

733 US Highway 24 N,
Buena Vista, CO 81211

**BEST WESTERN
VISTA INN**

ASKING PRICE:
\$10,995,000

733 US Highway 24 N, Buena Vista,
CO 81211

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BROCHURE

TABLE OF CONTENTS

PROPERTY DESCRIPTION	3
PROPERTY HIGHLIGHTS	4
ABOUT THE LOCATION: WHY BEST WESTERN VISTA INN?	5
REGIONAL MAP	6
DEMOGRAPHICS	7
PROPERTY DETAILS	8
ADDITIONAL PHOTOS	9-14

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PROPERTY DESCRIPTION:

Best Western Vista Inn – A Branded Gateway to the Arkansas River Valley

Rarely does a hospitality investment unite national brand power, four-season leisure demand, and an oversized, high-visibility parcel in one of Colorado's most durable mountain-recreation markets. The Best Western Vista Inn delivers exactly that – a turnkey, income-producing asset anchored by the BWH Hotels franchise network, set against the backdrop of the Arkansas River Valley and the Collegiate Peaks.

Positioned on US Highway 24 – the primary north-south corridor through the Arkansas River Valley – this 52-room, two-story, interior-corridor hotel commands strong visibility, with nearby collection points recording daily counts consistently in the 10,000 to 14,000-vehicle range. Built in 1995 and continually renovated year after year – well ahead of brand-required update cycles – the property is impeccably maintained and fully operational, offering a new owner a proven foundation on which to build.

The hotel sits on a fee-simple 4.8-acre parcel, against 36,678 square feet of gross building area, that leaves substantial unused density for an owner seeking future expansion, additional site improvements, or potential outdoor hospitality development. This is not simply a hotel acquisition; it's a well-proportioned, brand-affiliated asset in a supply-constrained mountain market with strong projected population and household growth through 2030.

Buena Vista is the gateway to the nation's most heavily rafted river corridor and sits within reach of the towering Collegiate Peaks, Monarch Mountain skiing, Cottonwood Hot Springs, and the historic mountain towns of Leadville and Salida. This overlapping mix of summer, winter, and shoulder-season demand generators keeps the local hospitality market active essentially year-round.

With the Colorado Southwest submarket posting 58.1% occupancy, positive year-over-year growth in occupancy, ADR, and RevPAR – and new supply barely keeping pace with demand – this is exactly the kind of supply-constrained, high-barrier-to-entry market sophisticated hospitality investors seek.

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pg.3

PROPERTY HIGHLIGHTS

- 52 guest rooms, two-story interior-corridor configuration
- Best Western® national franchise (BWH Hotels) with strong brand recognition and reservation system (Best Western Rewards® loyalty program)
- Midscale classification, positioned for solid ADR performance in the Colorado Southwest submarket
- Fee-simple 4.8-acre parcel — substantial unused acreage for future development or expansion, or outdoor hospitality addition
- 36,678 SF gross building area; 1,000 SF of dedicated meeting and event space
- Renovated annually — consistently ahead of brand-mandated update requirements, keeping the asset in exceptional condition
- Proactive annual renovation cycle translates to minimal deferred maintenance and reduced near-term capital expenditure for a new owner
- Pool, hot tub, fitness center, business center, meeting and event space
- On-site café and gift shop — The View Cafe and Gifts
- Four most recent QA Assessment scores all between 990-1000
- 78 surface parking spaces — 1.50 spaces per room
- Federally designated Opportunity Zone — potential capital gains deferral and long-term tax advantages for qualified investors
- High barrier to entry for any future competing development in the immediate trade area
- From Best Western - 2024 and 2025 MK Guertin Awards, 2024 and 2025 Customer Care Champion and 10+ Chairman's Awards from Best Western.

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pg. 4

ABOUT THE LOCATION: WHY BEST WESTERN VISTA INN?

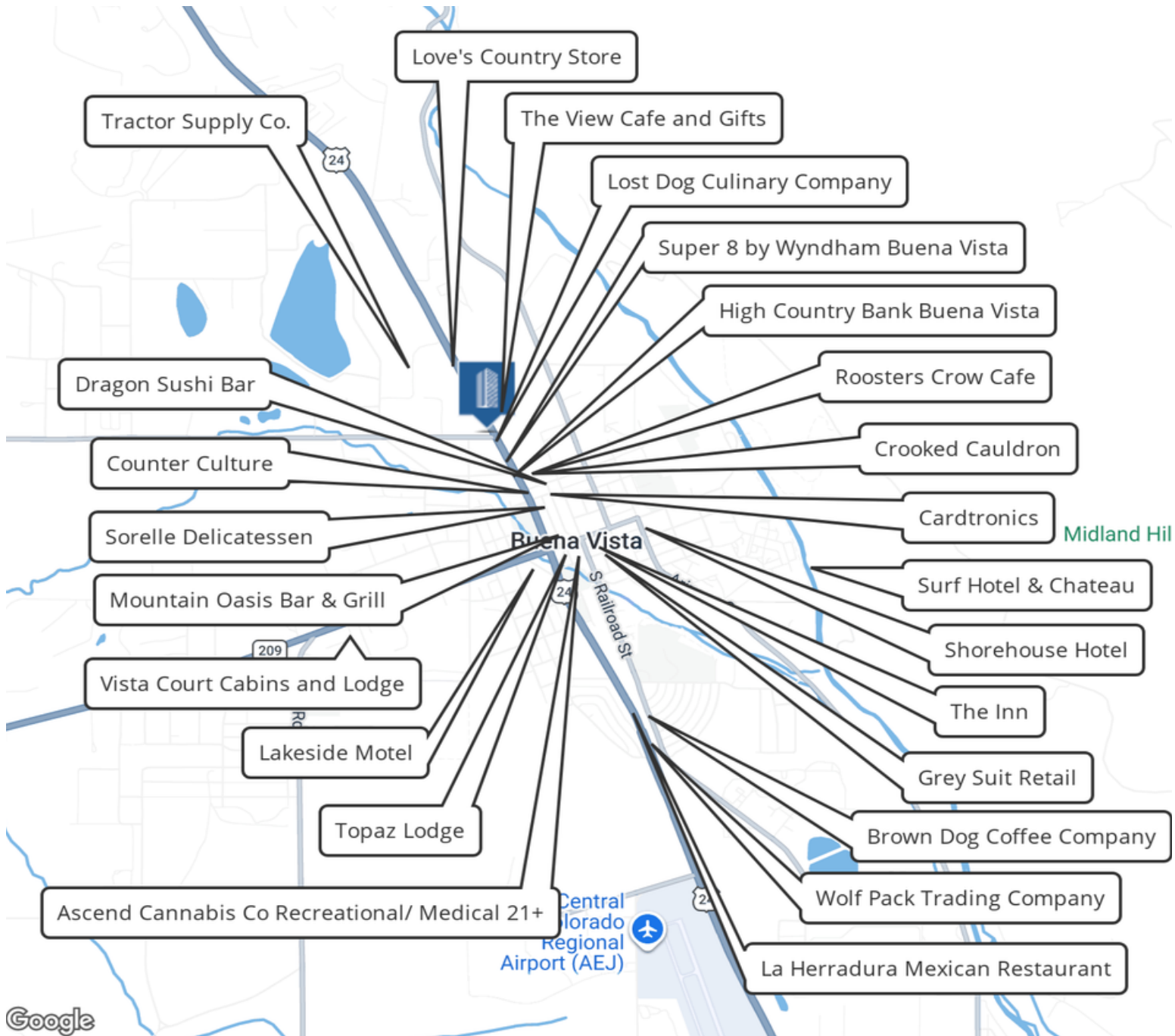
- Gateway to the nation's most heavily rafted river corridor – the Arkansas River
- Surrounded by the Collegiate Peaks – fourteen 14,000-ft. summits anchoring a thriving hiking, climbing, and mountaineering trade
- Convenient access to Monarch Mountain Ski & Snowboard Area for winter demand
- Cottonwood and Mt. Princeton Hot Springs nearby – extends shoulder-season, wellness-tourism demand.
- Close proximity to the historic mountain towns of Leadville and Salida – regional pass-through and weekend-trip traffic
- US Highway 24 frontage with daily traffic counts consistently between 10,000 and 14,000 vehicles – prime highway exposure
- Colorado Southwest submarket outperforming the broader Colorado market on occupancy, ADR, and RevPAR growth
- New room supply in the submarket growing just 0.3% year-over-year – a high barrier-to-entry, supply-constrained market
- Daytime employee base of over 3,200 within three miles, supporting steady weekday and commercial room-night demand
- Federally designated Opportunity Zone, reinforcing the location's long-term investment appeal

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DEMOGRAPHICS

POPULATION	3 MILES	5 MILES	10 MILES
Total Population	5,412	6,283	7,461
Average Age	43.7	43.8	46.3
Average Age (Male)	45.4	45.5	48.4
Average Age (Female)	42.7	43.0	45.2

HOUSEHOLDS & INCOME	3 MILES	5 MILES	10 MILES
Total Households	2,138	2,455	3,051
No. of persons per Household	2.5	2.6	2.4
Average Household Income	\$87,149	\$86,364	\$90,513

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pg.7

PROPERTY DETAILS

Building Name	Best Western Vista Inn
Asking Price	\$10,995,000
Street Address	733 US Highway 24 N
County / City, State, Zip	Chaffee / Buena Vista, CO 81211
Property Type	Hospitality
Brand	Best Western® (BWH Hotels)
Rooms	52
Lot Size	4.8 AC
Gross Building Area	36,678 SF (Typical Floor: 18,339 SF)
Stories	2
Year Built / Renovated	1995 / Renovated Annually
Zoning / Parking	Commercial / 78 surface spaces (1.50/room)
Opportunity Zone	Yes
Asking price allocation below:	\$10,995,000 - combined sale only
Hotel at 9.5% CAP rate on 2-year blended NOI - \$200K/room	\$10,400,000 - including all retail inventory
Additional development acreage	\$595,000 – total asking - \$10,995,000

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pg 8



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