

PREPARED BY



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Market Valuation

LAS CRUCES/ALAMOGORDO SUBMARKET

Market Range
\$XM - \$XM

Listing Property for Consideration

HAMPTON INN & SUITES RUIDOSO DOWNS

26141 US-70, Ruidoso Downs, NM 88346

Owner Name: -
 email | mobile



Rooms 62 **Lot Size 1.02 AC** **Year Built 2003** **Year Renovated 2018**

Comparable Sales

Property	Submarket	Last Sales Price	Last Sold Date	No. Rooms	Year Built/Renovated	Price/Unit
Studio 6 Extended Stay El Paso East TX 3610 Joe Battle Blvd El Paso	El Paso Surrounding		Mar 2026	121	2009	
Best Western Socorro Hotel & Suites 1100 N California St Socorro	New Mexico South Area		May 2025	120	1995	
Spark by Hilton Artesia 203 N 2nd St Artesia	New Mexico South Area		Dec 2023	51	2009	
Motel 6 Las Cruces, NM - Telshor 2120 Summit Ct Las Cruces	Las Cruces/Alamogordo		Jun 2023	43	2004	

AVERAGE
 \$-

Submarket Key Metrics

INVENTORY	SUBMARKET MIDSCALE & ECONOMY	SUBMARKET
Inventory Rooms	2,904	6,036
Existing Buildings	37	100
Under Construction Rooms	104	104
Under Construction Buildings	1	1
SALES	SUBMARKET MIDSCALE & ECONOMY	SUBMARKET
12 Mo Transactions	1	3
12 Mo Sales Volume	\$2.3M	\$3.5M
Market Sale Price/Room	\$80K	\$62.6K
Market Cap Rate	9.7%	10.2%

PERFORMANCE	SUBMARKET MIDSCALE & ECONOMY	SUBMARKET	FORECAST AVERAGE
12 Mo Occupancy	65.6%	56.5%	56.5%
12 Mo ADR	\$121.37	\$103.59	\$108
12 Mo RevPAR	\$79.56	\$58.55	\$61

Las Cruces/Alamogordo comprises 100 hotel properties, which contain around 6,000 rooms. Among the subtypes, there are 270 Luxury & Upper Upscale rooms, 2,900 Upscale & Upper Midscale rooms, and 2,900 Midscale & Economy rooms in Las Cruces/Alamogordo.

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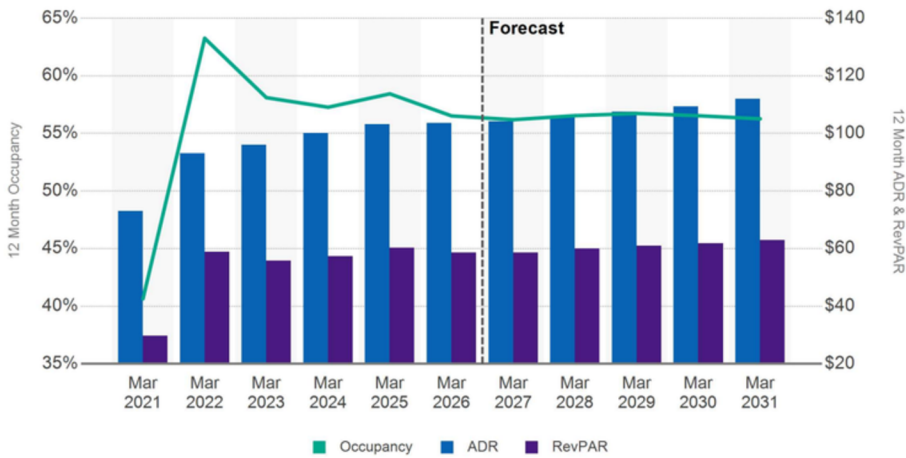
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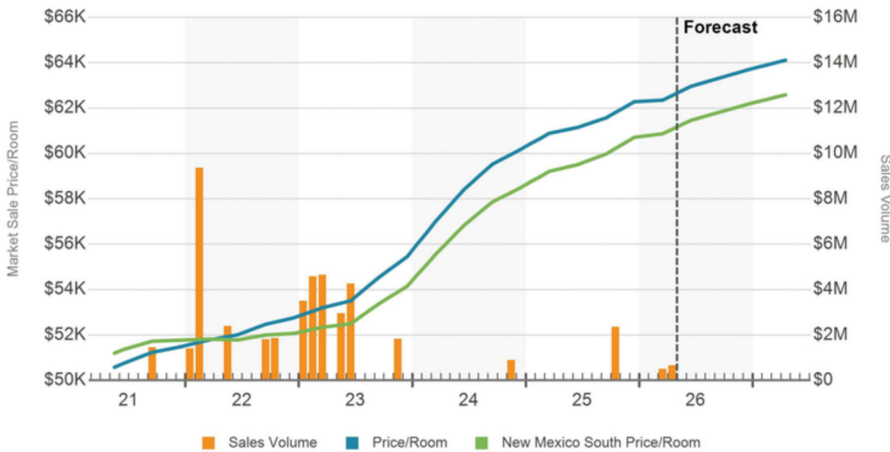
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Submarket Metrics

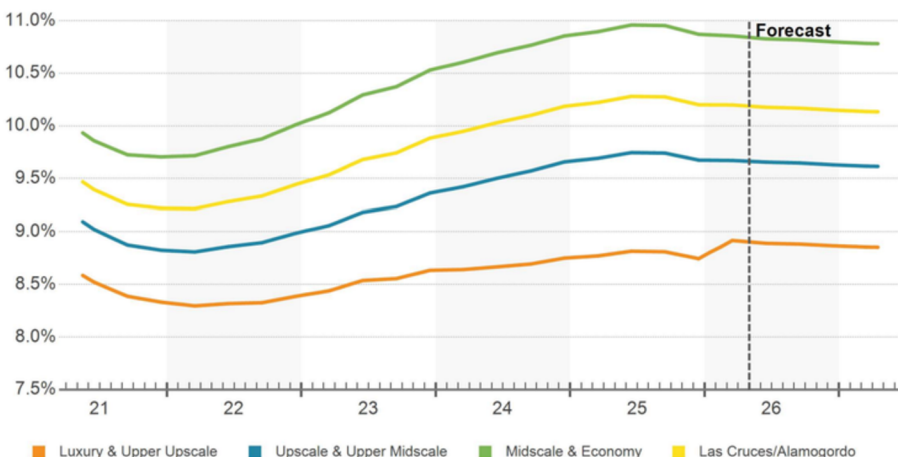
OCCUPANCY, ADR & REVPAR



SALES VOLUME & MARKET SALE PRICE PER ROOM



MARKET CAP RATE



NewGen Advisory Footprint



\$3B+ In sales volume



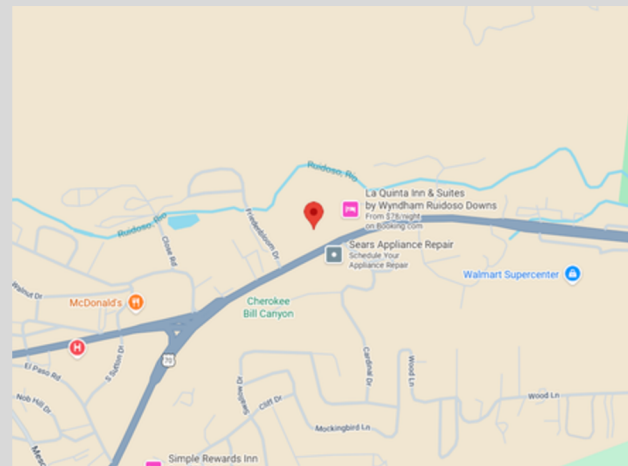
Unmatched network across all investor tiers including Main Street owners & Wall Street investors.



National market leader in conversion & adaptive reuse deals; with 100+ conversion deals completed.



- > 9 Offices nationwide
- > 10 Licensed sale agents
- > 44 States with closed transactions



DISCLAIMER

This document constitutes **NewGen Advisory's Market Valuation** and is intended solely for informational purposes. It is **not an appraisal** and should not be considered a substitute for a formal valuation conducted by a licensed appraiser. This Market Valuation is based on publicly available data, market trends, and our professional analysis; however, it does not guarantee future performance or valuation outcomes.

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