



TAOS MOTOR LODGE | FOR SALE - \$2,850,000

1798 PASEO DEL PUEBLO SUR, RANCHOS DE TAOS, NM 87557

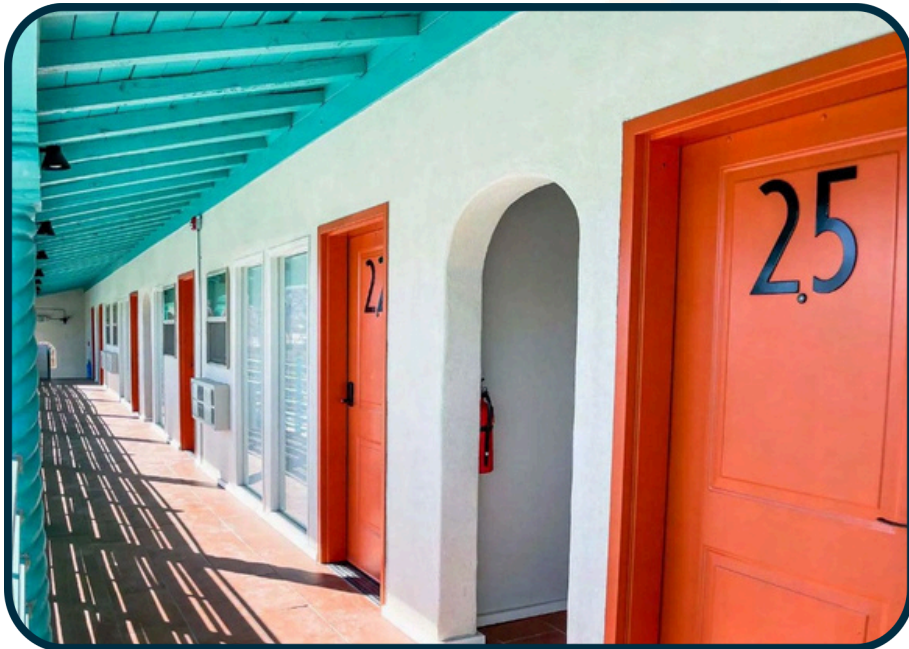


SERGIO CASTILLO
ASSOCIATE BROKER
SERGIO@ALLENSIGMON.COM
+1 505 469 2927

PROPERTY OVERVIEW

The Taos Motor Lodge is a fully renovated 26-key boutique motel located along Paseo del Pueblo Sur in Ranchos de Taos—one of New Mexico’s most iconic historic and cultural destinations. Just minutes from Taos Plaza and walking distance to the famed San Francisco de Asís Church, the property blends classic Southwestern architecture with modern finishes to create a warm, memorable guest experience for year-round visitors.

The Lodge underwent a full transformation in 2022, taken down to the studs and rebuilt with contemporary interiors, upgraded bathrooms, new flooring, exterior enhancements, and updated systems. With ±0.577 acres, excellent frontage, and ample on-site parking, the property benefits from strong visibility and consistent traffic on Taos’ main commercial corridor. Positioned near top demand drivers—including the Rio Grande Gorge Bridge, Taos Ski Valley, Taos Pueblo (UNESCO World Heritage Site), and a thriving art and food scene—the Taos Motor Lodge is well-situated to capture both domestic and international tourism. The asset represents a rare opportunity to acquire a stabilized, renovated boutique hotel in a high-demand mountain market with multiple avenues for operational and revenue growth.



PROPERTY DETAILS

Address	1798 Paseo Del Pueblo Sur, Ranchos de Taos, NM 87557
Location	Southwest Taos Corridor
Size	Site: ±0.577 Acres Building Size: ±10,500 SF
Keys	26 Fully Renovated Rooms
Listing Price	\$2,850,000
Year Built / Renovated	1984 / 2022
Zoning	County Rural Area
Parking	Ample On-Site Guest Parking
APN	1073146010001
Financials	Available Upon Request
Renovation Summary	Taken to the studs and rebuilt with modern finishes, refreshed exterior, upgraded bathrooms, new furnishings, and contemporary Southwestern design.
Operational Highlights	Strong 12-month revenue performance, consistent occupancy, diverse booking channels, and potential for increased yield via digital marketing, brand positioning, and pricing optimization.

INVESTMENT HIGHLIGHTS



STABILIZED REVENUE PERFORMANCE

- Strong trailing 12-month room revenue of approximately \$654,000 (ResNexus actuals)
- Consistent occupancy supported by year-round tourism demand
- Multiple distribution channels (Direct Connect, Online Travel Agencies, Phone Reservations)



EFFICIENT OPERATIONS WITH UPSIDE

- Property utilizes digital check-in systems and dynamic pricing strategies.
- Opportunity to refine:
 - Automated guest messaging
 - Improved brand positioning
- Potential to increase ADR and reduce OTA dependency
- Ideal for lean, remote-management model with cleaners and on-call maintenance as the only required onsite personnel.



HIGH-DEMAND TOURISM MARKET

- Taos is one of the Southwest's strongest boutique hotel markets
- Home to Taos Ski Valley, Taos Pueblo, the Rio Grande Gorge, and a nationally recognized art community
- Reliable seasonal and off-season visitor traffic
- Drives repeat stays & high ADR potential



VALUE-ADD OPPORTUNITIES

- Enhance direct-booking strategies
- Add small retail items, coffee offerings, or "mountain welcome packages"
- Activate outdoor space for guest amenities. Opportunity to enhance the rear area with guest-focused amenities such as outdoor seating, firepit, wellness features (hot tub/sauna), or other experiential enhancements.
- Explore partnership with local tour operators, ski rentals, or art organizations
- Potential to rebrand as a design-forward boutique lodge



FULLY RENOVATED ASSET (2022)

- Complete reconstruction from the studs
- Modernized rooms with upgraded bathrooms, flooring, lighting, and stylish furnishings
- Refreshed exterior, improved curb appeal, and updated guest amenities
- Minimal deferred maintenance



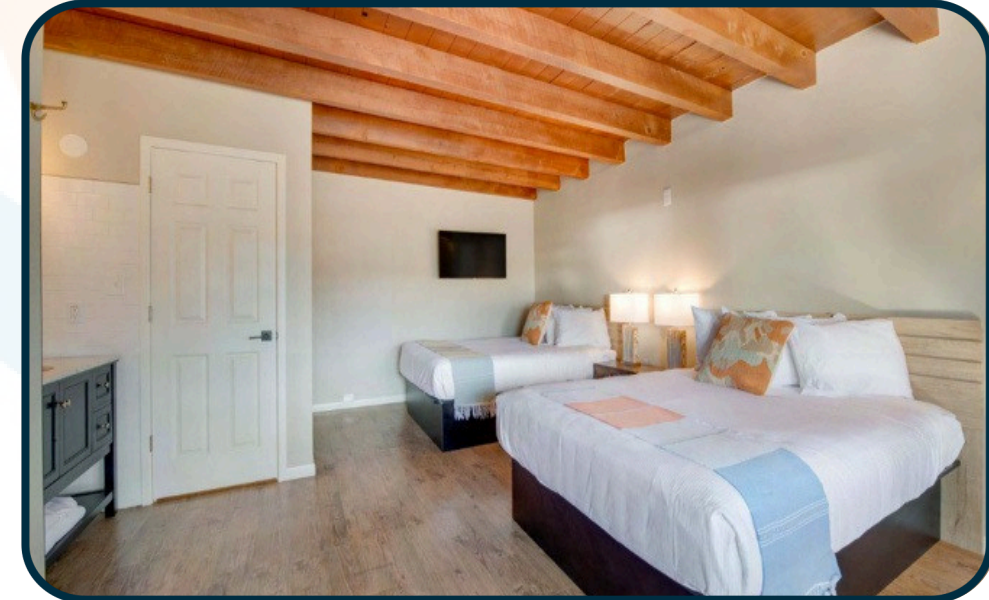
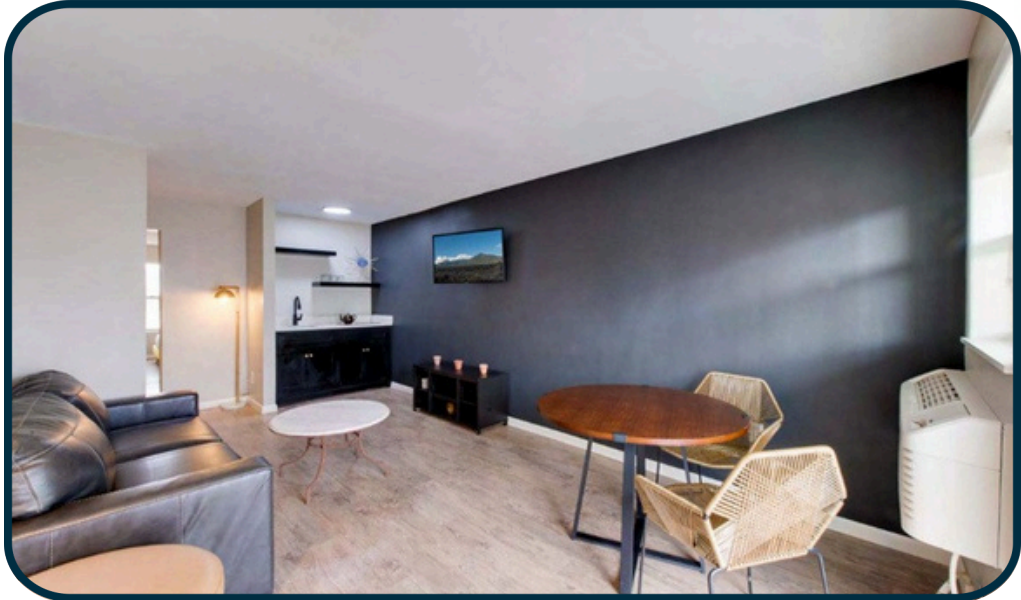
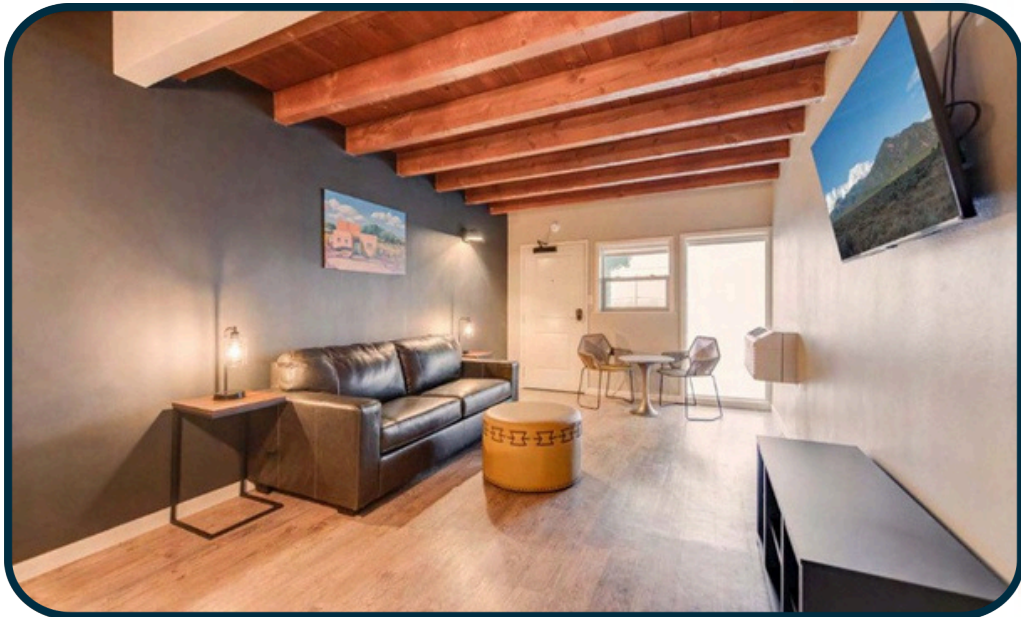
ATTRACTIVE PRICE POINT FOR A RENOVATED 26-KEY ASSET

- Rare opportunity to acquire a stabilized boutique hotel in the Taos market
- Renovations substantially reduce near-term capital requirements
- Strong financial foundation already in place
- Positioned to outperform with strategic management



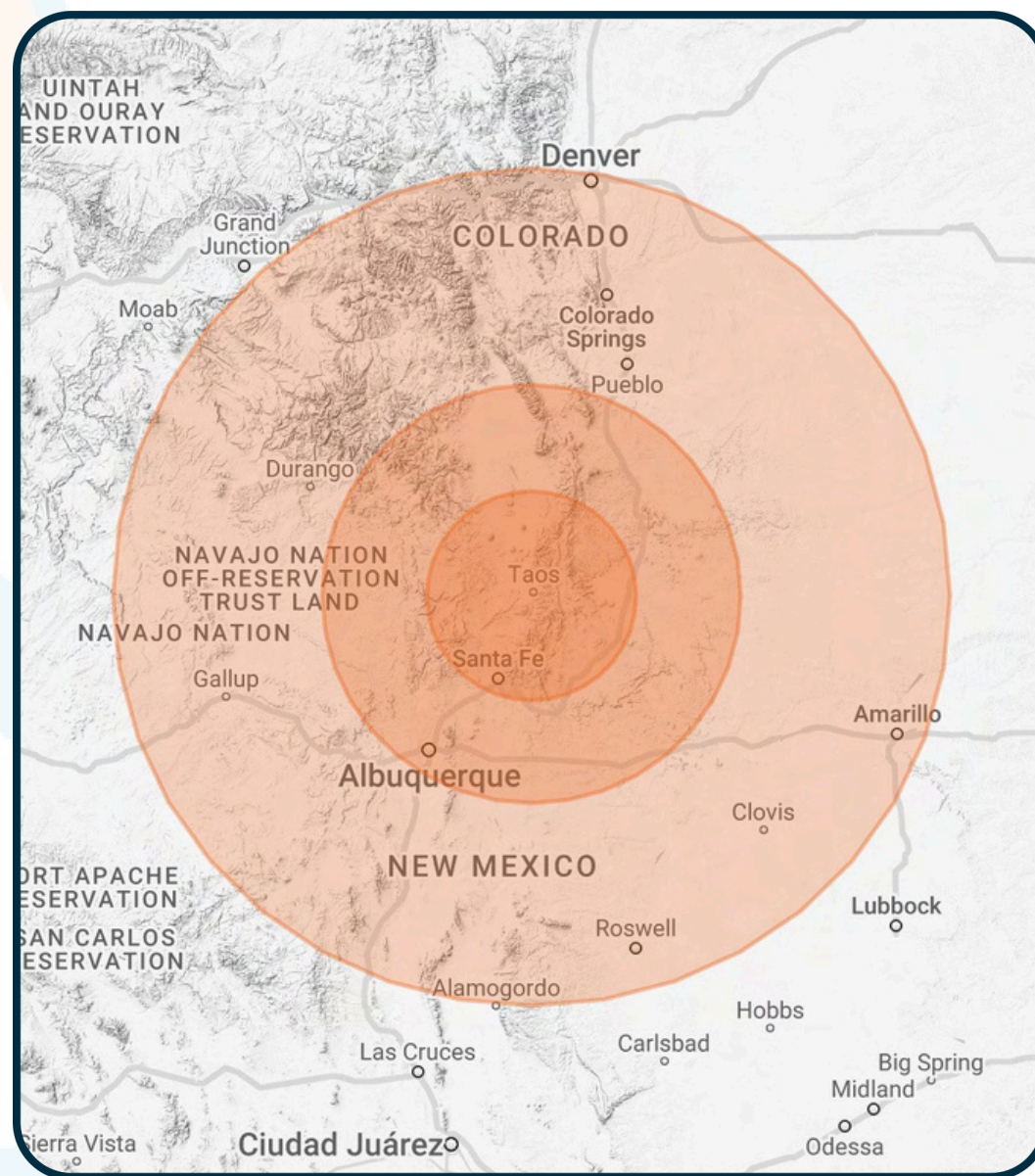
PROPERTY HIGHLIGHTS

- 26 Fully Renovated Guest Rooms
- Completing a down-to-the-studs remodel in 2022
- ±10,500 SF building on ±0.577 acres
- Located in the highly sought-after Taos tourism corridor
- Strong visibility and access on Paseo del Pueblo Sur
- Ample on-site parking for guests
- Close proximity to Taos Ski Valley, Taos Plaza, and major attractions
- Stabilized 12-month room revenue of ~\$654,000 (actual)
- Flexible zoning within County Rural Area
- Opportunity to implement technology-assisted operations
- Well-positioned for brand elevation and ADR growth
- Rare turn-key boutique hotel offering in a limited-inventory mountain market



POPULATION	60 MILES	120 MILES	240 MILES
TOTAL POPULATION	244,831	1,214,531	5,752,352
AVERAGE AGE	45.0	41.3	39.0
AVERAGE AGE (MALE)	43.5	39.9	38.0
AVERAGE AGE (FEMALE)	46.1	42.5	39.9
HOUSEHOLDS & INCOME	60 MILES	120 MILES	240 MILES
TOTAL HOUSEHOLDS	133,205	567,233	2,507,462
# OF PERSONS PER HH	1.8	2.1	2.3
AVERAGE HH INCOME	\$60,833	\$63,947	\$79,631
AVERAGE HOUSE VALUE	\$338,414	\$251,076	\$319,007

* Demographic data derived from 2020 ACS - US Census



ABOUT TAOS, NEW MEXICO

Taos is one of the Southwest's most iconic destinations. An arts-driven, culturally rich, high-desert community that attracts visitors year-round. Known for its dramatic landscapes, centuries-old history, and thriving creative scene, Taos consistently draws travelers from across the country seeking an authentic New Mexico experience.

Just minutes from town, the Rio Grande Gorge Bridge, one of the highest bridges in the United States, offers breathtaking panoramic views and is one of the region's top sightseeing attractions. The area is also home to Taos Pueblo, a UNESCO World Heritage Site and one of the oldest continuously inhabited communities in North America, providing a rare and meaningful connection to Native American heritage.

In addition to its cultural depth, Taos offers strong outdoor appeal with world-class skiing at Taos Ski Valley, endless hiking and biking trails, river activities, and a vibrant food and arts scene. Its blend of natural beauty, adventure, and historic charm keeps visitor demand high and supports a strong hospitality market. For investors, Taos represents an enduring tourism hub with diverse year-round traffic, making the Taos Motor Lodge a compelling opportunity in one of New Mexico's most recognizable and sought-after destinations.



*Images from Pixabay



PRIME LOCATION & VISIBILITY

- Located on Paseo del Pueblo Sur, Taos' main commercial corridor
- High visibility with strong vehicular traffic
- Minutes to downtown Taos, Historic Ranchos Plaza, and major attractions



ALLEN SIGMON REAL ESTATE GROUP

9201 MONTGOMERY BLVD NE, BLDG 1
ALBUQUERQUE NM 87111
T505.884.4699 | F505.503.1381
ALLENSIGMON.COM



SERGIO CASTILLO

ASSOCIATE BROKER
SERGIO@ALLENSIGMON.COM
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