

BEST WESTERN APACHE JUNCTION INN

1101 W APACHE TRL | APACHE JUNCTION, AZ 85120

 **NewGen**
ADVISORY

EXCLUSIVELY LISTED BY:

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INVESTMENT OPPORTUNITY

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Investment Summary

The Best Western Apache Junction Inn is a limited-service hotel located in Apache Junction, Arizona - an expanding community in the East Valley of the Phoenix Metropolitan Area. Strategically positioned along the Apache Trail corridor, the property benefits from strong visibility and convenient access to Mesa, Gilbert, and the greater Phoenix region.

The hotel offers comfortable accommodations designed to serve both leisure travelers and regional business demand. On-site amenities include an outdoor swimming pool, guest laundry facilities, and business center, providing an efficient and reliable guest experience.

The property is ideally located near some of Arizona's most popular outdoor destinations, including the Superstition Mountains, Lost Dutchman State Park, and Canyon Lake - making it a preferred lodging option for visitors seeking recreation, hiking, and scenic desert attractions.

Apache Junction continues to experience steady population growth as the East Valley expands outward from Mesa and Gilbert. This ongoing residential development, combined with strong tourism drivers, supports consistent lodging demand and positions the asset for long-term stability and growth.

INVESTMENT HIGHLIGHTS

- Nationally recognized Best Western brand affiliation
- Property qualifies for a Best Western auto-transfer
- Prime location in Phoenix's rapidly growing east valley
- Strategic gateway to Arizona's top outdoor tourism destinations
- Excellent highway visibility & accessibility along Apache Trail



Property Details

List Price	Contact Brokers For Pricing
Brand	Best Western
Location	1101 W Apache Trl, Apache Junction, AZ 85120
Submarket	Phoenix Southeast
Building Size	23,349 SF
Lot Size	2.26 AC
Year Built	1997
Year Renovated	2024
Floors	2
Rooms	40
Amenities	Outdoor pool, guest laundry, business center, manager's quarters, & meeting space (500 SF)



Parcel Outline





FINANCIAL SUMMARY

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Financial & Operational Summary

The Best Western Apache Junction presents a compelling repositioning opportunity, where a stabilized ADR base provides downside protection, while occupancy recovery offers immediate RevPAR and NOI upside. The recent decline in occupancy is not indicative of market weakness, but rather an opportunity for a more aggressive and focused operator to capture unmet demand within the submarket.

Best Western Apache Junction Inn

	Occupancy	ADR	RevPAR
2023	60.6%	\$161.84	\$98.10
2024	64.2%	\$159.07	\$102.18
2025	56.5%	\$161.10	\$91.03





SALES COMPARABLES

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Comparable Sales

	Sold Price	Price/Key	Rooms	Lot Size (AC)	Building Size (SF)
Quality Inn & Suites near Downtown Mesa 1750 E Main St Mesa, AZ 85203	\$4,350,000	\$67,968	64	1.39	23,918
Best Western Superstition Springs Inn 1342 S Power Rd, Mesa, AZ 85206	\$6,150,000	\$104,237	59	1.46	24,363
Spark by Hilton Phoenix East Mesa 4470 S Power Rd. Mesa, AZ 85212	\$14,200,000	\$129,090	110	2.52	62,745
	\$8,233,333	\$100,432	78		





MARKET OVERVIEW & PERFORMANCE

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Market Overview

Apache Junction, Arizona is a growing community located in the East Valley of the Phoenix Metropolitan Area, positioned at the junction of the historic Apache Trail and U.S. Route 60. Known as the “gateway to adventure” in the region, the city serves as a key access point to some of Arizona’s most iconic outdoor and recreational destinations.

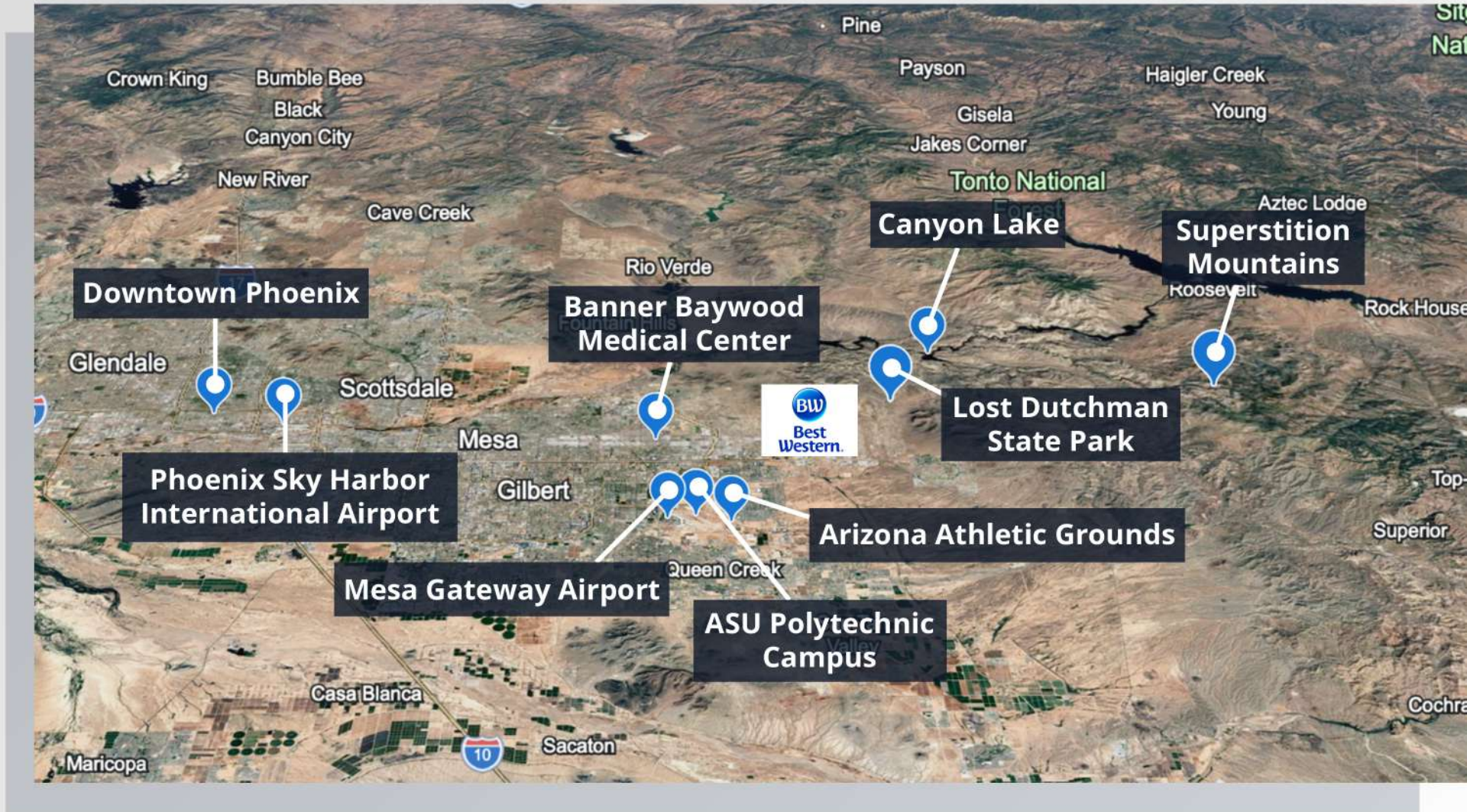
Surrounded by the Superstition Mountains and near attractions such as Canyon Lake and the Lost Dutchman State Park, Apache Junction offers a unique blend of natural beauty, history, and tourism appeal. The area provides extensive outdoor recreation opportunities including hiking, boating, and golf, attracting visitors year-round.

In addition to its tourism-driven economy, Apache Junction continues to experience residential and economic growth, supported by new development initiatives and expanding master-planned communities within the East Valley. Ongoing investment in infrastructure and local industry reflects the city’s commitment to long-term growth and economic diversification.

With its strategic location, strong recreational appeal, and continued development, Apache Junction remains an increasingly attractive market for both visitors and residents, supporting sustained demand for hospitality assets in the area.



Demand Generator Map



Demand Generators

LOST DUTCHMAN STATE PARK

Located 40 miles east of Phoenix at the base of Arizona's Superstition Mountains, offers spectacular desert hiking, biking, and camping. Named after a legendary 19th-century gold mine, the park provides access to the Tonto National Forest, featuring trails like Siphon Draw, diverse wildlife, and 134 campsites.

SUPERSTITION MOUNTAINS

The Superstition Mountains, located east of Phoenix, Arizona, are a rugged volcanic range famous for the "Lost Dutchman Gold Mine" legend, scenic hiking, and Apache lore. Formed ~25 million years ago, the range features steep canyons, the iconic Weaver's Needle, and a 160,000-acre wilderness area.

CANYON LAKE

Canyon Lake in Arizona is a 950-acre reservoir in the Tonto National Forest, located about 45 minutes east of Phoenix along the scenic Apache Trail. It is a popular spot for boating, fishing, camping, and swimming, featuring dramatic red-rock canyon walls and secluded, narrow water passages.

MESA-GATEWAY AIRPORT

The Mesa-Gateway Airport serves as a hub in the East Valley. The Airport reached a record high of over 2 million passengers in the 2025 calendar year, according to reports from January 2026. This milestone represents significant growth for the airport, which previously served roughly 1.9 million passengers in the 2024-25 fiscal year.



Demand Generators



PHOENIX SKY HARBOR INTERNATIONAL AIRPORT

Phoenix Sky Harbor International Airport is one of the busiest airports in the United States, serving over 40 million passengers annually and offering nonstop service to more than 100 domestic and international destinations. As the primary aviation hub for Arizona, the airport is a critical driver of both business and leisure travel into the Phoenix Metropolitan Area. It serves as a hub for American Airlines and a focus city for Southwest Airlines, supporting high-frequency flight schedules and strong connectivity. The airport also generates substantial employment, with tens of thousands of jobs supported directly and indirectly through airline operations, logistics, and related services. Its scale and connectivity drive consistent year-round lodging demand, with additional compression during major events, conventions, and peak travel seasons.

DOWNTOWN PHOENIX

Downtown Phoenix is the economic, cultural, and governmental center of the metropolitan area, anchored by a diverse mix of corporate headquarters, government institutions, and major employers. The area is home to key demand drivers such as the Phoenix Convention Center, as well as major sports venues including Mortgage Matchup Center and Chase Field, which host events year-round. Ongoing redevelopment and a growing mix of dining, entertainment, and residential projects continue to increase activity and visitation. As a hub for employment, events, and tourism, Downtown Phoenix generates strong and consistent lodging demand across all segments.



Demand Generators

ASU POLYTECHNIC CAMPUS

Arizona State University's Polytechnic Campus in nearby Mesa serves thousands of students and faculty and is a hub for programs in engineering, technology, aviation, and business. The campus maintains strong ties with industry partners and hosts events, conferences, and academic activities throughout the year. These factors generate consistent lodging demand from visiting faculty, families, recruiters, and event attendees, supporting reliable weekday and event-driven occupancy in the area.



BANNER BAYWOOD MEDICAL CENTER

Banner Baywood Medical Center is a major healthcare facility in the East Valley and part of the Banner Health system, one of Arizona's largest employers. The hospital supports a wide range of medical services and employs hundreds of healthcare professionals, generating consistent lodging demand from traveling nurses, visiting physicians, patient families, and medical-related stays. Healthcare demand is typically stable and non-cyclical, providing a reliable base of occupancy.



ARIZONA ATHLETIC GROUNDS

Arizona Athletic Grounds, formerly known as Legacy Sports Complex, is one of the largest youth and amateur sports facilities in the country. The complex hosts year-round tournaments, leagues, and national sporting events, drawing thousands of athletes, families, and spectators from across the U.S. This creates significant compression in nearby hotels during event periods and provides a strong, recurring source of group and leisure demand.



Market Data

MARKET SUMMARY

The subject property is a limited-service hotel located in Apache Junction, Arizona, within the growing East Valley of the Phoenix Metropolitan Area. The market is supported by a mix of leisure and commercial demand, driven by nearby outdoor attractions, regional employment centers, and continued residential growth. The property benefits from strong accessibility and consistent year-round visitation, offering a stable investment opportunity in an expanding submarket.



	DEMOGRAPHICS		
	2 MILES	5 MILES	10 MILES
Population			
2024 Population	37,738	130,229	368,030
Annual Growth 2020-2024	1.8%	1.6%	2.6%
Annual Growth 2024-2029	4.6%	3.1%	2.5%
Median Age	49.8	46.5	46
Bachelors Degree or Higher	14%	22%	30%
Households & Income			
2024 Households	16,733	53,153	148,030
Average Household Size	2.2	2.4	2.4
Median Home Value	\$197,909	\$288,590	\$348,202

DEMAND GENERATORS DISTANCE FROM PROPERTY	
Lost Dutchman State Park	3 miles
Superstition Mountains	5 miles
Canyon Lake	15 miles
Downtown Mesa	15 miles
Banner Baywood Medical Center	16 miles
Mesa Gateway Airport	18 miles
Arizona Athletic Grounds (Legacy Sports Complex)	20 miles
Phoenix Sky Harbor International Airport	35 miles
Downtown Phoenix	38 miles

Market Performance

SUBMARKET KEY METRICS

*Data is from February 2026.

INVENTORY	SUBMARKET MIDSCALE & ECONOMY	SUBMARKET
Inventory Rooms	1,536	2,432
Existing Buildings	25	33
Under Construction Rooms	0	145
Under Construction Buildings	0	2
SALES	SUBMARKET MIDSCALE & ECONOMY	SUBMARKET
12 Mo Transactions	1	1
12 Mo Sales Volume	\$7.8M	\$7.8M
Market Sale Price/Room	\$76.4K	\$90.9K
Market Cap Rate	7.7%	7.8%

Phoenix Southeast comprises 33 hotel properties, which contain around 2,400 rooms. Among the subtypes, there are 890 Upscale & Upper Midscale rooms, and 1,500 Midscale & Economy rooms in Phoenix Southeast.

PERFORMANCE	SUBMARKET MIDSCALE & ECONOMY	SUBMARKET	FORECAST AVERAGE
12 Mo Occupancy	59.9%	60.2%	57.9%
12 Mo ADR	\$89.39	\$106.70	\$112
12 Mo RevPAR	\$53.56	\$64.18	\$65

The Phoenix Southeast submarket demonstrates stable hotel performance, with occupancy around 60% and ADR exceeding \$100. RevPAR remains in the mid-\$60 range, supported by a balanced mix of leisure and commercial demand.

Demand is driven by regional tourism, outdoor recreation, and proximity to major East Valley employment centers, helping support consistent year-round visitation.

Limited new supply has helped maintain rate stability, while a modest pipeline suggests measured growth. Cap rates in the high-7% range reflect an active investment environment with attractive yield potential.



The Brand

Best Western Hotels & Resorts is a globally recognized hospitality brand with a presence in nearly 100 countries and territories, operating thousands of hotels worldwide. The brand is known for delivering consistent, reliable accommodations with a strong focus on comfort, service, and value, making it a trusted choice for both leisure and business travelers across a wide range of markets.

The Best Western family includes a diverse portfolio of brands such as Best Western, Best Western Plus, Best Western Premier, SureStay, WorldHotels, Vīb, and GLō, among others—spanning economy to upscale segments. This range allows owners to capture demand across multiple price points while maintaining brand flexibility. Supported by a global reservation system, comprehensive marketing platform, and a strong loyalty program, Best Western affiliation enhances visibility, drives consistent occupancy, and supports long-term asset performance.



Upcoming Developments

Sundt Construction Manufacturing Facility (Opening 2027): 65,000 SF facility along US 60 with office and training center components. Expected to bring ~100 employees, traveling trainers, and contractors - creating immediate and recurring corporate lodging demand.

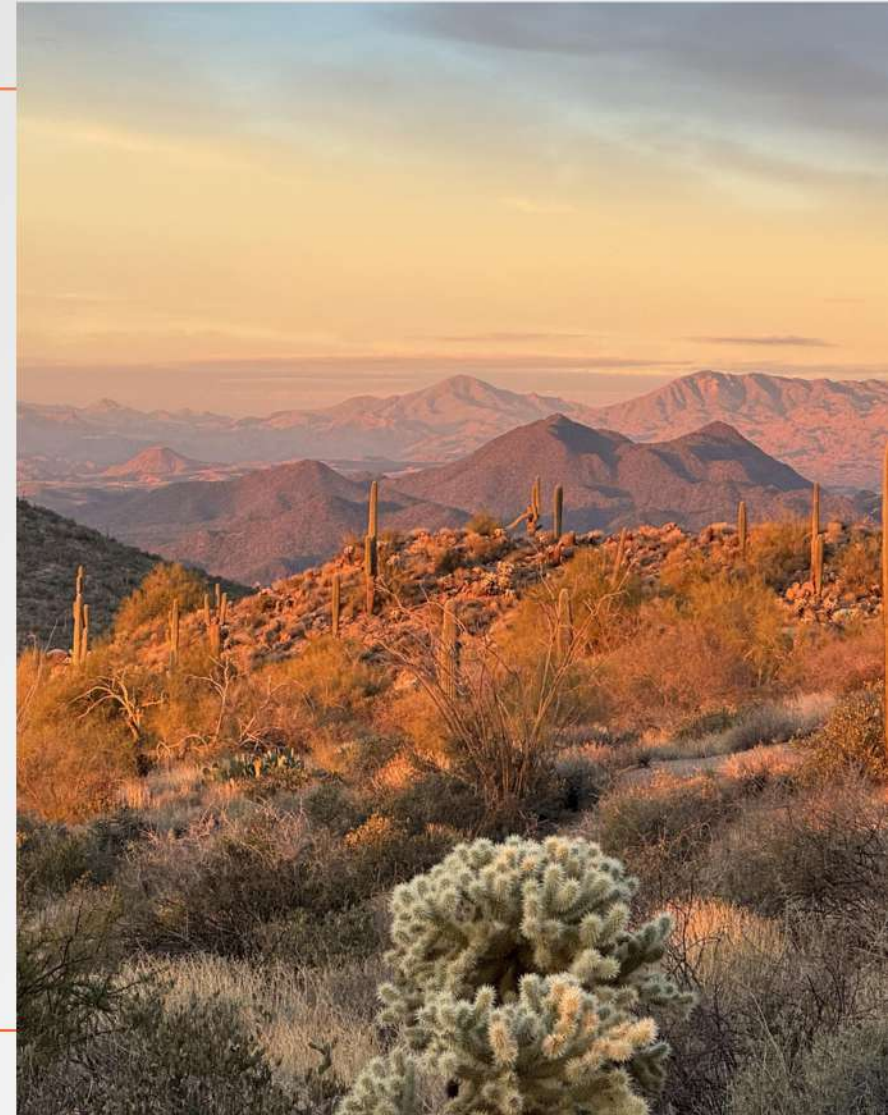
Downtown Apache Junction Redevelopment: Planned mixed-use development including retail, dining, entertainment, and potential hotel, alongside a proposed 336-unit apartment community. Expected to increase visitation, local activity, and overnight demand.

Emerging Industrial & Manufacturing Hub: Apache Junction is attracting new industrial users, with strong interest from semiconductor, aerospace, and manufacturing sectors. Low industrial vacancy (~3.5%) supports continued business travel demand growth.

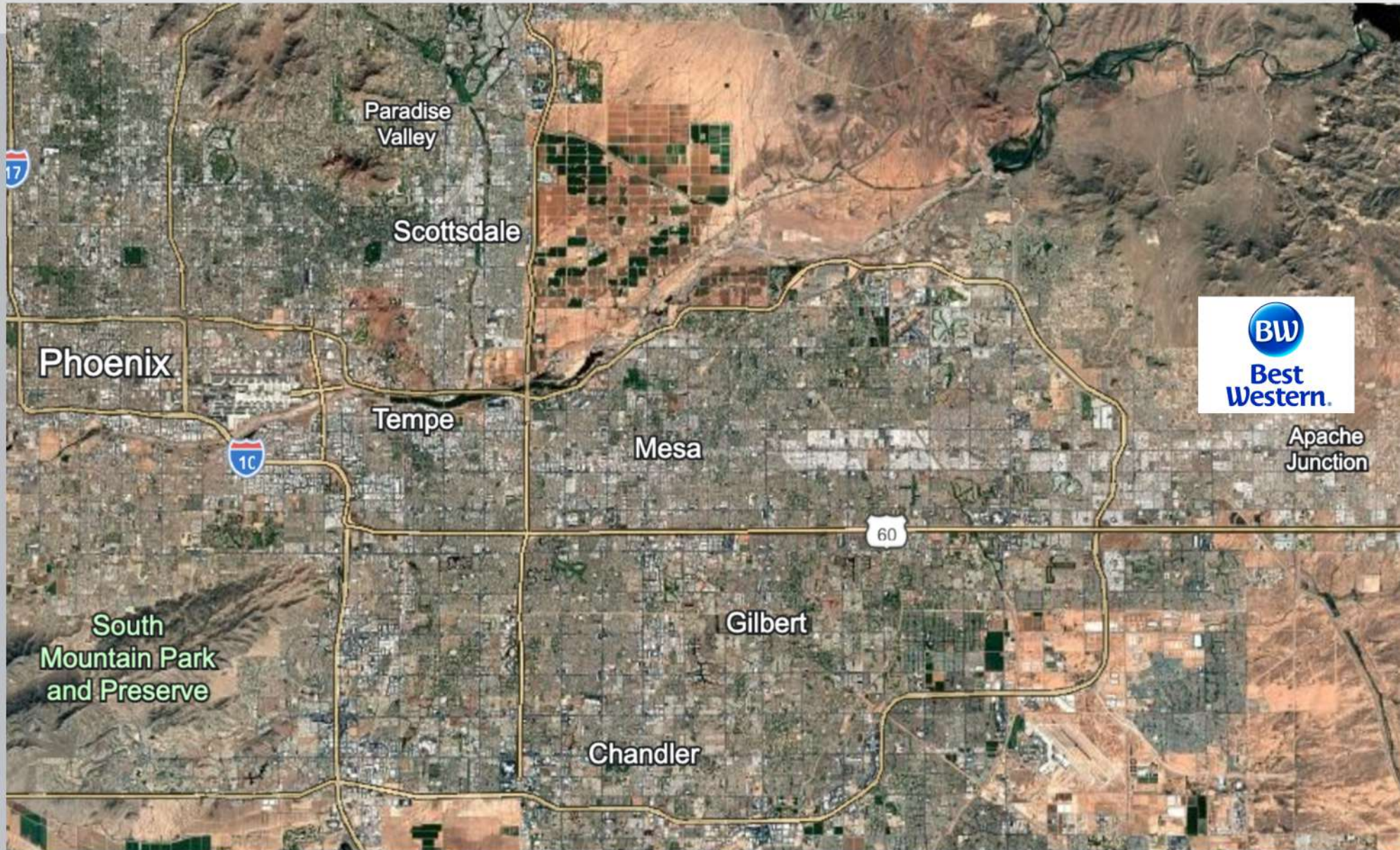
Population & Residential Growth: Population exceeds 41,000 and continues to grow, driving increased visitation, economic activity, and demand from friends-and-family travel.

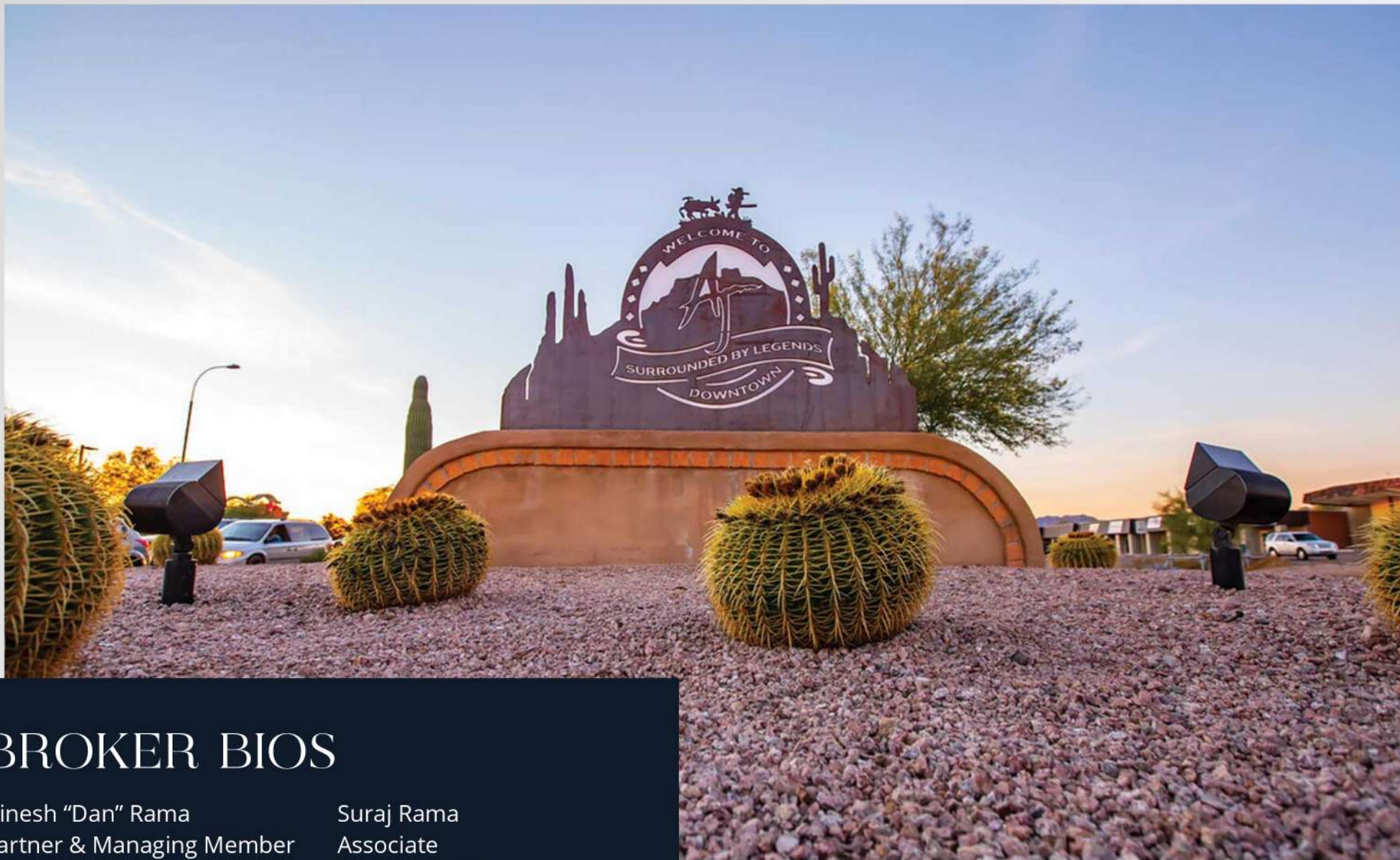
Major Transportation Investments (US 60 Corridor): Planned infrastructure improvements and roadway expansions are expected to enhance accessibility and increase drive-through and destination traffic along the hotel's corridor.

Ongoing Capital Improvements: 69 active city projects focused on infrastructure, public works, and parks are enhancing the overall quality and appeal of the immediate area.



Location Map





BROKER BIOS

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Professional Background

Dinesh (Dan) Rama Co-founder, Principal and Managing Director, NewGen Advisory Designated Broker, State of Arizona, State of New Mexico, and State of Colorado.

Dinesh Rama is a seasoned hospitality professional who began his career as a hotel owner/operator in 1994 after earning dual Bachelor's Degrees in History and Mathematics from Arizona State University. Dan went on to grow his

portfolio as a franchisee of Red Brick Pizza, InterContinental Hotels, Marriott, G6 Hospitality, Wyndam Hotels and Choice International. He maintains General Manager Certifications from Holiday Inn, Motel 6 and Days Inn.

Over the course of his 26-year hospitality career, Dinesh was integral in the disposition of over one billion of hospitality assets; brokering and advising clients on acquiring, merging, and divesting of hospitality assets throughout the United States.

Dinesh earned his Certification for Hotel Industry Analytics (CHIA) - the only hotel-related certification that recognizes advanced skill and knowledge in the industry. This globally recognized professional credential validates Dinesh's advanced knowledge in hotel industry analytics including foundational metrics, definitions, formulas and methodologies. Dinesh also holds a Certified Hotel Owners (CHO) Certificate from the Asian American Hotel Owners Association (AAHOA).

In addition to his company responsibilities at NewGen, Dinesh is an active member of the community: engaged in various local and national industry organizations. He served as the Southwest Regional Director for AAHOA - the largest hospitality owners association in the United States - and now serves as Ambassador. He also serves on the Board of Directors for the Arizona Lodging and Tourism Association's (AZLTA).



Associate

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Professional Background

Suraj Rama grew up in the hospitality industry, gaining hands-on experience in hotel operations and a deep understanding of the business. His expertise extends beyond transactions to the legal side of hospitality, allowing him to analyze assets strategically and provide valuable insights to clients.

He spent two years working across three InterContinental Hotels Group properties and independent brands while also studying alongside attorneys representing major hotel groups like Choice Hotels, Four Seasons, and Hilton. Suraj joined NewGen Advisory in 2017 as a Junior Analyst and became an Associate Agent in 2022.

A cum laude graduate of Arizona State University, Suraj earned a degree in Business Law from the W.P. Carey School of Business. He is currently completing his master's in Legal Studies with a concentration in Business from the Sandra Day O'Connor School of Law at ASU.



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