

# LA QUINTA BY WYNDHAM

3650 AIRPORT BLVD, MOBILE, AL 36608



 **NewGen**  
ADVISORY

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## INVESTMENT OPPORTUNITY

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# Investment Summary

La Quinta Inn by Wyndham Mobile is a well-located, limited-service hotel positioned along the highly trafficked Airport Boulevard corridor with immediate access to Interstate 65, one of Mobile's primary north-south thoroughfares. The property benefits from strong visibility and convenient accessibility, catering to a diverse mix of commercial, leisure, and drive-to demand.

The hotel offers comfortable guest accommodations with interior corridor access and features amenities including complimentary breakfast, free Wi-Fi, an outdoor pool, and ample on-site parking. As part of the Wyndham Hotels & Resorts system, the property leverages national brand recognition, centralized reservations, and a broad customer base.

The asset is strategically located near several key demand generators, including the University of South Alabama, Mobile Regional Airport, and major healthcare providers such as USA Health and Providence Hospital. The surrounding submarket is anchored by a dense concentration of retail, dining, and lodging options along Airport Boulevard, with convenient access to downtown Mobile, the Port of Mobile, and the Brookley Aeroplex.

La Quinta Inn by Wyndham Mobile is well positioned to capitalize on consistent year-round demand driven by corporate travel, university and medical-related visitation, and interstate transient traffic, offering investors a stable operating profile within a proven lodging corridor.



# Investment Highlights

- **Strategic I-65 Location:** Immediate interstate access and frontage along Airport Boulevard provide exceptional visibility and consistent transient demand.
- **Diversified Demand Base:** Balanced mix of corporate, medical, university, and leisure travelers supported by proximity to the University of South Alabama and Mobile Regional Airport.
- **Strong Corporate & Industrial Drivers:** Near major economic anchors including the Port of Mobile and Brookley Aeroplex, supporting steady weekday occupancy.
- **Established Brand Affiliation:** Operates under Wyndham Hotels & Resorts, offering access to a global reservation system and loyalty program.
- **Dense Retail & Commercial Corridor:** Located within one of Mobile's primary commercial nodes, surrounded by national retailers, restaurants, and complementary lodging demand.
- **Medical Demand Support:** Close proximity to USA Health and Providence Hospital drives consistent room nights from patients, families, and staff.
- **Operational Upside Potential:** Opportunity to enhance revenue through targeted capital improvements, rate optimization, and operational efficiencies.
- **Proven Lodging Submarket:** Positioned within a competitive hotel cluster along Airport Blvd/I-65, reinforcing long-term demand fundamentals and investor confidence.



# Property Details

List Price	\$7,500,000
Brand	Wyndham Hotels
Location	3650 Airport Blvd, Mobile, AL 36608
Submarket	West Mobile
Building Size	42,787 SF
Lot Size	1.4 AC
Year Built	2019
Year Renovated	2025
Floors	6
Rooms	82
Amenities	Outdoor Pool, Fitness Center, & Business Center



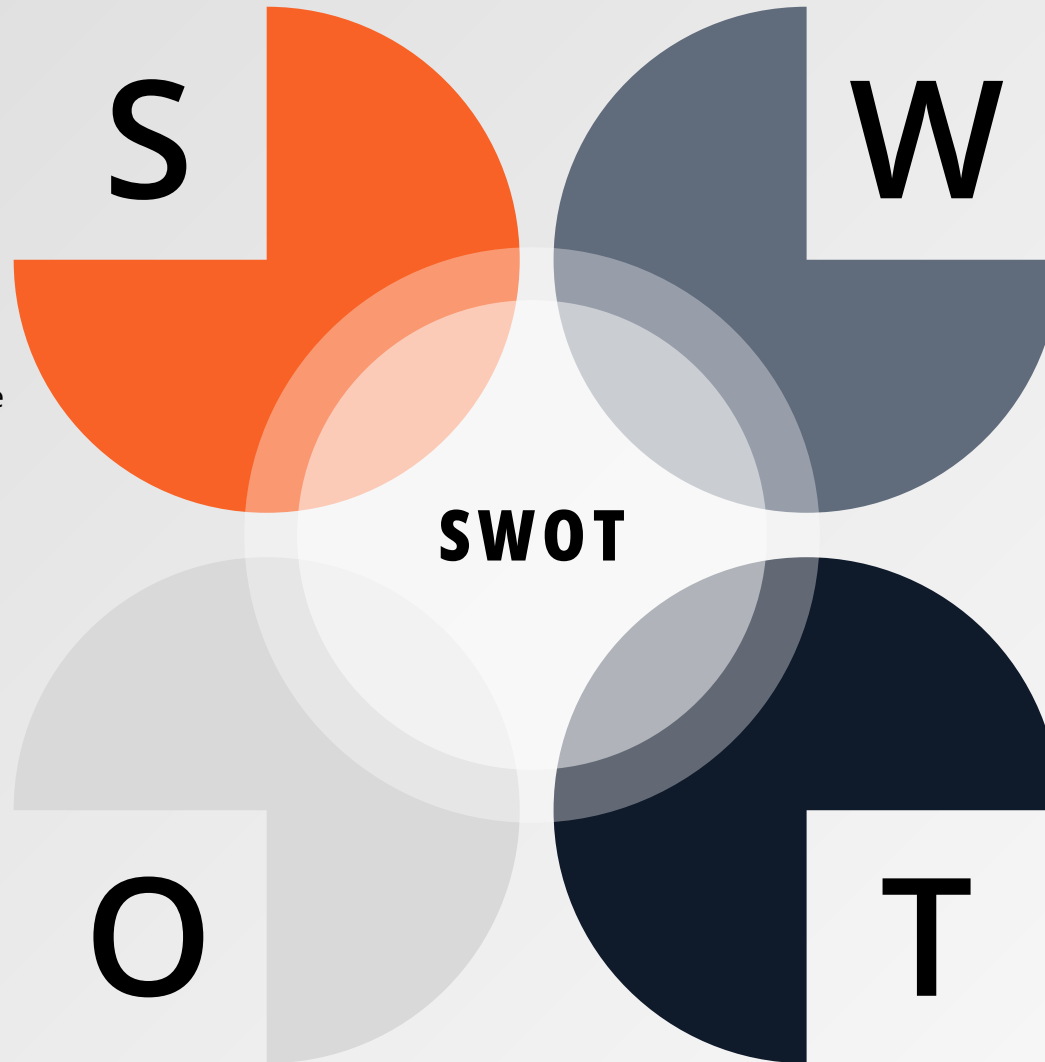
# SWOT Analysis

## STRENGTHS

- **Prime I-65 & Airport Blvd Location:** High-visibility positioning with immediate interstate access supports consistent transient, corporate, and drive-to demand.
- **Modern Asset with Brand Backing:** Built in 2019 and flagged under Wyndham, offering efficient infrastructure and access to a national reservation system.

## OPPORTUNITIES

- **Operational Upside Through Improvements:** Enhancing service standards and property condition can materially improve ratings, occupancy, and RevPAR.
- **Leverage Strong Demand Drivers:** Ability to better capture corporate, medical, and university demand through targeted marketing and rate strategy.



## WEAKNESSES

- **Inconsistent Guest Experience:** Online reviews indicate opportunities in cleanliness, maintenance, and overall quality control.
- **Midscale Positioning:** Limits ADR growth potential compared to higher-end competitors in the submarket.

## THREATS

- **Highly Competitive Submarket:** Dense hotel cluster along Airport Blvd/I-65 creates pricing pressure and high guest choice.
- **Reputation Sensitivity:** Online review performance directly impacts booking decisions in a digitally driven environment.



## FINANCIAL SUMMARY

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# Financial & Operational Summary

The property has maintained stable performance, with occupancy consistently near 58–61% over the past three years. While ADR has slightly declined, RevPAR and revenues have remained steady, exceeding \$1.7M annually. NOI rebounded to over \$500K in 2025 after a dip in 2024, and 2026 YTD results reflect continued stability, positioning the asset as a reliable cash-flowing investment with upside through operational improvements.

## La Quinta by Wyndham

	Occupancy	ADR	RevPAR	Room Rev.	NOI
2023	58.9%	\$103.82	\$61.17	\$1,869,480	\$526,470
2024	57.1%	\$97.17	\$55.51	\$1,720,676	\$440,006
2025	60.6%	\$94.32	\$57.11	\$1,767,711	\$504,547
March 2026	59.6%	\$95.14	\$56.70	\$410,892	\$142,150





## SALES COMPARABLES

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# Comparable Sales

Comparable Sales	Yr Built/Renov	Rooms	Price	Price/Key	Sale Date
Courtyard Mobile 1000 W I-65 Service Rd S   Mobile	1994/2022	78	\$6,901,875	\$88,486	Aug 2024
Comfort Inn & Suites Mobile near Eastern 29793 Woodrow Ln   Mobile	1998/2009	96	\$6,400,000	\$66,667	Nov 2024
Holiday Inn Mobile - Airport 3630 Springhill Memorial Dr S   Mobile	2011	97	\$9,700,000	\$100,000	Feb 2025
Homewood Suites by Hilton Mobile Airport 530 Providence Park Dr E   Mobile	1998/2007	86	\$6,850,000	\$79,651	Mar 2025
Comfort Suites Daphne - Mobile East Bay 29450 N Main St   Daphne	1998/2022	77	\$7,200,000	\$93,506	Jun 2025
		<b>87</b>	<b>\$7,410,375</b>	<b>\$85,662</b>	





# MARKET OVERVIEW & PERFORMANCE

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# Market Overview

Mobile, Alabama is the Gulf Coast's most storied port city — founded by the French in 1702, it is Alabama's oldest city and has long been considered the cultural center of the Gulf Coast. Alabama's only deep-water port, Mobile is located on the Mobile River at the head of Mobile Bay, and the Port of Mobile now ranks as the 12th-largest port in the United States. With a metro population of approximately 412,000, the city serves as the economic and cultural anchor of southwest Alabama and the broader Gulf Coast region, offering a compelling blend of deep-rooted heritage and modern growth.

Mobile's economy is anchored by a diverse and resilient mix of industries, including petroleum, chemical, aerospace, and maritime, along with a growing tourism sector. The Airbus U.S. Manufacturing Facility at the Brookley Aeroplex — the company's first factory built within the United States — drives significant corporate and industrial travel demand, while the Port of Mobile, the University of South Alabama Health System, and a concentration of corporate offices along the I-65/Airport Boulevard corridor contribute to a steady, year-round base of business travelers.

Beyond its economic engine, Mobile is a destination in its own right. With centuries of French, Spanish, Creole, and African influence shaping its culture and cuisine, and as the original birthplace of American Mardi Gras, the city draws nearly 3.5 million tourists annually — supporting strong, diversified demand across both corporate and leisure segments.



# Primary Demand Drivers

## Strategic Transportation & Access

Immediate access to Interstate 65 and location along Airport Boulevard provide strong visibility and consistent transient demand. Proximity to Mobile Regional Airport further supports airline crew, business traveler, and drive-to traffic.

## Corporate & Industrial Base

The property benefits from Mobile's key economic anchors, including the Port of Mobile and Airbus' Brookley Aeroplex facility, generating steady business travel from logistics, manufacturing, and corporate users.

## Medical & University Demand

Nearby University of South Alabama and major healthcare providers drive consistent visitation from students, faculty, patients, and medical professionals, supporting stable year-round occupancy.

## Retail & Event-Driven Leisure Demand

Positioned within a major retail corridor, the hotel captures weekend and leisure traffic, while also benefiting from overflow demand tied to downtown Mobile events, conventions, and festivals.



# Demand Generators



## MOBILE MUSEUM OF ART

The Mobile Museum of Art, located within Langan Park, is the largest art museum along the Central Gulf Coast, featuring more than 6,400 works spanning centuries and cultures. The museum's robust schedule of exhibitions, educational programs, community events, and cultural festivals draws thousands of visitors annually from throughout Alabama and beyond. As a premier cultural landmark, it enhances Mobile's tourism appeal and supports steady leisure demand, particularly from art enthusiasts, school groups, and regional travelers seeking cultural experiences close to the hotel.

## UNIVERSITY OF SOUTH ALABAMA

The University of South Alabama (USA) is one of Mobile's strongest and most consistent economic engines, employing more than 5,000 faculty and staff and serving a student population of over 14,000. As a major public research institution, USA attracts year-round visitation from prospective students, visiting scholars, athletic teams, conference attendees, and families, all of whom contribute to sustained lodging demand. Its proximity to the subject hotel enhances appeal to both academic and medical-related travelers connected to USA's expanding campus presence, reinforcing Mobile's position as a regional hub for education, innovation, and collegiate events.



# Demand Generators

## USA HEALTH UNIVERSITY HOSPITAL

USA Health University Hospital is a major healthcare anchor in Mobile, employing over 3,000 professionals and serving as a leading Level I trauma center. The facility drives strong lodging demand from traveling medical staff, patient families, vendors, and visiting clinicians for training and conferences. Its continued growth and role as an academic medical center support economic stability while reinforcing consistent year-round hotel demand in the surrounding area.

## USS ALABAMA BATTLESHIP MEMORIAL PARK

USS ALABAMA Battleship Memorial Park is one of Alabama's most iconic attractions, drawing hundreds of thousands of visitors annually. Featuring the WWII battleship USS ALABAMA, USS DRUM submarine, aircraft exhibits, and memorials, it attracts families, veterans, and tourists from across the region. Its prime location along Mobile Bay with easy I-10 access makes it a key stop for travelers, while year-round events and national recognition drive consistent lodging demand.

## NATIONAL MARITIME MUSEUM OF THE GULF

The National Maritime Museum of the Gulf of Mexico (formerly GulfQuest) is a major cultural anchor in downtown Mobile, featuring 120,000+ square feet of interactive exhibits highlighting the region's maritime history and global trade significance. With immersive displays and year-round programming, it attracts families, school groups, and visitors seeking hands-on experiences. Its waterfront location strengthens Mobile's tourism appeal and generates consistent lodging demand from both local and out-of-town visitors.



# Demand Generator Map



# Market Data

## WEST MOBILE SUBMARKET

The Mobile submarket is supported by a stable and diverse population base, with nearly 300,000 residents within a 10-mile radius and steady household growth. The area benefits from a well-educated workforce and balanced income levels, supporting both business and leisure travel demand. Proximity to key institutions such as the University of South Alabama and major healthcare providers further strengthens the market, while nearby cultural attractions and tourism drivers contribute to consistent year-round visitation.



	DEMOGRAPHICS		
	2 MILES	5 MILES	10 MILES
<b>Population</b>			
2025 Population	30,936	168,690	298,902
Annual Growth 2020-2025	-0.9%	0.1%	-0.1%
Annual Growth 2025-2030	-0.3%	0%	-0.1%
Median Age	34.3	37.9	38.5
Bachelors Degree or Higher	33%	28%	25%
<b>Households &amp; Income</b>			
2025 Households	13,052	70,300	120,077
Average Household Size	2.2	2.3	2.4
Median Home Value	\$196,398	\$174,612	\$187,567

DEMAND GENERATORS DISTANCE FROM PROPERTY	
University of South Alabama	3.8 miles
Mobile Museum of Art	4.2 miles
USA Health University Hospital	4.4 miles
National Maritime Museum of the Gulf	10.4 miles
USS ALABAMA Battleship Memorial Park	12 miles

# Market Performance

## SUBMARKET KEY METRICS

\*Data is from March 2026.

INVENTORY	SUBMARKET MIDSCALE & ECONOMY	SUBMARKET
Inventory Rooms	2,804	6,557
Existing Buildings	28	74
Under Construction Rooms	186	310
Under Construction Buildings	1	2

SALES	SUBMARKET MIDSCALE & ECONOMY	SUBMARKET
12 Mo Transactions	1	5
12 Mo Sales Volume	\$4.7M	\$15.6M
Market Sale Price/Room	\$85.5K	\$75.1K
Market Cap Rate	8.5%	9.0%

PERFORMANCE	SUBMARKET MIDSCALE & ECONOMY	SUBMARKET	FORECAST AVERAGE
12 Mo Occupancy	63.1%	58.5%	55.9%
12 Mo ADR	\$120.95	\$107.86	\$111
12 Mo RevPAR	\$76.26	\$63.09	\$62

City of Mobile comprises 74 hotel properties, which contain around 6,600 rooms. Among the subtypes, there are 860 Luxury & Upper Upscale rooms, 2,800 Upscale & Upper Midscale rooms, and 2,900 Midscale & Economy rooms in City of Mobile.



## PROPERTY STR PERFORMANCE

	Occupancy	ADR	RevPAR
2023	58.9%	\$103.82	\$61.17
2024	57.1%	\$97.17	\$55.51
2025	60.6%	\$94.32	\$57.11
March 2026	59.6%	\$95.14	\$56.70

The Mobile submarket demonstrates stable fundamentals, supported by a balanced supply pipeline and a sizable existing inventory base. New construction remains limited relative to total room count, while recent sales activity and cap rates indicate steady investor interest. Market-wide performance remains healthy, with occupancy near the high-50% range and ADR surpassing \$100, reflecting consistent demand and stable pricing conditions.

The subject property has performed in line with these trends, maintaining steady occupancy and competitive RevPAR within the midscale segment. While ADR trails slightly behind peak levels, the asset continues to generate reliable performance, positioning it as a stable, cash-flowing investment with potential upside through rate growth and operational improvements.



# Parcel Outline





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## **Professional Background**

Devesh "Devo" is a second-generation hotel owner and developer with deep-rooted experience in the hospitality industry. A 2002 graduate of the University of Texas at Arlington with a degree in Structural Engineering, he has overseen numerous ground-up builds and renovations for brands like Choice Hotels International and G6 Hospitality.

His strong affiliations with major hotel groups, including Marriott, Hilton, IHG, and Choice Hotels, make him a valuable resource for clients navigating hospitality transactions. As both a hotel owner and a commercial real estate agent, Devesh brings firsthand industry expertise and an extensive network of hoteliers across the country.

He has served as secretary for the Bhakta Samaj of the Southwest region and is well known in the Indian volleyball tournament circuit. Devesh earned his real estate license in 2020 and joined the NewGen Advisory family in 2022, focusing on hotel and lodging transactions nationwide.

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