

PEAK COLLECTIVE

REAL ESTATE
COMMERCIAL | INVESTMENT | DEVELOPMENT

PRIME DEVELOPMENT
— OPPORTUNITY —

Illustrative rendering of the proposed hotel

EPHRAIM CROSSING

— EPHRAIM, UTAH —

HOTEL PAD SITE AT EPHRAIM CROSSING

1.882 ACRES ON U.S. HIGHWAY 89 | CENTRAL UTAH'S EMERGING HEALTHCARE, EDUCATION + VISITOR HUB

THE DEVELOPMENT VISION

Contemporary hospitality, thoughtfully scaled.

Ephraim Crossing is a 312 acre master-planned community. The hotel opportunity is positioned to serve business travelers, college visitors, healthcare-related stays and recreation guests.

Ownership's current commercial focus is grocery-anchored retail and a town center, complemented by planned housing and a future Intermountain Health campus.

PLANNED GROWTH

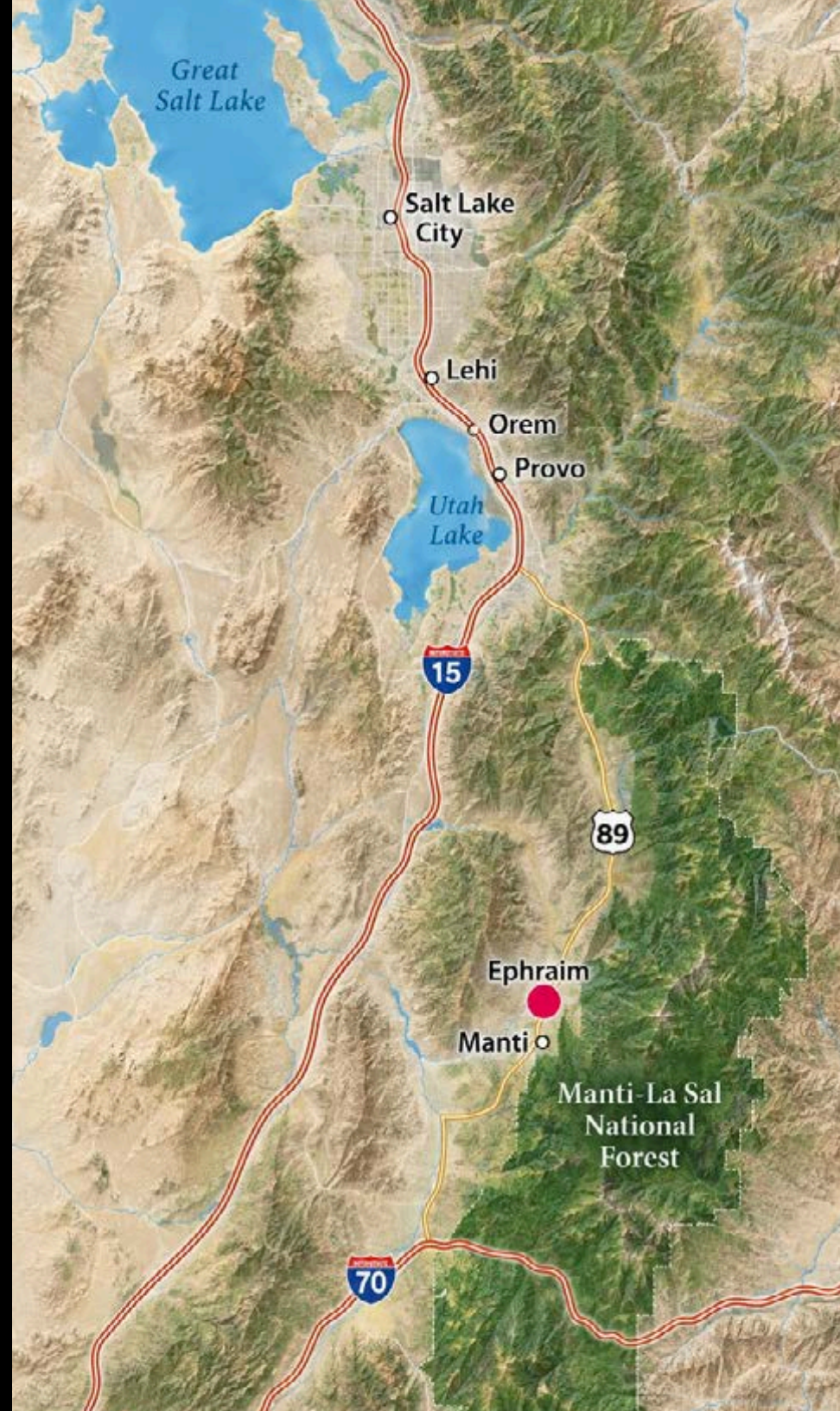
Planned healthcare, housing, grocery and retail uses offer potential future lodging demand.

COLLEGE VISITATION

Snow College brings families, athletics, events, recruiting and visitors to Ephraim.

REGIONAL ACCESS

US-89 access, Ephraim Canyon recreation, and planned restaurants and amenities support the location.



PROPERTY SUMMARY

Property Address	West of US-89, Ephraim Crossing Ephraim, Utah 84627
Price	\$1,230,000
Total Acres	1.882 AC
Price Per SF	\$15/SF
Total SF	81,997 SF
Zoning	Commercial (Hotel Pad)
Parcel ID	6183X

INVESTMENT HIGHLIGHTS

- Reported \$100M+ Intermountain Health campus anchors development inside this same master-planned district
- 1 of only 2 hotel pads platted across the entire 312-acre Ephraim Crossing plan
- Snow College visitor & family lodging demand (±5,500 students)
- Ephraim Utah Temple — a regional visitation driver
- West of U.S. Highway 89 corridor, central Utah's highest-volume corridor at Ephraim
- Thin hotel supply: one modern branded hotel (54 rooms) in the market today





DEMAND DRIVERS

REPORTED \$100M+ HEALTHCARE CATALYST

39 AC

PLANNED TOTAL CAMPUS ACREAGE

\$100M+

REPORTED PROJECT INVESTMENT

ANCHOR

TENANT WITHIN EPHRAIM CROSSING

Intermountain Health's planned campus at Ephraim Crossing will total 39 acres upon completion of the additional land acquisition, according to the seller.

WHY IT MATTERS

A campus inside the same district positions this parcel to capture healthcare-related stays: visiting families, traveling clinicians, vendors and construction crews, for a flatter weekly occupancy curve than leisure or temple traffic alone.



OPPORTUNITY SUMMARY

Development Program & **Projected Performance**

99-ROOM HOTEL CONCEPT

In March 2024, Camino Verde Group hired Hospitality Real Estate Counselors to determine the feasibility of the site for a limited service hotel. The study concluded that Ephraim has enough demand to support a roughly 99-room hotel, with no direct competitor or extended-stay hotels nearby and only a 50-room Cobblestone at the north end of town.

Support comes from the Ephraim Crossing master plan, Intermountain Health's new medical campus, Snow College, the new LDS temple, and roughly 78 festival and event fill days a year including the Ephraim Canyon groomed OHV trail season.

HREC | MARCH 2024

2025-2029 forecast occupancy: 62% to 72%.

ADR: \$147 in constant 2023 dollars; inflated ADR reaches approximately \$176 in 2029.

Historical forecast; for reference, buyer to verify.

ZONDA | DECEMBER 2025

Includes the 99-room Home2 Suites concept and a separate 120-room hotel in the district.

Estimated comparable ADR: approximately \$162.

Separate study assumptions; not an HREC update.

LOCATION INTELLIGENCE

Traffic and Demand Drivers

DINING AND RETAIL CONTEXT

Walmart and area dining options including Subway, Domino's, Costa Vida and Arby's complement the location. Adjacent grocery and retail at Ephraim Crossing are planned.

8,700

2024 AADT, US-89 / MAIN STREET
(SOUTH OF 400 SOUTH)

The site is positioned along the corridor to Ephraim Canyon, a recreation destination within the Manti-La Sal National Forest.

Regional travel and seasonal tourism support the location's hospitality potential.

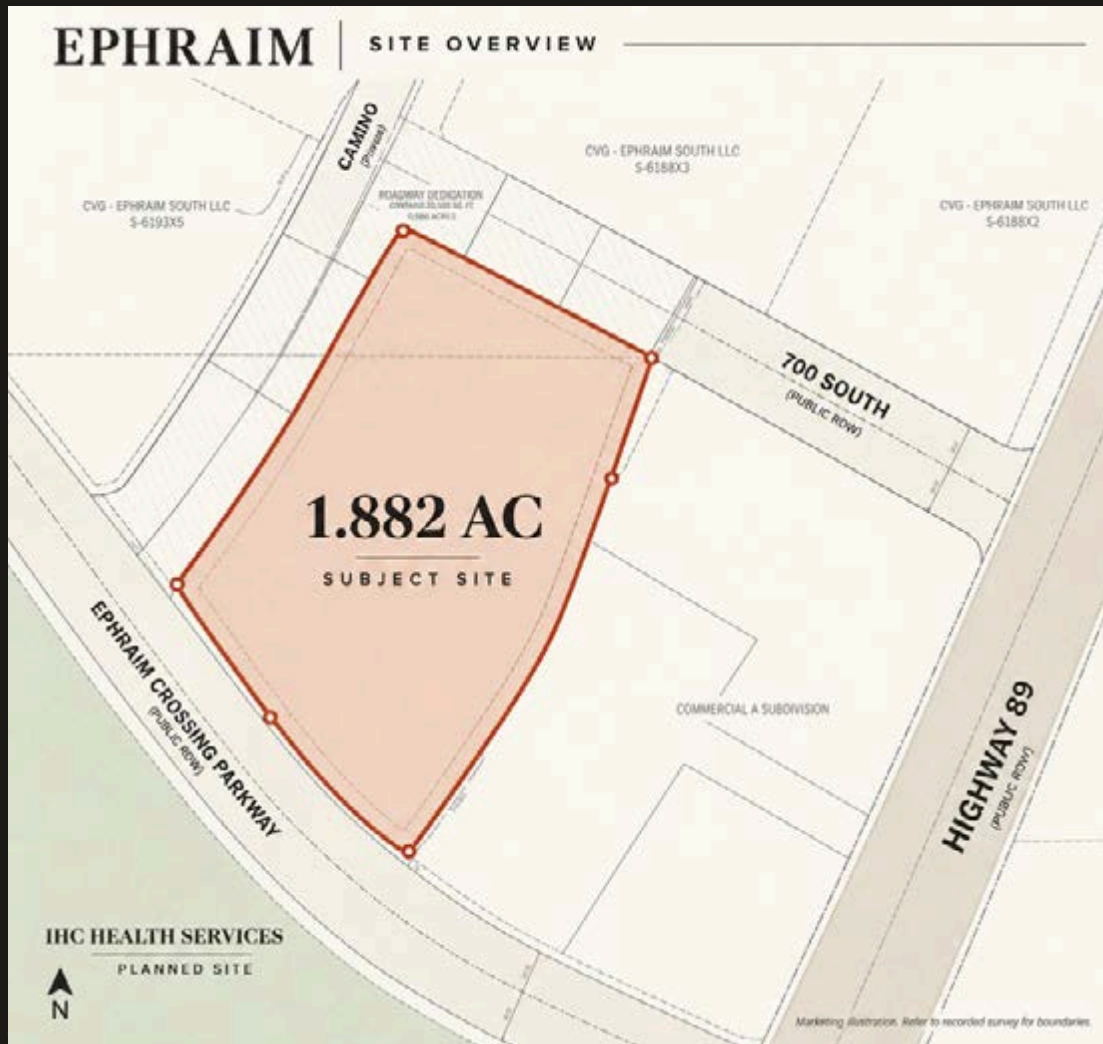
AREA EMPLOYERS

Snow College
Walmart
SoapCreek Manufacturing
Bailey Farms International
CO Building Systems
Barclay Mechanical
C&J Specialties



THE PARCEL

SITE LOCATION



1.882

ACRES | 81,997 SF

The survey depicts the hotel parcel between Camino Verde Boulevard, 700 South and Ephraim Crossing Parkway. Commercial parcels lie between the subject and US-89.

Marketing illustration based on the Ensign survey, March 16, 2026. Refer to the recorded survey for exact boundaries. Survey title does not establish a hotel franchise agreement or final approvals.

Housing, Healthcare & Planned Retail



PLANNED LAND USES

	Single-family housing		Commercial / retail
	Multifamily housing		Hotel
	Apartment buildings		Medical
	Retirement housing		

MASTER PLANNED CONTEXT

The hotel opportunity sits within a 312 acre community with planned housing, healthcare and commercial uses. Ownership now emphasizes grocery-anchored retail and the town center.

The August 2026 plan above includes older office and industrial designations; these are historical context, not the current commercial marketing direction.

Developer-supplied August 2026 master plan. Land uses, layout, phasing and adjacent development are conceptual, subject to change, and shown for context only. The master plan identifies two hotel areas within the district. No citywide exclusivity or restriction on competing hotel development is represented.

WHY EPHRAIM

AND WHY NOW?

Three things are changing in Ephraim at once: a 312-acre master-planned district is rising at the south edge of town, a reported \$100 million health system campus has taken position inside it, The Ephraim Utah Temple adds to the corridor’s regional visitor appeal..

6 COUNTIES SERVED FROM EPHRAIM	US-89 HIGHEST-VOLUME CORRIDOR IN CENTRAL UTAH	APPROX 1,180 RESIDENTIAL UNITS PLANNED AT EPHRAIM CROSSING	Ephraim Temple REGIONAL VISITATION DRIVER
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DEMAND DRIVERS

Snow College · Ephraim Utah Temple · regional healthcare · employers and construction crews · youth sports and civic events · Manti-La Sal National Forest recreation

Source: Zonda Advisory, December 2025. Listed housing categories total 1,179 units, including for-sale, rental and senior housing. Planned development is subject to change.





DEMAND DRIVERS

SNOW COLLEGE

±5,500

STUDENTS ENROLLED

1888

FOUNDED

82 AC

EPHRAIM CAMPUS

6

COUNTIES SERVED

Snow College is a public institution founded in 1888, with its main campus in Ephraim and a second in Richfield. It serves a six-county region and draws students from across Utah and out of state.

WHY IT MATTERS

Move-in and move-out weekends, commencement, admissions visits, athletics and performing-arts events generate lodging demand on a predictable annual calendar, well beyond a typical summer season.



DEMAND DRIVERS

EPHRAIM UTAH TEMPLE + REGIONAL VISITATION

The Ephraim Utah Temple adds to the region's religious and family visitation. Together with the nearby Manti Utah Temple, it supports the Sanpete Valley's broader visitor appeal.

Temple visitation is weekend-weighted and family-oriented, complementing the weekday, business-driven demand from healthcare and employers, for a flatter occupancy curve than either alone.

Access + Regional Reach

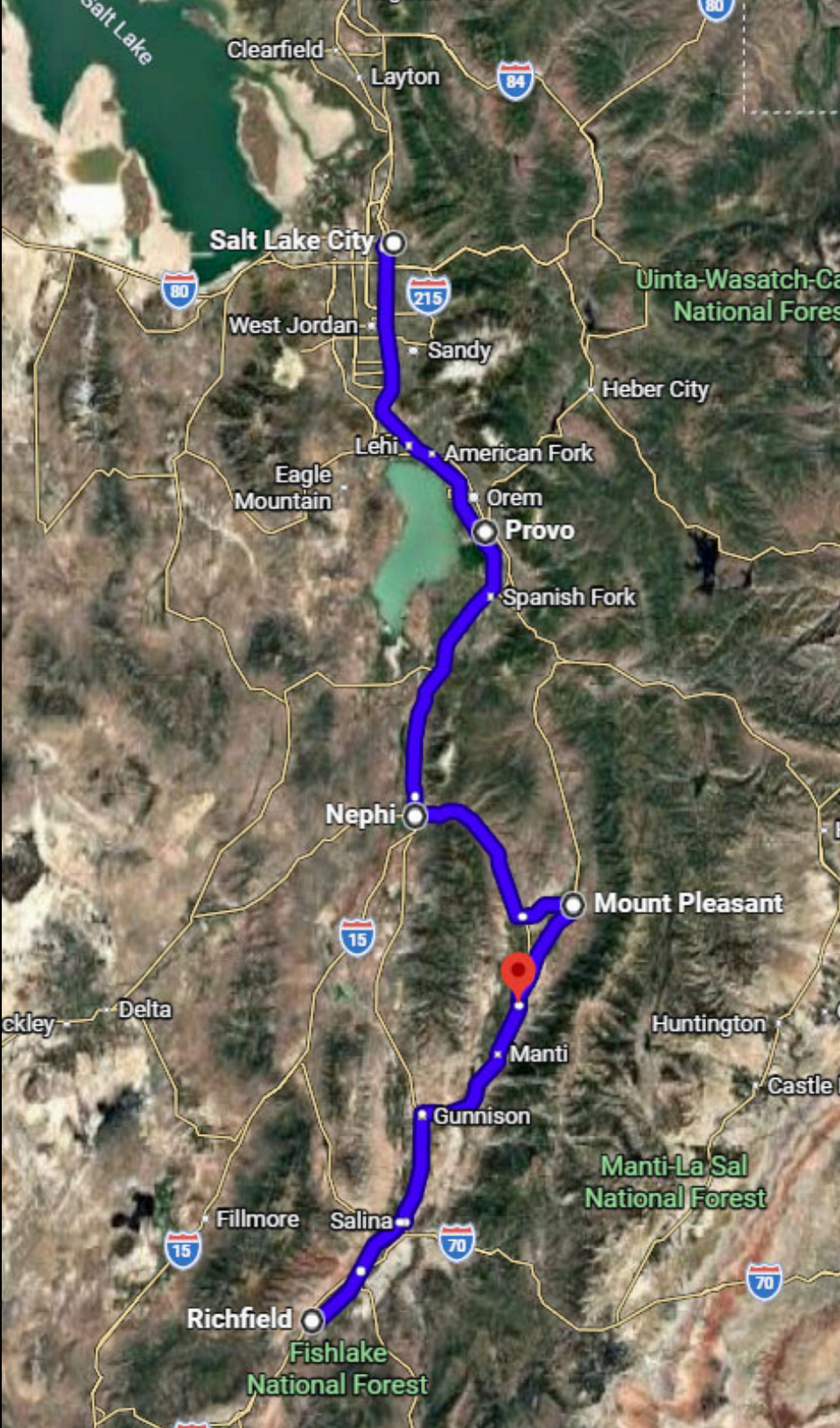
Manti	±7 mi	Manti Utah Temple, Sanpete County seat
Mount Pleasant	±17 mi	Wasatch Academy, north valley employment
Richfield	±40 mi	Sevier County hub; Snow College 2nd campus
Nephi / I-15	±35 mi	Interstate connection via SR-132
Provo	±85 mi	Wasatch Front southern anchor via US-89/US-6
Salt Lake City	±120 mi	Primary metropolitan market and airport

RECREATION + VISITOR DRAWS

- Manti-La Sal National Forest, Ephraim Canyon
- Palisade State Park, Sterling
- Maple Canyon, climbing destination
- Skyline Drive and the Wasatch Plateau
- Scandinavian Heritage Festival, Ephraim

CORRIDOR POSITION

US-89 / Main Street carries 8,700 vehicles per day at Ephraim (2024 AADT, UDOT station 039-0075, south of 400 South), the highest-volume corridor in its central Utah study area.



The Local Lodging Context

PROPERTY	LOCATION	YEAR BUILT	TYPE	ROOMS	NOTE
Cobblestone Hotel & Suites	Ephraim 70 E 900 N	2025	Branded, limited-service	54	Opened August 2025
Willow Creek Inn	Ephraim 450 S Main St	1997	Independent	58	Established local property
Temple View Lodge	Manti 260 E 400 N	1970	Independent motel	TBC	±8 miles south
Manti Country Village Motel	Manti 145 N Main St	1987	Independent motel	TBC	±8 miles south
Manti Motel	Manti 445 N Main St	1956	Independent motel	TBC	±8 miles south
Horseshoe Mountain Lodge	Mt Pleasant 850 US-89	1950	Independent motel	TBC	±17 miles north

Legacy hotel construction years and Willow Creek room count provided by seller; buyer to verify.

1

BRANDED HOTEL IN THE MARKET TODAY

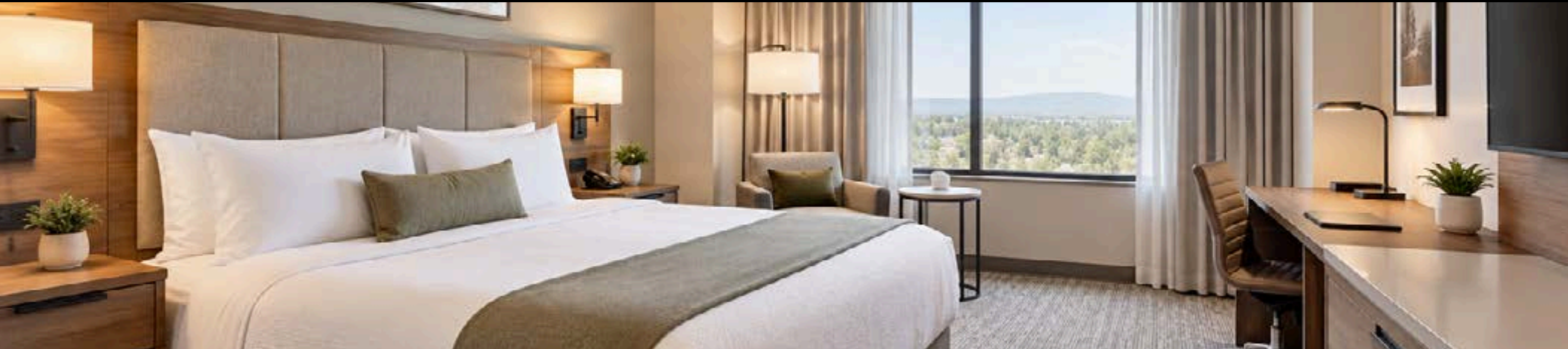
54

TOTAL BRANDED ROOMS AT EPHRAIM

MAR '24

HREC HOTEL MARKET STUDY ON FILE

The March 2024 HREC study considered a planned 50-room Cobblestone hotel in its supply analysis. Cobblestone subsequently opened in August 2025 with 54 rooms. The HREC projections reflect the original study assumptions and have not been updated here for subsequent market conditions.



THE SITE TODAY

Open land, inside an active district.



THE SITE TOMORROW

A Thriving Hotel Filling a Need in Ephraim





EPHRAIM, UT

Ephraim, Utah offers visitors a charming small-town experience set against the scenic backdrop of central Utah's mountains and open valleys.

As home to Snow College, the community has an energetic college-town feel with local dining, shops, cultural events, athletic activities, and performances throughout the year. Visitors can explore the area's historic character, enjoy community events, or take advantage of nearby outdoor recreation including hiking, camping, fishing, hunting, and scenic drives in the Manti-La Sal National Forest.

Ephraim also serves as a convenient base for exploring the broader Sanpete Valley, with easy access to neighboring towns, historic sites, and year-round recreation. Whether visiting for a college event, outdoor adventure, family trip, or quiet weekend getaway, Ephraim offers a welcoming blend of natural beauty, community character, and small-town hospitality.





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Information is supplied for evaluation and is not warranted. Buyers should independently verify the property, approvals, infrastructure and all third-party plans. Renderings are illustrative. No affiliation, franchise commitment or investment performance is represented. Sources: Ensign survey (3/16/26), developer master plan (8/26), prior brokerage marketing materials, HREC market study (3/24), Cobblestone opening release (8/18/25).