

Profitable Motel for Sale Heart of Ruapehu



For Sale

Location: **North Island**
Asking: **\$1,650,000**
Type: **Accommodation-Motels**

Profitable Motel in the Heart of Ruapehu

Looking for a lifestyle business in one of New Zealand's premier alpine destinations? This established accommodation gem in Ruapehu could be your perfect match.

Situated in the vibrant township of Ohakune, this nine-unit motel has been a trusted name in local accommodation for over 20 years. Ideally located just a short stroll from cafes, shops, and the supermarket, yet tucked away for peace and quiet, it offers guests the best of both worlds. From snow sports in winter to biking and hiking in summer, the year-round tourism of Mt Ruapehu ensures consistent demand across all seasons.

The motel offers a diverse mix of studios, family, and two-bedroom units, all well-equipped with modern comforts including central heating, smart TVs, fibre internet, and high-pressure gas hot water. Supporting facilities like a guest laundry, drying room, spa pool, internal courtyard parking, and ample storage further elevate the guest experience. A private three-bedroom owner's residence onsite completes the package, offering a seamless live-and-work lifestyle.

Key Features:

- * Price includes land, buildings and business
- * Long-established motel with strong guest reputation
- * Central Ruapehu location with excellent visibility and accessibility
- * Nine well-maintained units catering to a wide range of travellers
- * Valuable onsite facilities including spa, drying room, and ample storage
- * Onsite three-bedroom owner's home offering lifestyle convenience
- * Strong weekday corporate and contractor bookings; leisure guests on weekends and holidays
- * Potential to grow through hands-on management and digital marketing
- * Fully equipped commercial kitchen and bar facilities ready to reopen
- * Scope to leverage Airbnb for larger units and implement dynamic pricing
- * Consistent, year-round tourism demand from nearby Mt Ruapehu.

Currently operated part-time, the business offers a compelling opportunity for a motivated new owner to step in and unlock its full potential. Living onsite enables a hands-on approach, enhancing service

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Link Business (Ellerslie)
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Broker Ref: EL04989



levels and strengthening guest relationships. There's also immediate scope to revive the onsite restaurant and bar, adding an additional revenue stream and drawing in passing trade.

With strong foundations, exceptional location appeal, and untapped growth levers, this is a standout opportunity in Ruapehu's booming tourism sector. Don't miss your chance to own a proven business with lifestyle perks and real upside.

Price: \$1,650,000 land, family home, guest suites and business

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***Some details of the business for sale are confidential and can only be disclosed upon contacting the broker and a completion of a Confidentiality Agreement. Due to the confidentiality of this business a stock photo image may be used to represent the business.

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