



# Quality Inn Durango

2930 Main Ave | Durango, CO 81301

Hospitality  
Investment Opportunity  
Offering Memorandum



**MATTHEWS™**

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# Market Overview

Quality Inn Durango  
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# Durango, CO

19,048

Total Population

\$268.6M

Consumer Spending

1.5M+

Annual Visitors

\$328M

Visitor Spending

\$96M

Annual Lodge Spending

## Local Market Overview

Durango serves as the economic and tourism center of Southwest Colorado, attracting visitors year-round through its combination of outdoor recreation, higher education, healthcare services, and cultural amenities. The city benefits from a strong tourism economy anchored by the historic Durango & Silverton Narrow Gauge Railroad, Purgatory Resort, Mesa Verde National Park, and extensive access to the San Juan Mountains. The area's appeal to outdoor enthusiasts, retirees, and remote professionals has contributed to steady population growth and elevated household incomes relative to many mountain communities. Fort Lewis College further strengthens the local economy by supporting educational employment, workforce development, and consumer spending.

The Durango market has demonstrated resilience through economic cycles due to its diversified base of tourism, healthcare, education, government services, and professional sectors. Limited land availability, strict development constraints, and growing demand for accommodations have supported long-term hospitality fundamentals. Located along the U.S. Highway 550 corridor, the city benefits from regional connectivity to New Mexico, the Four Corners region, and numerous mountain destinations. Continued investment in recreational infrastructure and downtown improvements reinforces Durango's position as one of Colorado's premier year-round visitor destinations.

## Property Demographics

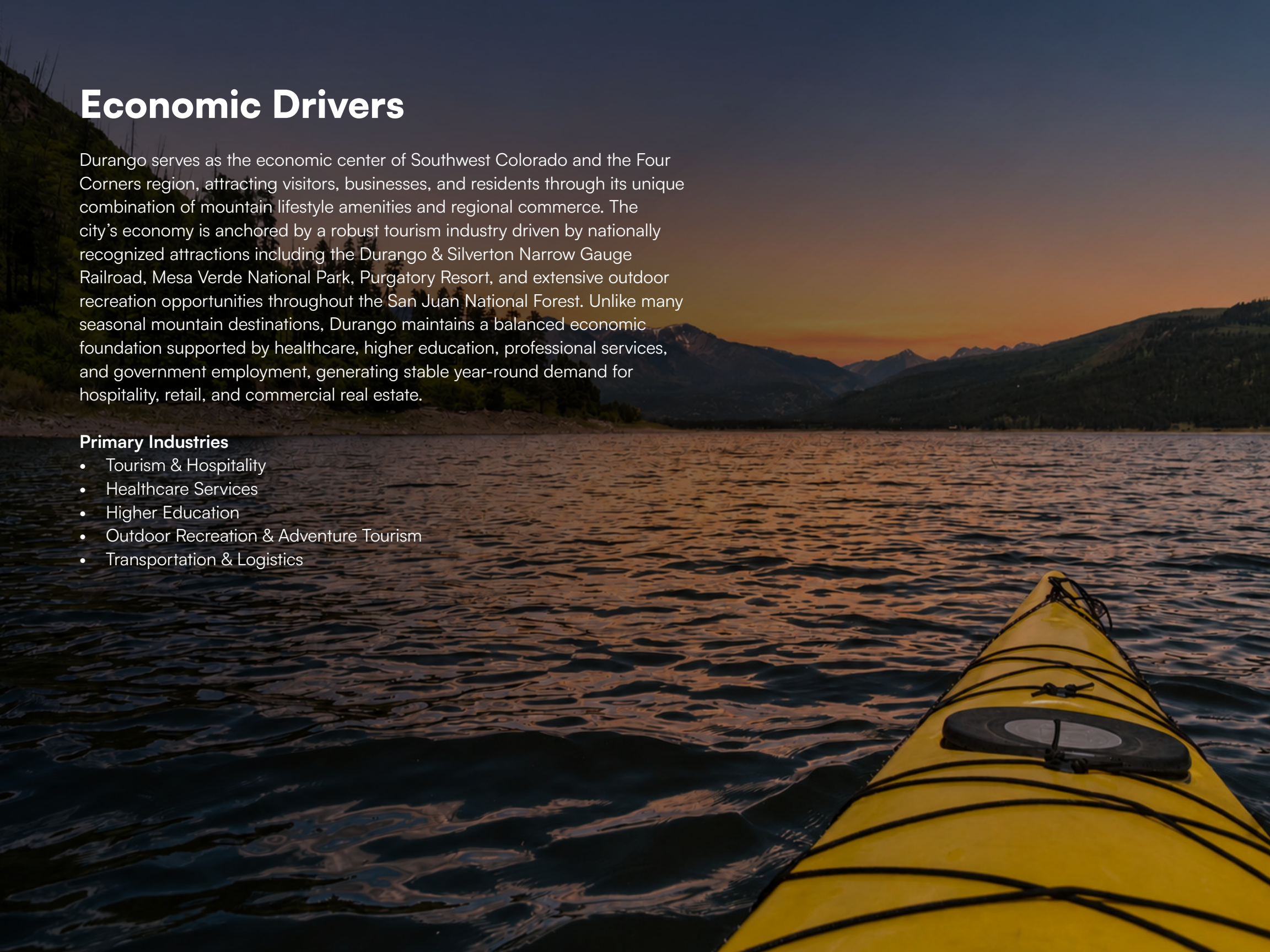
POPULATION	3-MILE	5-MILE	5-MILE
2020 Population	7,822	19,134	23,791
2025 Population	7,645	19,048	24,027
2030 Population Projection	7,620	19,065	24,125
HOUSEHOLDS	3-MILE	5-MILE	5-MILE
2020 Households	3,108	8,157	10,192
2025 Households	2,971	7,974	10,121
2030 Household Projection	2,947	7,950	10,127
INCOME	3-MILE	5-MILE	5-MILE
Avg Household Income	\$104,800	\$109,494	\$111,815

# Economic Drivers

Durango serves as the economic center of Southwest Colorado and the Four Corners region, attracting visitors, businesses, and residents through its unique combination of mountain lifestyle amenities and regional commerce. The city's economy is anchored by a robust tourism industry driven by nationally recognized attractions including the Durango & Silverton Narrow Gauge Railroad, Mesa Verde National Park, Purgatory Resort, and extensive outdoor recreation opportunities throughout the San Juan National Forest. Unlike many seasonal mountain destinations, Durango maintains a balanced economic foundation supported by healthcare, higher education, professional services, and government employment, generating stable year-round demand for hospitality, retail, and commercial real estate.

## Primary Industries

- Tourism & Hospitality
- Healthcare Services
- Higher Education
- Outdoor Recreation & Adventure Tourism
- Transportation & Logistics



# Top 5 Hospitality Demand Drivers

## Durango & Silverton Narrow Gauge Railroad

One of Colorado's most iconic tourism attractions, the historic railroad draws hundreds of thousands of visitors annually and serves as a primary driver of overnight lodging demand. The attraction brings leisure travelers from across the United States and remains a cornerstone of Durango's visitor economy.

## San Juan Mountains & Outdoor Recreation

Durango serves as the gateway to the San Juan Mountains, providing unparalleled access to hiking, mountain biking, rafting, fly fishing, skiing, off-roading, and alpine recreation. The region's outdoor amenities support strong year-round visitation and establish Durango as one of the Rocky Mountain West's premier adventure destinations.

## Purgatory Resort

Located approximately 25 miles north of Durango, Purgatory Resort attracts visitors throughout the year with skiing, snowboarding, mountain biking, hiking, and family recreation. As Southwest Colorado's largest ski destination, the resort generates substantial lodging demand during both winter and summer seasons.

## Regional Employment & Institutional Anchors

Major employers including CommonSpirit Mercy Regional Medical Center, Fort Lewis College, Durango School District 9-R, the City of Durango, and La Plata County Government create a stable foundation of year-round visitation. Healthcare-related travel, university events, athletic competitions, conferences, faculty recruitment, government activity, and professional services contribute to consistent lodging demand beyond traditional leisure tourism.

## Gateway to Telluride, Ouray & the Four Corners Region

Strategically positioned at the intersection of U.S. Highways 160 and 550, Durango serves as the primary hospitality hub for travelers visiting Telluride, Ouray, Silverton, Mesa Verde National Park, and the Four Corners region. Its central location, commercial airport access, and extensive lodging inventory make Durango the preferred basecamp for exploring Southwest Colorado's most visited destinations.



# Property Overview

Quality Inn Durango  
2930 Main Ave | Durango, CO 81301



# | The Opportunity

## Quality Inn Durango

Property Name

**48**

Total Keys

**1983**

Year Built

**2**

Stories

**±17,691 SF**

GLA

**±0.72 AC**

Lot Size

**\$111,815**

5-Mile Household Income



# Investment Highlights

## Property Highlights

### Diverse Durango Demand Generators

Durango pulls demand from the Narrow Gauge Railroad, Mesa Verde, Fort Lewis College, the Animas River corridor, and its historic downtown, supported by \$441M in annual visitor spending that fuels consistent lodging demand.

### Ideal Owner Operator Opportunity

Includes a renovated 1 bedroom / 1 bathroom living quarters, allowing an owner operator to live on site and streamline operations.

### Strong Trailing 12 Performance

Recent T-12 revenue reflects healthy topline performance, with Durango holding strong despite broader softness across much of Colorado's hotel market, demonstrating the asset's resilience and demand depth.

### Purgatory Resort Year Round Impact

Purgatory Resort drives significant winter ski traffic and strong summer visitation through mountain biking, events, and outdoor recreation, creating reliable seasonal compression and broadening the market's year round demand base.

### Upcoming Choice Repositioning Window

Approaching Choice's conversion window offers lower liquidated damages and strong brand conversion economics, while also creating an upscale boutique repositioning opportunity to capture higher ADR and more affluent travelers.

### Regional Gateway Location

The market also benefits from major events, key employers, and its role as a gateway to the San Juan Mountains, Telluride, Ouray, and the Four Corners region.



# Property Amenities

Free Wi-Fi

Complimentary breakfast

Pet-friendly rooms

Business center

Copy & Fax services

Meeting room

Free parking

Accessible parking

24-hour front desk

Smoke-free property

Cribs/Pack & Play available

In-room microwave

In-room refrigerator

In-room coffee maker

In-room hair dryer

Accessible guest rooms and facilities





**Fort Lewis College**  
 ±3,392 Students  
 ±600 Employees

**Downtown Durango**

BARONS CREEK VINEYARDS  
 STRATER HOTEL Durango's Historic Landmark Hotel  
 Perbacco COCINA ITALIANA  
 SEASONS OF DURANGO OSCAR'S P.R. MI



Its current operations reach nearly 1.5 million guests annually through directly owned railroads, attractions, and the licensing of special events at over 50 additional properties.

**Mountain Waters Rafting**  
 Raft Trip



**Mesa Verde Tours**  
 Sightseeing Tour Agency



**Animas River**



**Durango High School**  
 ±1,350 Students



**Durango Community Recreation Center**  
 Recreation Center

Main Ave ±23,000 VPD



±25 Miles

**PURGATORY**

**Subject Property**



# Financial Overview

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# Financial Overview

**\$5,550,000**

List Price

**8.80%**

Cap Rate

**14% Above Compset**

Occupancy Index

**30% Below Compset**

ADR Index

**19% Below Compset**

RevPAR Index



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