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EXCLUSIVE LISTING:

# Big Chile Inn & Suites

2160 W Picacho Ave  
Las Cruces, NM 88007

Jigar "Jay" Desai

Senior Vice President  
AZ#SA675144000

Ryan J Bodine

Senior Vice President  
AZ#BR661940000

Dinesh "Dan" Rama  
NewGen Advisory NM, LLC  
DESIGNATED BROKER  
NM #20316



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## INVESTMENT PROFILE

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Jigar “Jay” Desai and Ryan Bodine of NewGen Advisory are proud to present the sale of the Big Chile Inn & Suites, located in Las Cruces, NM. This 110-room, exterior corridor property offers a versatile investment opportunity on a 4.4-acre C-3 zoned lot, allowing for a range of commercial development options. The site includes a 10,850-square-foot building and a 7,200-square-foot warehouse that can be leased separately for additional income. Room types include a mix of suites, kitchenettes, doubles, and singles, with 19 rooms currently offline or under renovation and partial electrical upgrades completed for 21 units. Just minutes from Interstate 10 and home to the World’s Largest Chile Pepper sculpture, the property benefits from strong visibility, tourism appeal, and easy access. Operated absentee by out-of-state ownership, this asset presents significant upside with multiple brand conversion opportunities. **The seller is highly motivated and open to creative deal structures, including seller financing and lease-to-purchase options—making this a standout value-add opportunity in a strategic location.**



### PROPERTY HIGHLIGHTS

- **Motivated seller - bring all offers**
- Seller financing and lease to purchase options available
- Suited for several franchise flags
- Absentee managed from out of state owners
- 7,200 sq. ft. warehouse included in sale that can be leased out
- Zoned C-3, creating multiple development options
- Electrical updated with new transformer
- Over \$750,000 invested in capital expenditures

### OFFERING SUMMARY

	<b>Sale Price:</b>	<b>\$3,800,000</b>
	Number of Rooms:	110
	Price Per Key:	\$29,000
	Building Size:	10,850 SF
	Lot Size:	4.4 AC
	Year Built:	1967
	Stories:	2
	Zoning:	C-3
	Hotel Type:	Economy/Extended Stay



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## PROPERTY IMPRESSIONS

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## ROOM BREAKDOWN

# of Rooms	Room Type
17	Kitchenettes
3	Double Bed Kitchenettes
13	Double Beds
43	Single Beds
4	Suites
11	Studio Kitchenettes
<b>91</b>	<b>Total Rooms Currently Rentable</b>
<hr/>	
16	Offline Building 4
3	Offline Building 3
<b>19</b>	<b>Total Rooms Offline/Under Construction</b>













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## LOCATION INFORMATION

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### LAS CRUCES, NEW MEXICO

Las Cruces, New Mexico, is the economic and cultural center of southern New Mexico, situated in the fertile Mesilla Valley about 45 miles north of El Paso, Texas. It is the state's second-largest city, with an estimated population of approximately 115,000 residents, and serves as the county seat of Doña Ana County. Nestled between the Rio Grande to the west and the Organ Mountains to the east, Las Cruces enjoys a sunny desert climate with around 320 days of sunshine per year. The city's strategic location at the junction of Interstates I-10 and I-25 provides excellent regional connectivity for commerce and travel, with the larger El Paso International Airport less than an hour away.

Las Cruces boasts a diverse and stable economy anchored by government, education, and healthcare. Job growth has remained positive in recent years, with particular strength in health services, education, government, and hospitality. Major employers include New Mexico State University, Las Cruces Public Schools, two regional hospitals, and nearby government installations such as White Sands Missile Range and NASA's White Sands Test Facility. The area is also home to emerging industries including aerospace, agriculture, and renewable energy, with Spaceport America and Virgin Galactic adding to its forward-looking appeal. Population growth, infrastructure investment, and revitalization efforts have created a supportive environment for hotel investment and long-term economic expansion.



### ROBUST TOURISM DEMAND

Las Cruces continues to experience strong and resilient tourism demand, driven by its natural beauty, cultural richness, and strategic accessibility. The city welcomes hundreds of thousands of visitors annually, with travel patterns rebounding from pandemic-era slowdowns and continuing on an upward trajectory. Las Cruces serves as the primary base for exploring major attractions such as White Sands National Park, with spring and fall marking the busiest travel seasons. Its location along two major interstate highways makes it an ideal stop for road trippers, RV travelers, and tour groups, while sunny winters attract snowbirds and retirees. The city's tourism ecosystem is further supported by local events, outdoor recreation, academic institutions, and a growing presence in the space and science tourism niche.

### CULTURE AND EVENTS

Las Cruces offers a rich blend of Southwestern culture and year-round events that attract both in-state and out-of-state visitors. Historic Old Mesilla is a favorite destination, known for its preserved adobe architecture, boutique shops, and vibrant dining scene. The city hosts popular annual events such as the Southern New Mexico Wine Festival, the Chile Drop on New Year's Eve, the Las Cruces International Film Festival, and the Southern New Mexico State Fair & Rodeo. The weekly Las Cruces Farmers Market - one of the most acclaimed in the nation - draws thousands of visitors to the downtown area. These recurring cultural events consistently boost hotel occupancy and drive visitor spending across multiple seasons.



### VISITOR PROFILE

Las Cruces welcomes a diverse mix of leisure, academic, business, and medical travelers. Outdoor enthusiasts are drawn to hiking, sand sledding, and stargazing in nearby parks. Families and alumni frequently visit New Mexico State University, which also hosts conferences and NCAA sporting events. Business and government travelers often visit for work related to the defense, agriculture, or aerospace sectors, while the city's two major hospitals generate consistent medical-related travel. Seasonal snowbirds and group travelers further diversify the visitor base, supporting steady demand across both weekdays and weekends.



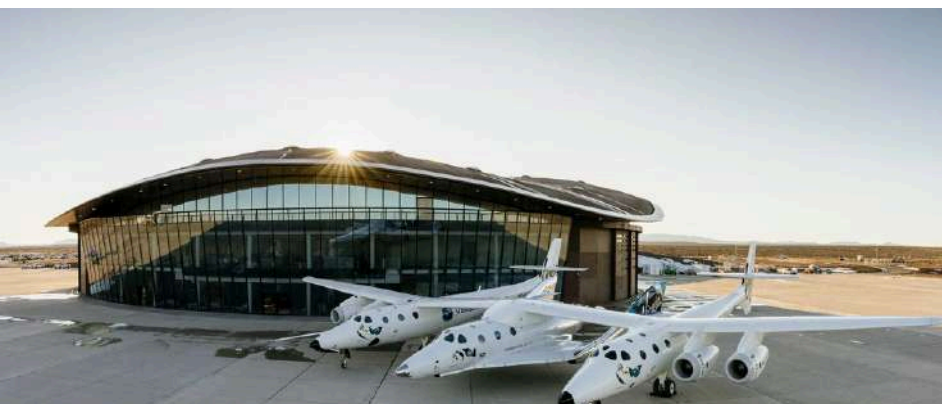
### TOURISM TRENDS & OUTLOOK

Recent developments have elevated Las Cruces on the national stage. The 2019 designation of White Sands as a National Park significantly boosted visitation, while Spaceport America and Virgin Galactic's commercial spaceflights have attracted global media attention, setting the stage for niche space tourism. The city has earned national accolades for its appeal, including being ranked among the best U.S. towns to visit. With continued investment in tourism infrastructure, downtown revitalization, and strategic marketing efforts, Las Cruces is well-positioned for sustained tourism growth - supporting strong performance metrics for both current and future hotel assets.



### NEW MEXICO STATE UNIVERSITY

New Mexico State University (NMSU), the state's flagship land-grant institution, serves as a major economic and cultural anchor in Las Cruces. The university enrolls over 13,000 students and employs more than 3,000 faculty and staff, generating substantial demand for housing, retail, and hospitality services. In addition to its academic offerings, NMSU hosts year-round events including NCAA Division I sports, performing arts, research symposiums, and alumni gatherings - all of which contribute to visitor traffic and strengthen the local economy.



### SPACEPORT AMERICA CORPORATE OFFICE

The Spaceport America Corporate Office in Las Cruces serves as the administrative and operational headquarters for the world's first purpose-built commercial spaceport. This hub supports the broader spaceflight and aerospace ecosystem in southern New Mexico, including partnerships with Virgin Galactic, NASA, and private research firms. With dozens of full-time employees based in Las Cruces - and hundreds more engaged across related industries - the corporate office draws frequent visitors, executives, and engineers from around the globe, generating demand for business-class accommodations and local amenities.



### MEMORIAL MEDICAL CENTER

Memorial Medical Center (MMC) is a 199-bed acute care hospital and one of the largest employers in Las Cruces. With over 1,300 employees - including physicians, nurses, specialists, and administrative staff - MMC plays a critical role in the region's healthcare infrastructure. The hospital attracts patients from surrounding rural areas for specialized care, surgery, and long-term treatment, generating steady demand for nearby accommodations, dining, and transportation for both patients and visiting families.



### DOÑA ANA COMMUNITY COLLEGE

Doña Ana Community College (DACC), a branch of the New Mexico State University system, plays a vital educational and workforce development role in the region. With an enrollment of approximately 7,000 students and hundreds of faculty and staff across multiple campuses, DACC contributes steady weekday demand for extended-stay hotels, dining establishments, and transit services. Its emphasis on technical and vocational training also supports partnerships with local businesses, boosting regional employment and economic activity.

### LAS CRUCES CONVENTION CENTER

The Las Cruces Convention Center is a modern, 55,000-square-foot facility that hosts a diverse array of events, including trade shows, business conferences, weddings, expos, and educational seminars. Located near the New Mexico State University campus, the venue attracts tens of thousands of attendees each year, ranging from local residents to out-of-town visitors. With the capacity to accommodate groups of up to 2,000 people, the Convention Center drives consistent demand for hotels, restaurants, and transportation services throughout the year.



### WHITE SANDS NATIONAL PARK

White Sands National Park, located about an hour east of Las Cruces, is a globally recognized natural marvel and one of New Mexico's top tourist attractions. Spanning 275 square miles, it contains the largest gypsum dune field on Earth, drawing over 780,000 visitors annually for activities such as sand sledding, hiking, photography, and stargazing. Its unique beauty and accessibility make Las Cruces a prime lodging and staging area for tourists from across the country and around the world. The park supports a robust ecosystem of hospitality and recreation businesses throughout the region.

Designated a national park in December 2019, White Sands was elevated from its previous status as a national monument due to its geological, ecological, and scientific significance. It is home to more than 800 animal species - some found nowhere else - and contains the largest known collection of Ice Age fossilized footprints in North America, including human and extinct megafauna tracks. These remarkable features have made it a centerpiece for scientific research and global tourism. National park designation has not only increased federal protection and funding but also expanded its visibility and economic impact, cementing White Sands as a major demand generator for Las Cruces.







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## ADVISOR BIO

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## 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.



## RYAN J. BODINE

Senior Vice President

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DIRECT: 480.236.9918

### **PROFESSIONAL BACKGROUND**

Ryan Bodine is an Associate for NewGen Advisory, a hospitality brokerage firm. Ryan's primary focus is on representing and identifying hospitality investment opportunities from around the country for his domestic and international partners. Ryan has extensive experience in owning his own company and raising foreign direct investment. This unique hybrid has allowed him to approach each deal with an ownership mentality while leveraging his extensive network of high net worth investors to realize profitable returns for his clients.

Prior to NewGen, Ryan sourced foreign direct investment for Green Card Fund, an EB-5 Invest to Immigrate Regional Center, worked as an Executive Consultant for an education reform organization, and owned an international promotional product company.

He is a member of the Asian American Hotel Owners Association, Arizona Lodging Tourism Association, Urban Land Institute, Arizona Association of Economic Development, the Greater Phoenix Economic Council, the Phoenix Committee on Foreign Relations, and the Global Shapers Phoenix HUB Community.

### **EDUCATION**

University of Hawaii at Manoa - Business

Roehampton University London, England- International Business

Arizona State University- International Business, Summa Cum Laude

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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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