements



Grand Junction (GJT) Enplanements

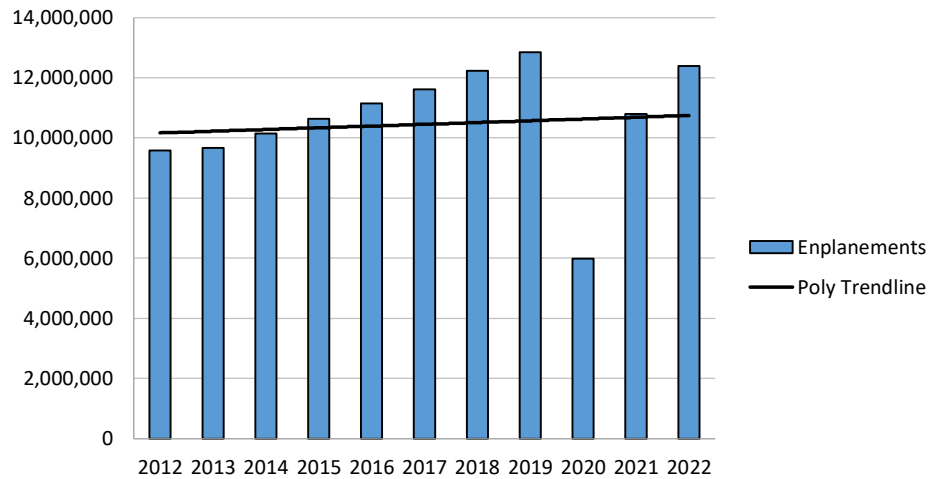


Source: Federal Aviation Association

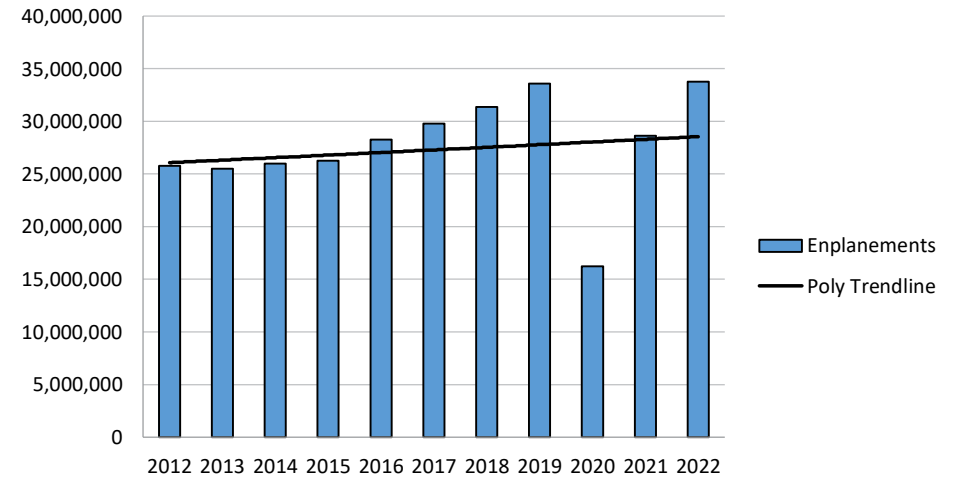
REGIONAL COMMERCIAL AIRPORT ACTIVITY

MOAB VALLEY 2023

Salt Lake City (SLC) Enplanements



Denver (DIA) Enplanements

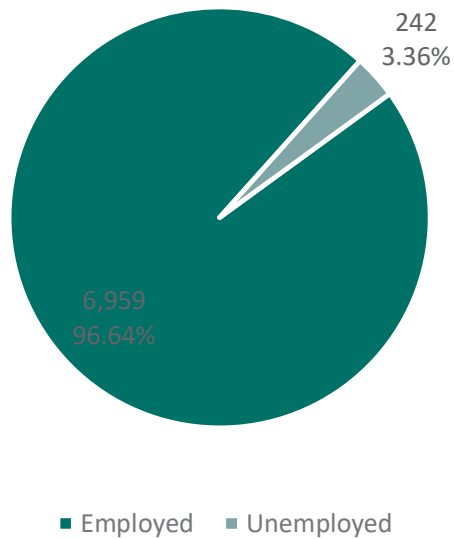


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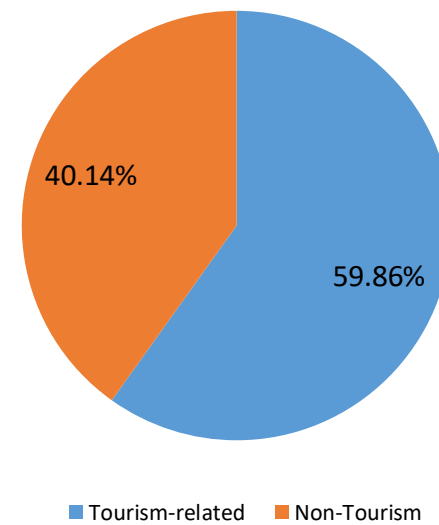
WORKFORCE AND BUSINESS INFORMATION

MOAB VALLEY 2023

SEASONALLY ADJUSTED LABOR FORCE PARTICIPATION
2023, YTD



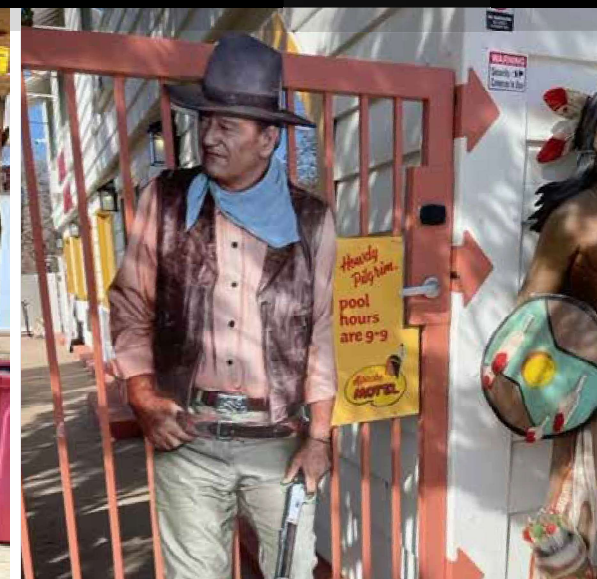
PERCENT OF EMPLOYMENT
2023, Q2



Source: Utah Department of Workforce Services

REVIEWS

APACHE MOTEL 166 SOUTH 400 EAST | MOAB, UTAH



5/5 STAR REVIEWS! ★★★★★

Love this place! Great vibe as soon as you walk in the door. Beautifully maintained motel, super friendly staff, including the owners, who were at reception when we checked out. Fresh-baked cinnamon rolls and a wide range of grab-and-go items make a perfect hiker's breakfast. Slightly off the main road, quiet and cool place to stay. Would definitely recommend (and stay here again)

Definitely not a cookie cutter motel. The staff are exceptional! From the time you step in the front door to checkout, you're made to feel welcome. Take a cooling dip in their pool after a day's fun, then enjoy a chat around the campfire in the evening. Their freshly baked cinnamon buns are a delicious treat for breakfast.

REVIEWS

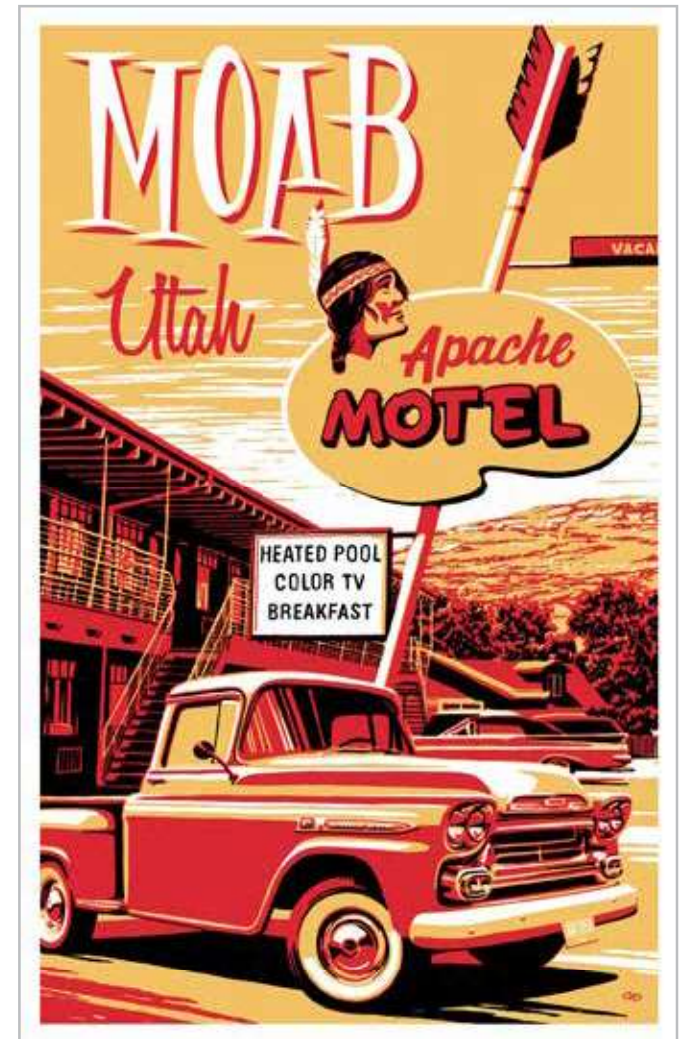
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5/5 STAR REVIEWS! ★★★★★

Quite a nostalgic place. We spent our last night in the John Wayne room, where the Duke stayed when filming nearby. Four complimentary DVD movies of John Wayne top off an evening. All rooms were clean and without odors and well decorated for the time in history they represent. A motel from the mid 20th century. We highly recommend The Apache Motel, especially for film and history buffs.

We loved our stay at the Apache motel in Moab. There are many details at this well-placed gem, that you just don't find elsewhere- like the fire pit with s'mores at night, the cruiser bikes to take for rides, the pool chairs and picnic area, and .. wait for it- bike and dog wash! We were delighted to wash our muddy pup in warm water and dry her off right there at the Apache, especially since we could not find another dog wash in town!

I've been staying at the Apache for 50 years. It's been upgraded in the last few years. Everything works. Unlike nearly all other Moab lodging, it has character. Its best attribute is that it's in a residential neighborhood away from the noise of the Moab strip. Quiet.



UPGRADES AND DETAILS

APACHE MOTEL | 166 SOUTH 400 EAST | MOAB, UTAH



- roomMaster by InnQuest Reservation Software with Integrated Key Maker & Payment Portal
- Industry Best Assa Abloy Electronic Door Locks
- New Mattresses, Bedding, Linens, and Pillows
- New Office Phone System and Retro Phones in Each Room

- Back Street Surveillance Security System with 18 Cameras
- New Pool Pump and Equipment
- 250 Gallon Hot Water Heater
- Updated Electrical
- Two On-Site Laundry Facilities for Housekeeping
- LTV Flooring on All Ground Floor Units

- Main Water Line Replacement from Street
- Substantial PEX upgrades as well as numerous plumbing fixtures throughout
- North Side Signage is the Original Refurbished Sign
- Code Compliant Electrical Upgrades
- All New Exterior Paint
- New Rain Gutter System



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HOMESERVICES

COMMERCIAL DIVISION

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