



NewGenAdv.com

EXCLUSIVE LISTING:

Bank Owned Distressed Hospitality Asset

9970 Airline Hwy
Baton Rouge, LA 70816

Kishan Gohel
Senior Vice President
AZ# SA684403000

Jigar "Jay" Desai
Senior Vice President
AZ# SA675144000

Charles Loescher
CML Commercial Real Estate
Services LLC
Designated Broker
LA #BROK.912122967-ACT



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INVESTMENT PROFILE

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The former Quality Inn at 9970 Airline Hwy represents a premier value-add acquisition in one of Baton Rouge's most resilient commercial corridors. Spanning over 94,000 square feet on a sprawling 4.83-acre lot, this 172 room asset is strategically positioned at the high-visibility junction of Airline Hwy and I-12.











This vacant asset is a prime candidate for a strategic hospitality relaunch or a high-demand adaptive reuse project. The modular layout is perfectly suited for conversion into attainable workforce housing or studio apartments, addressing a critical shortage in the local residential market. Located within minutes of LSU, the ExxonMobil Refinery, and major medical hubs, the site guarantees consistent demand. This is a rare opportunity to acquire a high-capacity asset significantly below replacement cost and drive substantial ROI through creative repositioning. *Note the photos in this offering memorandum are from 2024. *The property is currently closed and fenced and being sold as-is where-as with limited due diligence documents available.



PROPERTY HIGHLIGHTS

- High-visibility site at the strategic Airline Hwy/I-12 junction
- Turnkey footprint for hotel relaunch or residential housing conversion
- Minutes from LSU, ExxonMobil, and major regional medical hubs
- Priced under \$11,000/key
- BRING ALL OFFERS (Property is a bank owned distressed asset)

OFFERING SUMMARY

	Sale Price:	\$1,850,000
	Building Size:	94,015 SF
	Lot Size:	4.83 ACRES
	Year Built:	1968
	Renovation Completed:	2019
	Number of Rooms:	172
	Stories:	2
	Zoning:	C-2
	Hotel Type:	Economy
	Meeting Space:	Yes



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PROPERTY IMPRESSIONS

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ADDITIONAL PHOTOS

Bank Owned Distressed Hospitality Asset Baton Rouge, LA



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LOUISIANA STATE UNIVERSITY (LSU)

As Louisiana's flagship university, LSU is a premier economic and research powerhouse located just minutes from the property. In 2025, the university achieved a record-breaking enrollment of over 43,000 students and reached a historic milestone with more than \$543 million in annual research activity.

Ranked as the #1 university in Louisiana by the Wall Street Journal, LSU is an elite "R1" doctoral institution and one of only eight in the U.S. with land-, sea-, and space-grant designations. Its massive community of students, faculty, and SEC fans drives relentless year-round demand for nearby lodging and housing.

EXXONMOBIL OIL REFINERY

The ExxonMobil Baton Rouge Refinery is one of the largest and most integrated petrochemical hubs in the world. Operating for over 115 years, this massive complex processes approximately 522,500 barrels of crude oil per day, making it a cornerstone of the global energy supply chain.

As a premier economic driver for Louisiana, the facility supports a workforce of over 6,000 employees and contractors. Its proximity to 9970 Airline Hwy provides a built-in audience for workforce housing or contractor lodging, especially during large-scale "turnaround" events or modernization projects like the recent \$230 million refinery upgrade.





BATON ROUGE HEALTH DISTRICT

The Baton Rouge Health District is a 1,000-acre medical and research corridor located about 6 miles from the property. This massive hub integrates major anchors like Our Lady of the Lake, Baton Rouge General, Ochsner, and the world-renowned Pennington Biomedical Research Center.

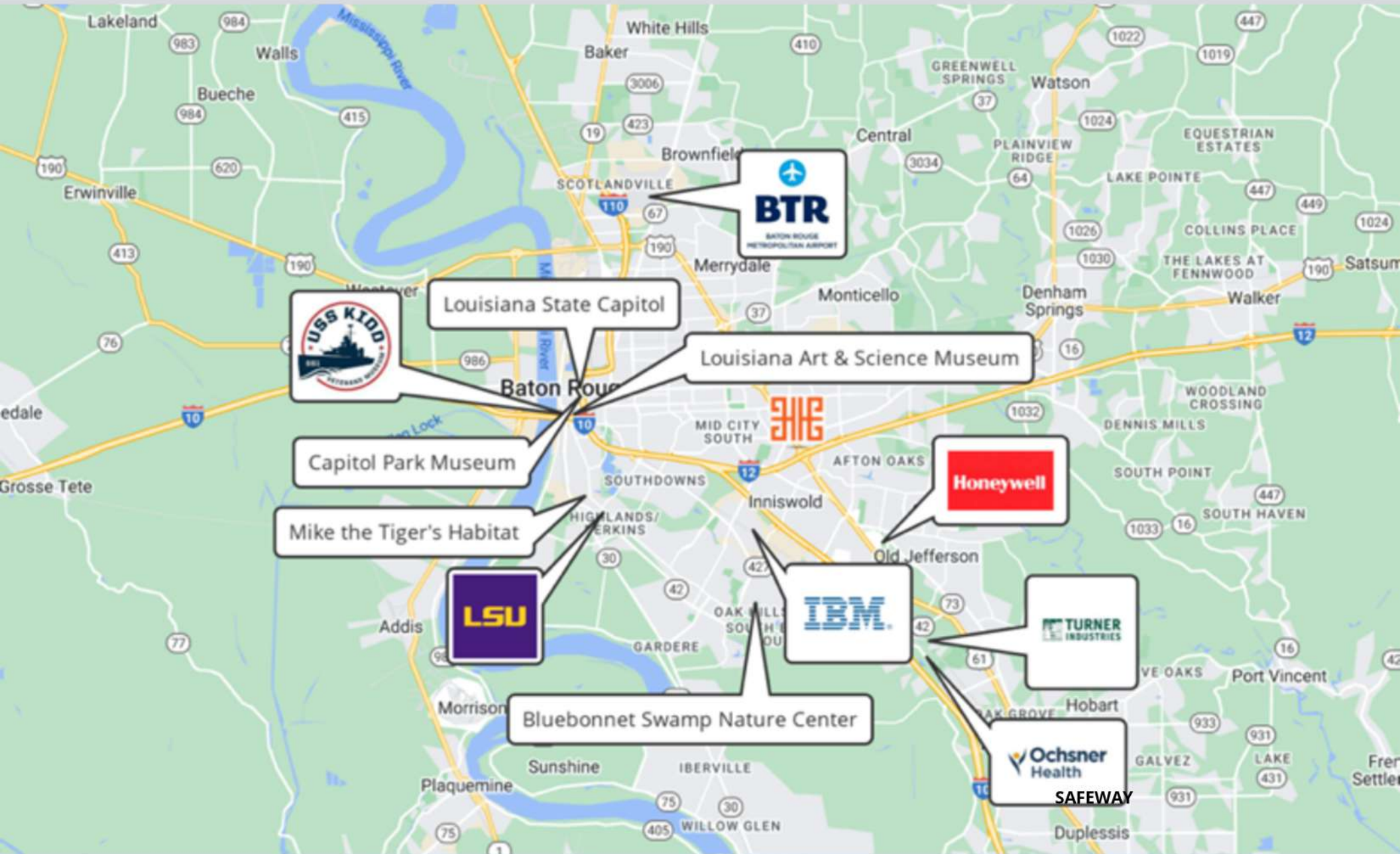
As of 2025, the district employs over 20,000 healthcare professionals and is undergoing \$535 million in new construction. It functions as a "city within a city," driving immense demand for nearby housing and lodging due to its 1 million annual patient visits and a constant influx of traveling medical staff and researchers.

AMAZON FULFILLMENT CENTER

The Amazon Effect is the rapid economic transformation sparked by the \$200 million BTR1 Fulfillment Center at the former Cortana Mall. Since opening, this 3.4 million-square-foot robotics hub has exceeded all expectations, doubling its initial workforce pledge to over 2,000 direct employees by 2025.

This influx has catalyzed a surge in local retail, with over 200 new business licenses issued nearby. For real estate, it creates a "multiplier effect," driving a desperate need for attainable workforce housing for thousands of logistics professionals and support staff now populating the Airline Highway corridor.









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ADVISOR BIO

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KISHAN GOHEL

SENIOR VICE PRESIDENT

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PROFESSIONAL BACKGROUND

Kishan is a Senior Vice President at NewGen Advisory, renowned for his visionary leadership and specialization in complex commercial real estate transactions, particularly hotel-to-alternative-use conversions. This expertise became critical during the 2020 economic shift, where he successfully guided clients—including non-profit organizations and investors—in converting hotel assets into market-rate apartments, affordable/transitional housing and behavioral health facilities. Hoteliers and investors deeply appreciate Kishan's innovative approach and comprehensive ability to manage a transaction from beginning to end, ensuring a seamless closing that drives both client and firm success.

Prior to joining NewGen Advisory in mid-2019, Kishan built a strong foundation in business management and client relations through founding and managing his corporate DJ business. He leverages this entrepreneurial background and his extensive market research capabilities to establish and cultivate strong client relationships, enabling him to identify and secure the highest-value opportunities. In his spare time, Kishan enjoys spending time with his family, attending car shows and taking advantage of Arizona's abundant outdoor sunshine.

EDUCATION

BA Business Communication - Arizona State University

MEMBERSHIPS

Asian American Hotel Owners Association (AAHOA)

AWARDS

NewGen Advisory Rising Star 2021

Crexi Platinum Broker 2022, 2023, 2024, 2025



JIGAR "JAY" DESAI

SENIOR VICE PRESIDENT

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PROFESSIONAL BACKGROUND

Jigar "Jay" Desai joined the NewGen Advisory team of Arizona in 2017. He is focused throughout the Southwestern regions of Texas to California assisting our clients with all their hotel and lodging transactional needs. Jay has a unique ability to connect prospective buyers with sellers while focusing on and balancing the critical financial needs of both making him a true asset to any team and every client. Jay's extensive background in the hotel industry has given him the insight to better understand the critical needs of his clients. Having grown up in the hotel industry, Jay's ability to relate and understand the rigorous demands of hotel operations has provided the insight which has led to facilitate successful transactions. Furthermore, prior to joining the NewGen team, Jay was immersed into the financing and lending world with a large national bank which gave him the unique view into the lending world and provided the connections which allow his clients to seek out financing for even the most challenging assets.

EDUCATION

Jigar graduated from the U of A in 2011 attaining a dual degree from Eller College of Management in Finance and Real Estate.

MEMBERSHIPS

Jigar is a member and ambassador for the Asian American Hotel Owners Association (AAHOA) and holds certifications for Choice Hotels and Best Western.

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Legal questions should be discussed by the party with an attorney. Tax questions should be discussed by the party with a certified public accountant or tax attorney. Title questions should be discussed by the party with a title officer or attorney. Questions regarding the condition of the property and whether the property complies with applicable governmental requirements should be discussed by the party with appropriate engineers, architects, contractors, other consultants and governmental agencies. All properties and services are marketed by NewGen Advisory, LLC in compliance with all applicable fair housing and equal opportunity laws.



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