



Hospitality Newsletter

Monthly Newsletter from Michael & Alex

JUNE 2026

NEWMARK

MOUNTAIN WEST

newmarkmw.com



Intermountain West Hospitality: Capital, Class and the Coming Reckoning

Newmark Mountain West, the leading full-service commercial real estate brokerage in the Intermountain Region, releases [Intermountain West Hospitality: Capital, Class, and the Coming Reckoning](#), highlighting the state of the hospitality market in the Intermountain West, what is driving demand and how the resort and urban markets are facing different scenarios right now.

“The Intermountain West doesn’t follow the national hospitality script — and right now, that matters more than it usually does,” stated [Amelia Wolfe](#), Director of Research Analysis for Newmark Mountain West. “Resort markets are holding rate while urban mid-tier absorbs a federal demand pullback that hasn’t fully shown up in the trailing numbers yet. Volume and risk concentration are not the same thing in this cycle, and where that gap lives is exactly what this report is about.”

Industry News

Research: Nearly 60% of Americans plan to travel more this summer

GSTV has unveiled its 2026 Summer Travel Insights report, showing that Americans plan to hit the road this summer, even against a backdrop of economic uncertainty. In addition, as the U.S. welcomes the World Cup, the moment is influencing travel and purchase decisions, making 2026 the “summer of game tripping.”

In a GSTV viewer survey conducted via MFour Mobile Research, 41% are excited for the World Cup, and of those attending a match, 53% will drive at least one hour, including many planning to travel five hours or more. Furthermore, 30% of GSTV viewers not attending a World Cup game plan to take a road trip to another sporting event.

HotelData.com report: U.S. hotels open 2026 strong, but outlook softens

HotelData.com has released the Q1 2026 Hotel Profitability Performance Report, revealing U.S. hotels entered 2026 with stronger demand, improved occupancy and healthier profit margins compared to early 2025. Despite improved demand during the quarter, the report points to a more cautious revenue outlook later in 2026 as rate growth and guest spend expectations soften.

The report, which draws on aggregated data from thousands of hotels across the U.S. using Actabl’s operational and financial platforms, also highlights a widening performance gap across chain scales, with higher-end properties continuing to outperform more price-sensitive segments.

Choice Hotels CEO Patrick Pacious steps down

Choice Hotels International Inc. has announced that Patrick Pacious has stepped down as president/CEO. He will serve as an advisor to the company through Aug. 31 to support the transition. The company’s board of directors has appointed Dominic Dragisich, chief growth & strategy officer, as interim CEO.

The board will conduct a comprehensive search in partnership with a leading executive search firm to identify the company’s next CEO and will consider all qualified internal and external candidates.

Available Hospitality Properties



BEST WESTERN PREMIER

Helena, MT

List Price: \$23,750,000
100 Rooms



BEST WESTERN TOOELE INN

Tooele, UT

List Price: \$3,350,000
30 Rooms



DAYS INN & SUITES

Albuquerque, NM

List Price: \$7,000,000
112 Rooms

In connection with Western States Commercial Real Estate
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Recent Transactions



QUALITY INN

Thermopolis, WY



DAYS INN

Lake Point, UT



FAIRFIELD INN

Draper, UT



FAIRFIELD INN & SUITES

Rawlins, WY



BLACK GOLD SUITES

Stanley, ND



BLACK GOLD SUITES

Tioga, ND

Curious what your hotel may be worth?

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This statement with the information it contains is given with the understanding that all negotiations relating to the purchase, renting or leasing of the property described above shall be conducted through this office. The above information while not guaranteed has been secured from sources we believe to be reliable.



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