

20-Key Value-Add Boutique Hotel Portfolio

PALM SPRINGS, CALIFORNIA
1333 & 1339 N. INDIAN CANYON

20-KEY COMBINED OPPORTUNITY

THE MAYA + THE MOD

POSITIONED FOR BRANDING & REVPAR GROWTH

OFFERED AT \$5,500,000
(\$275,000 PER KEY)



CONFIGURED AS 9+8 KEYS | CITY SUPPORTS 12+8 KEYS (20 TOTAL)



EXCLUSIVELY LISTED BY:

Michael Lyle

t 760-774-6533

mlyle@cbclyle.net

CA RE Lic. #02002995

Steve Lyle

t 760-578-9927

stevelyle@cbclyle.net

CA RE Lic. #00762911

BOUTIQUE HOTEL PORTFOLIO
EXECUTIVE SUMMARY

**20-Key Adjacent Boutique Hotel
Opportunity | Palm Springs, CA**

PROPERTY OVERVIEW

Offering: Adjacent Boutique Hotel Portfolio
(Combined Offering)

Address: 1333 & 1339 N. Indian Canyon Drive
Palm Springs, California

Keys: 20 Rooms (12 + 8 City-Supported)
17 Rooms Existing (9 + 8)

Price: \$5,500,000

Price/Key: \$275,000

Offering Structure: Available Individually or Combined
(Preferred)

Property Type: Boutique Hotel / Hospitality

Floor Plans: Floor plans available upon request
illustrating current configuration and
20-key potential

**REPOSITIONING-DRIVEN BOUTIQUE HOTEL
OPPORTUNITY**

20 KEYS (CITY-SUPPORTED)

ADJACENT PARCELS | SCALE + BRANDING UPSIDE
CURRENTLY 17 KEYS WITH UPSIDE TO 20 KEYS



BOUTIQUE HOTEL PORTFOLIO

INVESTMENT HIGHLIGHTS

- **Adjacent Portfolio Creating Scale:** Rare opportunity to acquire two side-by-side boutique hotel properties, enabling a combined 20-key operation. This scale allows for centralized management, branding, and operational efficiencies not typically available in smaller Palm Springs assets.
- **Current Use vs. Optimal Use:** The properties are currently operated as short-term group rental accommodations rather than traditional hotel operations. Transitioning to a professionally managed boutique hotel operation presents significant upside in occupancy, ADR, and overall performance.
- **Below-Market Key Utilization (17 of 20 Keys):** The properties are currently configured as 17 total keys (9+8), while city records support 20 keys (12+8). Restoring the additional rooms provides a clear and measurable value-add opportunity with immediate impact on revenue potential.
- **Strong Palm Springs Tourism Fundamentals:** Palm Springs continues to benefit from year-round tourism, event-driven demand, and limited new boutique hotel supply, supporting long-term hospitality investment fundamentals.
- **Price Supported by Comparable Sales:** Offered at \$275,000 per key, the pricing is supported by recent sales of renovated boutique hotel assets in Palm Springs. The valuation reflects market-based price-per-key metrics rather than in place income, aligning with current investment trends for repositioning opportunities.
- **Ideal Boutique Hotel / Branding Play:** The combined footprint is well-suited for a new boutique hospitality concept, lifestyle brand, or independent operator. The layout, design, and Palm Springs market positioning support a differentiated guest experience.
- **Operational Upside Through Professional Management:** Implementation of standard hotel practices—including online distribution channels, revenue management systems, and dynamic pricing—can significantly improve operating performance.
- **Turnkey Physical Improvements:** The properties have undergone recent renovations, allowing a new owner to focus on operational repositioning and revenue growth rather than major capital improvements.



CURRENT USE VS. REPOSITIONED HOTEL MODEL

CURRENT OPERATING MODEL:

- Group rental model
- Full buyout model
- Limited distribution channels
- Underutilized room count (17 keys)
- Inconsistent occupancy
- No ADR optimization



REPOSITIONED HOTEL MODEL:

- Individual room rentals
- Branded boutique concept
- Online distribution (OTA + direct)
- Full 20-key utilization
- Revenue management system
- Increased occupancy and ADR

Transitioning to a traditional boutique hotel model aligns the asset with market demand and unlocks significant revenue upside.

BOUTIQUE HOTEL PORTFOLIO

LOCATION & SITE CONTEXT

Positioned in a high-demand boutique hotel corridor, the property benefits from strong visibility, accessibility, and proximity to Palm Springs' primary demand drivers.



BOUTIQUE HOTEL PORTFOLIO
DEMAND DRIVERS MAP



SUBJECT PROPERTY
THE MAYA + THE MOD
1333 N Indian Canyon
1339 N Indian Canyon

- 1** **Empire Polo Club – Coachella & Stagecoach Music Festival** - *Approx. 24 Miles*
300K+ annual attendees driving full occupancy and major ADR spikes
- 2** **Palm Springs Convention Center** - *Approx. 2 Miles*
Major group and convention demand driving year-round occupancy
- 3** **Downtown Palm Springs** - *Approx. 1 Mile*
Primary retail, dining, and nightlife hub driving daily and weekend demand
- 4** **Palm Springs International Airport (PSP)**
Growing passenger volume supporting increased regional and national visitation
Approx. 2.5 Miles
- 5** **Indian Wells Tennis Garden (BNP Paribas Open)**
World-class annual event drawing global visitors and premium seasonal demand
Approx. 20 Miles
- 6** **Disney Cotino Development (Emerging)**
Major new master-planned community expected to drive long-term tourism and demand growth
Approx. 15 Miles
- 7** **Acrisure Arena**
Major live entertainment venue driving year-round event traffic, premium demand and ADR spikes
Approx. 20 Miles
- 8** **Agua Caliente Casino – Palm Springs**
24/7 gaming and entertainment driving consistent year-round visitation and hotel demand
Approx. 2 Miles
- 9** **Modernism Week (Annual Event)**
Major annual event drawing 100K+ visitors, driving peak occupancy and ADR spikes
Palm Springs
- 10** **Palm Springs International Film Festival & Gala**
Globally recognized event generating premium demand, media exposure, and ADR spikes
Palm Springs

BOUTIQUE HOTEL PORTFOLIO
LIFESTYLE / DESTINATION APPEAL



Coachella Valley Music & Arts Festival
Iconic global festival experience defining the region's cultural energy



Palm Springs Arts & Culture Scene
Renowned arts, events, and cultural identity driving tourism



Championship Golf – Coachella Valley
World-class courses set against a dramatic desert backdrop



Palm Springs Aerial Tramway
Scenic alpine escape offering unmatched mountain views



Downtown Palm Springs
Walkable hub of dining, retail, and nightlife



Splash House – Palm Springs
Signature poolside music experience blending resort and lifestyle



Modernism Week
Celebration of mid-century design attracting global enthusiasts



Palm Springs Convention Center
Premier venue hosting conferences, events, and group gatherings



Indian Canyons & Desert Hiking
Iconic trails and natural landscapes surrounding Palm Springs

TOURISM / REVPAR JUSTIFICATION

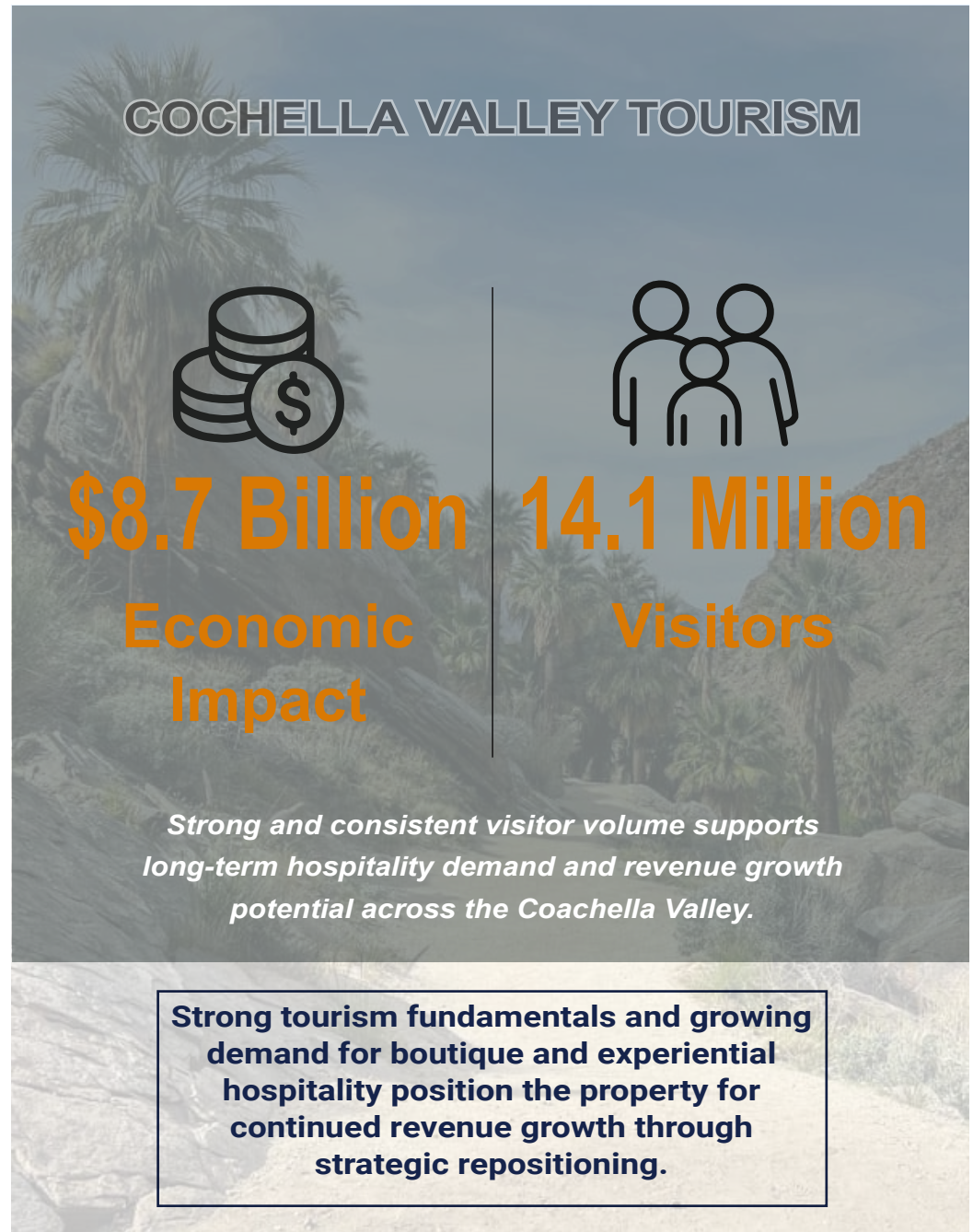


Palm Springs & Coachella Valley Overview

The Coachella Valley is a premier Southern California resort market with strong year-round demand driven by leisure travel, major events, and seasonal residents. Proximity to Los Angeles, Orange County, and San Diego supports a deep, recurring visitor base. Demand is further reinforced by festivals, conventions, golf, wellness tourism, and a growing boutique hospitality segment—well-suited for repositioned, design-forward boutique hotel concepts.

The Maya + The Mod are well-positioned to capitalize on this demand through:

- Central Palm Springs location within a high-demand boutique hotel corridor
- Adjacent properties enabling scale, branding, and operational efficiencies
- Boutique layouts with repositioning potential and experiential amenities
- Ability to capture both leisure and event-driven demand segments



BOUTIQUE HOTEL PORTFOLIO
PROPERTY OVERVIEW & SITE LAYOUT



Aerial Overview – Combined Parcels



The Mod – Street Front Signage



The Maya Entrance



The Mod Entrance

17 Existing Keys | 20 Keys Potential | The Maya + The Mod

BOUTIQUE HOTEL PORTFOLIO
RESORT-STYLE GROUNDS & GUEST EXPERIENCE

The Mod Pool/Courtyard Experience



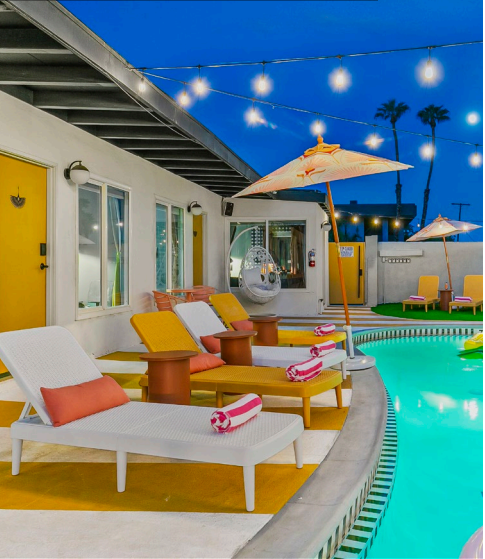
The Maya Jacuzzi/ Bar



The Maya Pool/Courtyard



The Mod Pool/Courtyard Experience

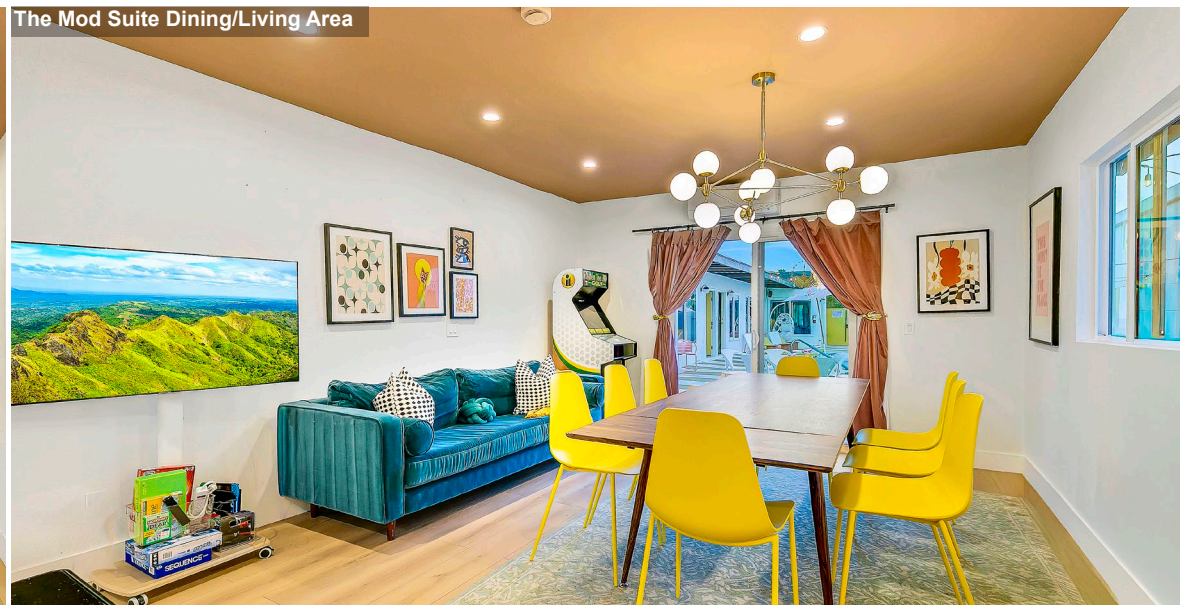
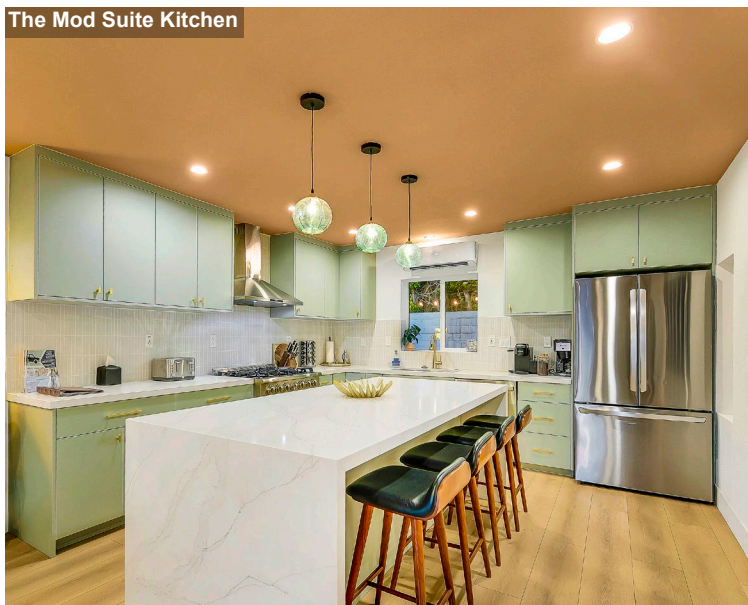
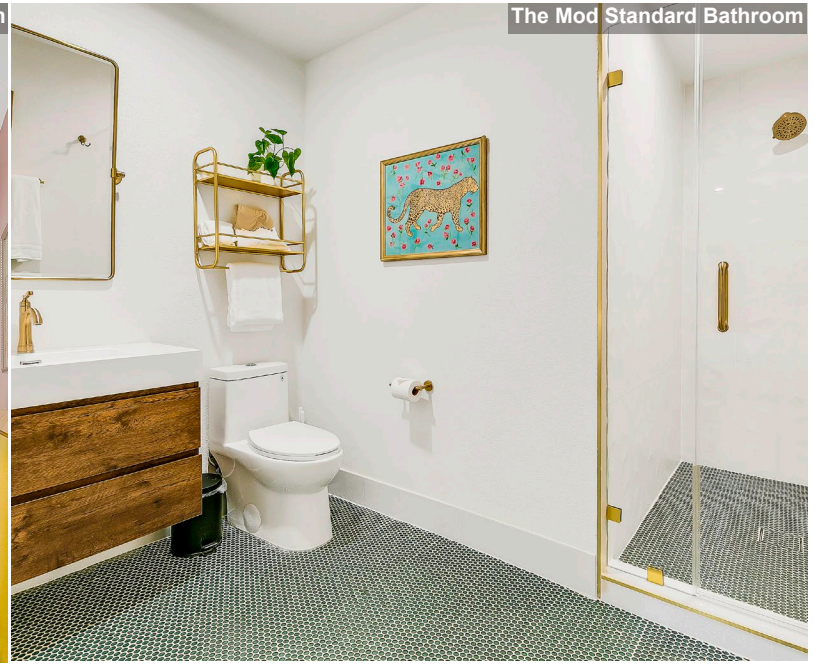


The Mod Experience



Design-forward common areas and an activated courtyard layout support enhanced branding, guest engagement, and ADR growth.

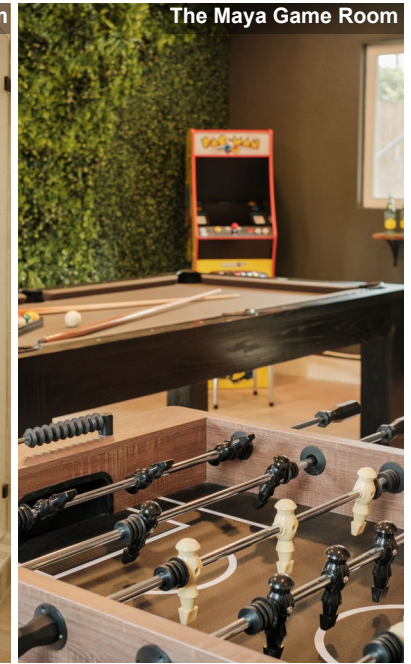
THE MOD | GUEST ROOMS & INTERIOR PRODUCT



Design-forward interiors, efficient layouts, and direct indoor-outdoor connectivity position The Mod to capture premium boutique ADR and extended-stay demand.

- Spacious layouts with efficient configurations
- Direct access to pool, courtyard, and outdoor amenities

THE MAYA | GUEST ROOMS & INTERIOR PRODUCT



Design-forward interiors, efficient layouts, and strong indoor-outdoor connectivity position The Maya for boutique repositioning, ADR growth, and enhanced guest experience.

- Spacious layouts with efficient configurations
- Direct access to pool, courtyard, and outdoor amenities
- Opportunity to further enhance branding, programming, and rate positioning.

1333 INDIAN CANYON
1339 INDIAN CANYON



DESERT VIBES ONLY

For More Information Contact:

Michael Lyle

t 760-774-6533

mlyle@cbclyle.net

CA RE Lic. #02002995



**COLDWELL BANKER
COMMERCIAL**

**LYLE &
ASSOCIATES**

The information provided herein has been obtained from sources believed reliable. While every reasonable effort has been made to ensure its accuracy, Coldwell Banker Commercial Lyle & Associates makes no representation or warranty, expressed or implied, as to the accuracy or completeness of this information. Prospective buyers should conduct their own independent investigations and due diligence regarding the property. Coldwell Banker Commercial Lyle & Associates and its agents are not responsible for any misprints, errors, or omissions, and are not liable for any damages or losses arising from reliance upon this information. This offering is subject to errors, omissions, changes, including price or withdrawal without notice.

Furthermore, the owner reserves the right at its own discretion to reject any or all expressions of interest or offers to purchase the property and/or terminate discussions at any time with any entity with or without notice, which may arise as a result of this sale brochure.

Please be advised that photocopying or duplicating of this material is not permitted without prior written consent.