

Destinations Inn

295 BROADWAY
STREET

— IDAHO FALLS, ID 83402 —



PROPERTY
WEBSITE

Black Swan Inn

746 EAST
CENTER

— POCATELLO, ID 83201 —



PROPERTY
WEBSITE

EASTERN IDAHO'S PREMIER
HOTEL INVESTMENT



Black Swan Inn &

DESTINATIONS INN
WORLD CLASS THEME ROOMS

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Destinations Inn



Black Swan Inn



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Executive **Summary**

Dual-Hotel Opportunity in Pocatello & Idaho Falls



746 E Center



295 Broadway Street



Black Swan Inn & Destinations Inn

This prospectus offers a unique opportunity to acquire a successful Eastern Idaho boutique hotel business comprising two award-winning themed hotels: Black Swan Inn in Pocatello and Destinations Inn in Idaho Falls. Recognized for immersive, romantic experiences and consistent 5-star reviews, both properties are to be sold together as a single portfolio.



Dual-Property Portfolio

in two key Idaho cities

Unique Themed Suites

appealing to couples and romantic getaways

High Occupancy

with strong guest satisfaction

Consistent Revenue

with stable ADR: Destinations Inn (2022: \$134.14, 2023: \$133.22)

Turnkey Operation

with management in place

High Barriers to Entry

due to custom suite designs and loyal clientele

Upside Potential

via dynamic pricing, digital marketing, and potential franchising/licensing

Black Swan Inn 746 E Center

Established in 1996 and fully renovated, Black Swan Inn offers 14 elaborately designed themed rooms—ranging from Enchanted Forest to Egyptian and Mayan Rainforest—creating unforgettable guest stays. The building underwent a full plumbing and electrical upgrade. Strategically located near Caldwell Park and Idaho State University, it offers off-street parking and strong local demand.



14 Themed Rooms

Offering a unique lodging experience

Prime Location

Walking distance to historic downtown, Idaho State University, and Caldwell Park

Off-Street Parking

Convenient for guests.

Destinations Inn 295 Broadway St.

This downtown property includes 14 themed rooms (e.g., Paris, Rome, New York) and a basement apartment, blending global inspiration with high-end hospitality. Located steps from the Idaho Falls River Walk, shopping, and dining, the inn caters to travelers and locals alike.



14 Guest Rooms + 2-Bedroom Apartment

Diverse accommodation options

Luxury Positioning

Renowned as one of the area's premier luxury hotels

Downtown Idaho Falls Location

Centrally located for walking access to local attractions

Free Parking

Available across the street, a significant guest amenity



Property **Photos**

Destinations Inn, Idaho Falls



295 Broadway Street

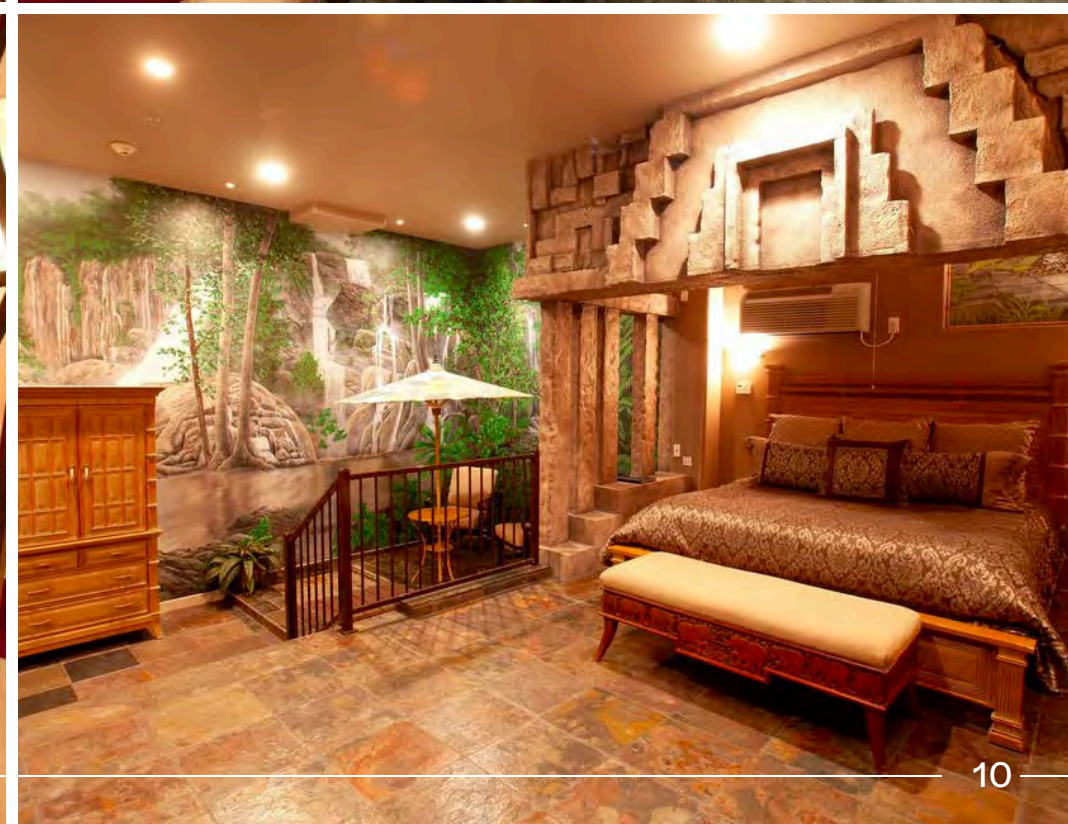




Themed Rooms

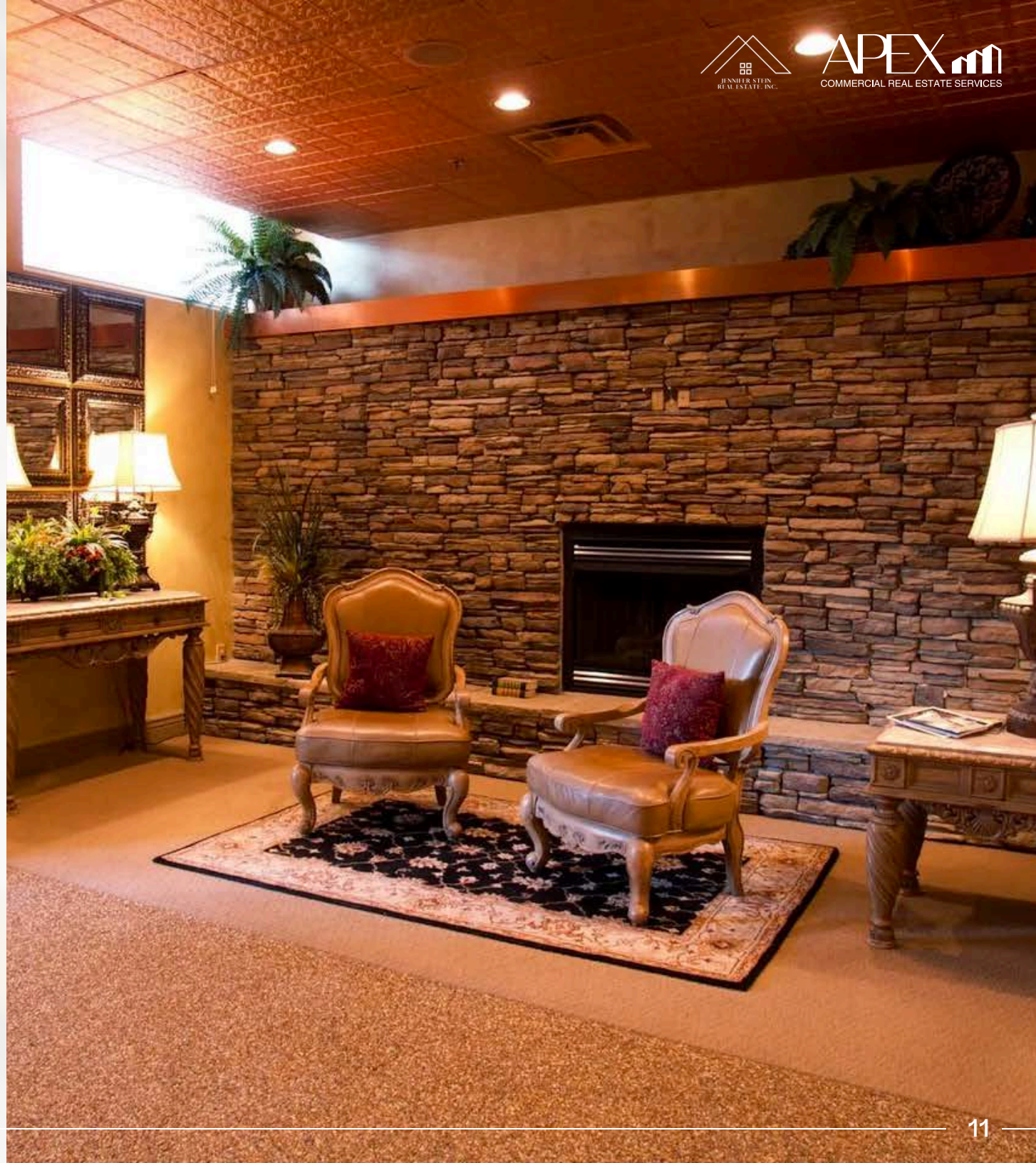


Themed Rooms



Total potential:

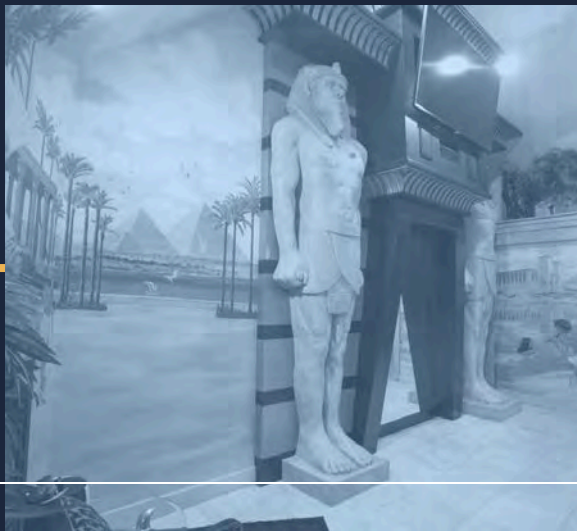
- Luxury themed hotel with 14 immersive rooms such as the Athens, New York, and Paris
- Consistently rated #1 on TripAdvisor for Idaho Falls
- Serves a strong regional drive market and romance travel segment
- Located near downtown Idaho Falls and close to national parks like Yellowstone and Grand Teton
- Features include bubbler tubs, mood lighting, and custom decor
- Operates with strong occupancy and ADR (Average Daily Rate)
- Turnkey business with established branding and loyal customer base





Property **Photos**

Black Swan Inn, Pocatello

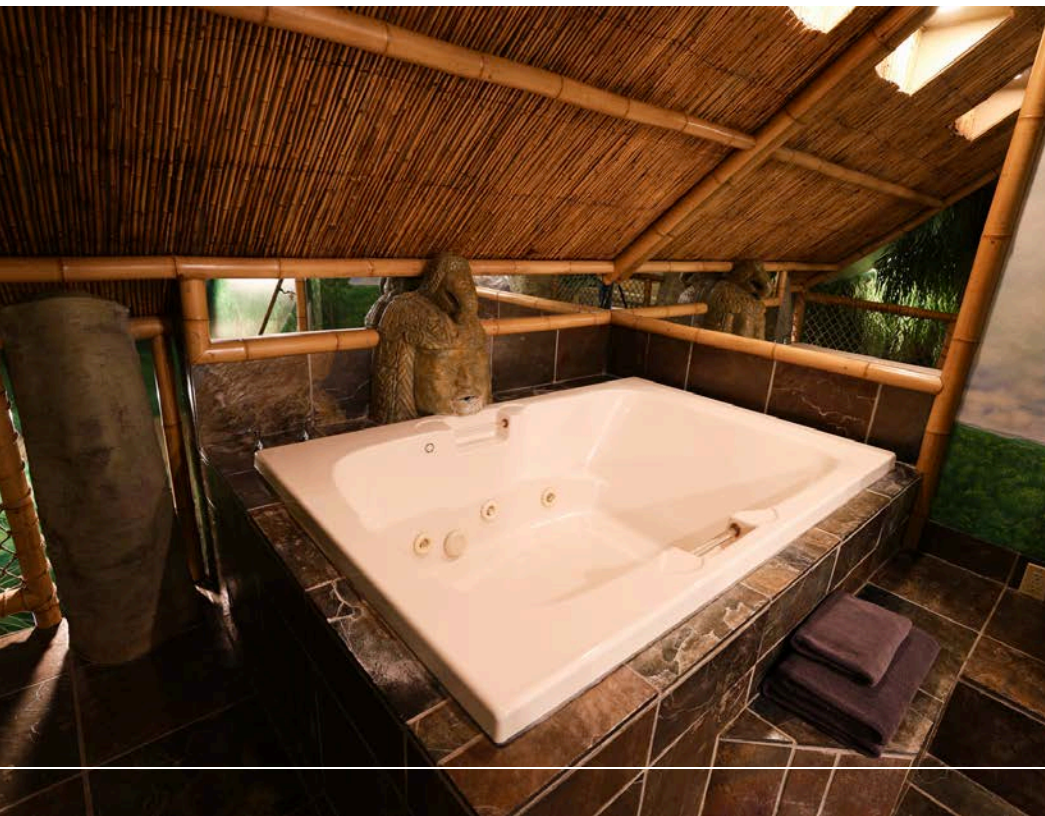


746 East Center





Themed Rooms



Themed Rooms

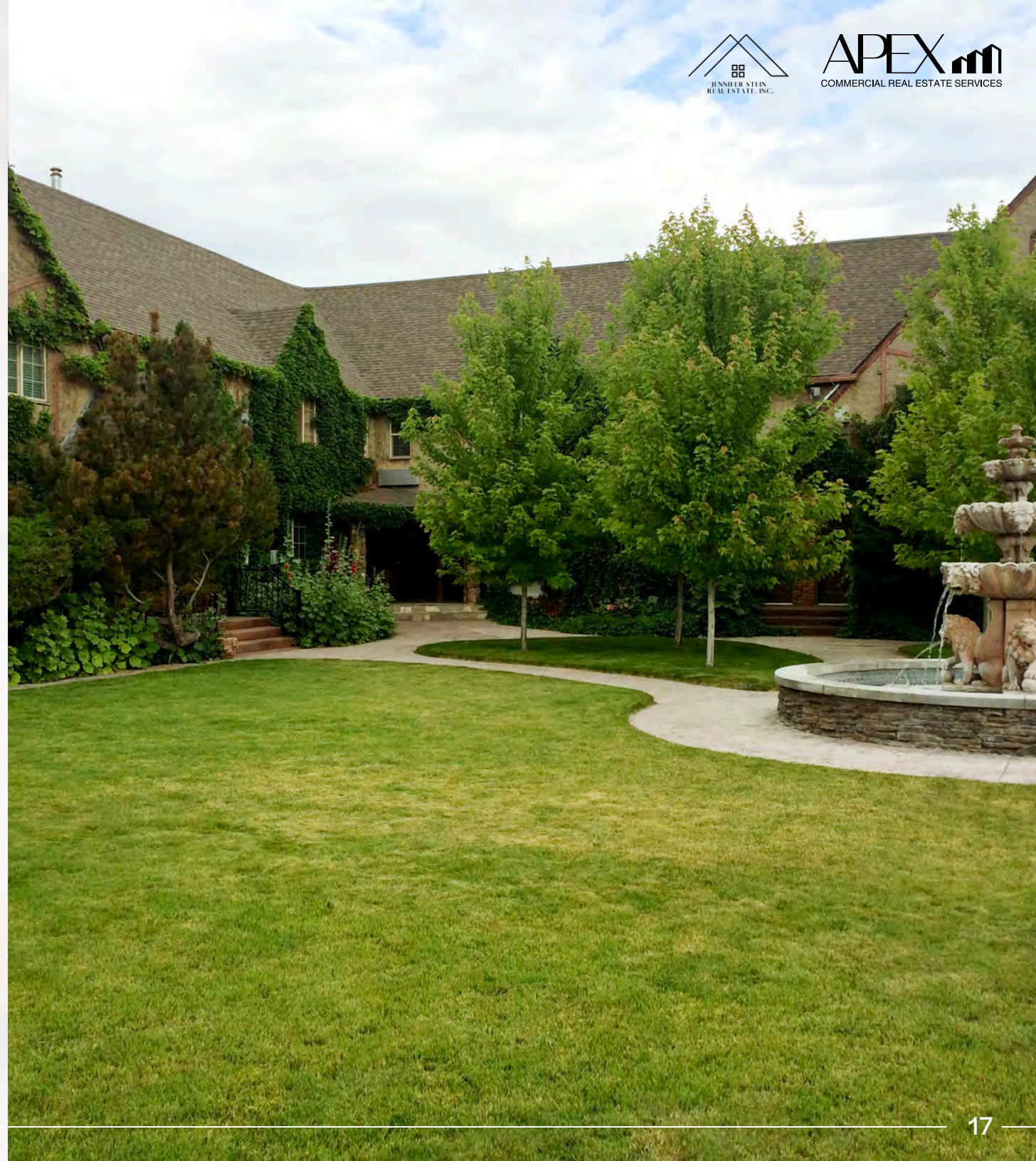


Themed Rooms



Total potential:

- Themed boutique hotel featuring 14 unique fantasy rooms
- Suites include features like cascading waterfalls, jetted tubs, and custom murals
- Located in historic Pocatello, close to restaurants, shops, and attractions
- Recognized as a Top 5 Romantic Getaway in Idaho
- Strong local and regional visitor base
- Property includes on-site management quarters
- Positioned for high-margin hospitality revenue via nightly, event, or destination stays





Financial **Analysis**

746 E Center | **295** Broadway Street



Combined Profit and Loss



Destinations Inn & Black Swan Inn: Combined Adjusted 2024 Profit & Loss	
Income	
Gift Certificates	\$38,981.41
Rent Income	\$1,281,683.47
Retail Sales Income	\$29,712.24
TOTAL INCOME	\$1,350,377.12
Expenses	
Advertising	\$10,030.67
Auto	\$637.78
Bank Charge	\$27,694.95
Bookwork	\$2,560.00
Commission	\$16,586.53
Donation	\$274.28
Electronics	\$1,697.96
Food	\$31,429.76
Furniture	\$267.32
Insurance	\$35,331.00
Landscaping	\$331.66

Destinations Inn & Black Swan Inn: Combined Adjusted 2024 Profit & Loss	
Expenses Continued	
Maintenance	\$18,705.43
Medical	\$373.47
Meetings	\$206.69
Membership	\$1,976.68
Office	\$13,177.12
Payroll	\$251,984.71
Permits	\$325.00
Reimburse	\$22.23
Retail Sales Expense	\$30,566.17
Subscription	\$460.91
Supplies	\$13,005.39
Taxes	\$230,130.10
Utilities	\$54,082.81
TOTAL EXPENSES:	\$741,858.62
NET OPERATING INCOME:	\$608,518.50



Location **Overview**

Eastern Idaho's Economic and Adventure Core



746 E Center | **295** Broadway Street

Idaho Falls



Known as the heart of Eastern Idaho, Idaho Falls is the region's largest city and a thriving center for retail, healthcare, and culture along the Snake River.

Home to the Idaho National Laboratory and surrounded by rich farmland, the city blends innovation with Idaho's agricultural roots. Its walkable downtown, museums, and riverfront greenbelt make it a lively base for exploring nearby national parks, world-class fishing, and rugged mountain trails.



Its central location provides easy access to nearby natural hot springs, Fremont Indian petroglyphs, red rock national park wonders, ancient lava tubes and aspen stands, and one of the country's best ATV trails.



Area Amenities



Walgreen's

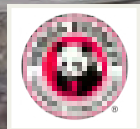


O'Brady's
"Family" Restaurant
"Where families meet & eat"

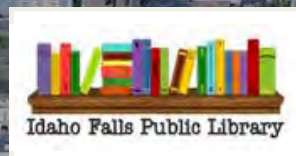


JAKERS
BAR AND GRILL

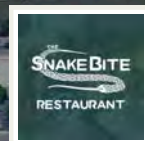
Walmart



★ Carl's Jr.



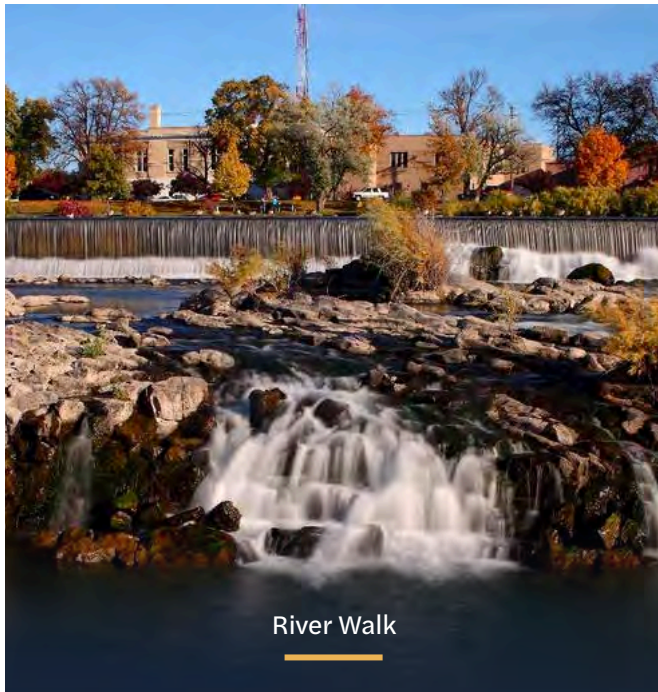
295 BROADWAY STREET
SUBJECT PROPERTY



A Gateway to the Gem State's Scenic East

Idaho Falls is the largest city in eastern Idaho and a vital hub for a three-state region, offering a rich blend of culture, commerce, and connectivity along the scenic Snake River. With nearly 155,000 residents in the metropolitan area, Idaho Falls anchors the region's retail, medical, and entertainment needs while also serving as a launchpad for outdoor adventures across southeastern Idaho and beyond. The city is home to the Idaho National Laboratory—America's leading nuclear research facility—and supports a thriving agricultural economy known for world-famous potatoes, rich barley fields, and robust dairy operations.

Visitors and residents alike enjoy a walkable downtown filled with local shops and restaurants, access to performing arts and museums, and close proximity to Yellowstone, Grand Teton National Park, and some of the best fishing, hiking, and snow sports in the Mountain West.



River Walk



Idaho State University



Japanese Friendship Garden

Pocatello



Known as the Gateway to the Northwest, Pocatello is southeastern Idaho's largest city and home to Idaho State University, making it a hub for education, culture, and commerce.

Set in the scenic Portneuf Valley, Pocatello offers a walkable historic downtown, year-round outdoor recreation, and easy access to Lava Hot Springs, the Caribou National Forest, and major regional travel routes.



Tourism Accessibility



Its central location provides easy access to nearby natural hot springs, Fremont Indian petroglyphs, red rock national park wonders, ancient lava tubes and aspen stands, and one of the country's best ATV trails.



Area Amenities



APEX
COMMERCIAL REAL ESTATE SERVICES

HOBBY LOBBY

COSTCO



HIRNING
BUICK GMC
YOUR HOUSE OF GOOD SERVICE!

Las Penitas

Westwood
Discount



FIVE GUYS
BURGERS and FRIES



**WinCo
FOODS**

Ridley's
FAMILY MARKETS

Fred Meyer.

SPORTSMANS
WAREHOUSE

PAPA MURPHY'S
TAKE 'N BAKE PIZZA

enterprise



CLAIR & DEE'S
point S
TIRE & AUTO SERVICE

Idaho State
Liquor Store

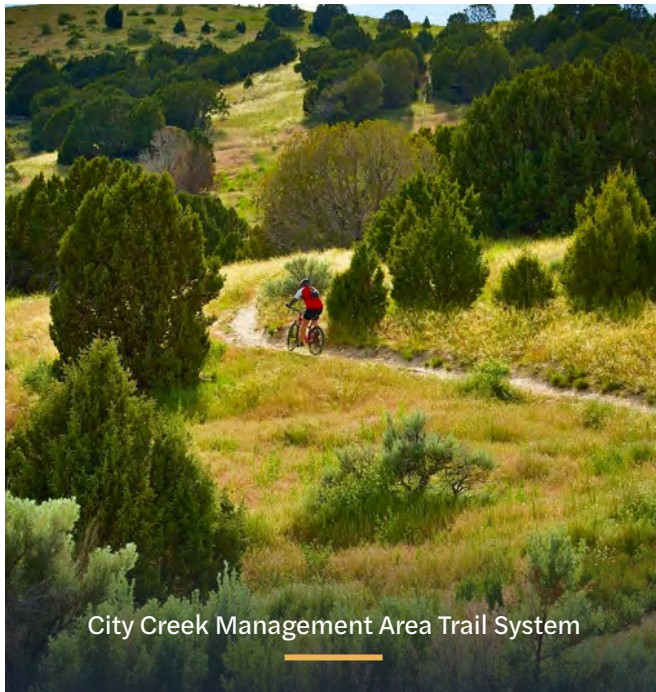
Albertsons



746 EAST CENTER
SUBJECT PROPERTY

Where Education, Adventure, and Small-Town Charm Meet

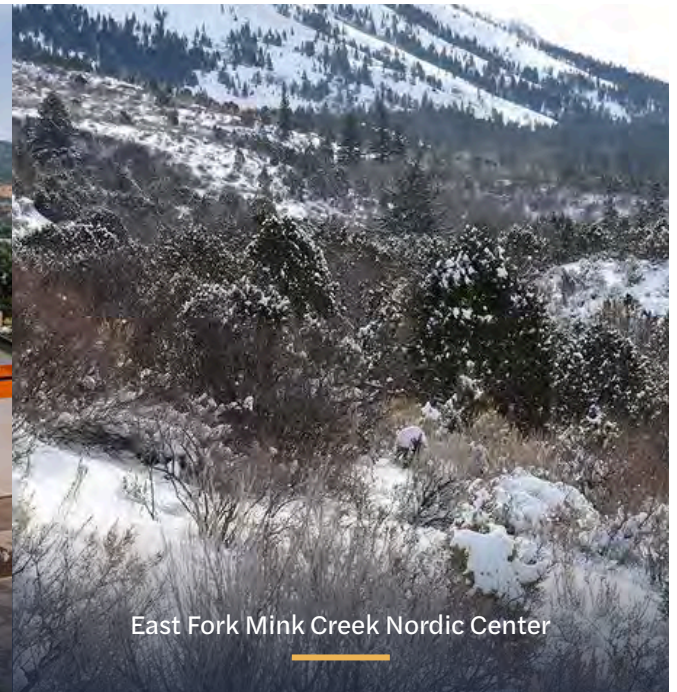
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City Creek Management Area Trail System



Idaho State University – ICCU Dome



East Fork Mink Creek Nordic Center

Idaho State University is a public research university located in Pocatello, Idaho. It offers more than 250 programs, including certificates, associate, bachelor's, master's, and doctoral degrees in fields such as health sciences, engineering, business, education, and the arts. ISU is part of the Idaho State Board of Education and is recognized as the state's lead institution for health professions. In addition to its main campus in Pocatello, ISU operates branch campuses in Meridian, Idaho Falls, and Twin Falls.



The Idaho State Bengals compete in NCAA Division I athletics as part of the Big Sky Conference. The university fields teams in football, basketball, volleyball, track and field, cross country, and more. Holt Arena, one of the nation's oldest indoor stadiums, serves as a home field for many of its athletic programs and is a central hub for campus and community events.



1901
ESTABLISHED



12,640
STUDENTS



796
FACULTY





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