

20-Key Value-Add Boutique Hotel Portfolio

PALM SPRINGS, CALIFORNIA
1333 & 1339 N. INDIAN CANYON

20-KEY COMBINED OPPORTUNITY

THE MAYA + DESERT MODERN

POSITIONED FOR BRANDING & REVPAR GROWTH

OFFERED AT \$4,995,000
(\$249,750 PER KEY)



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



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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:	\$4,995,000
Price/Key:	\$249,750
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



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 \$249,750 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.

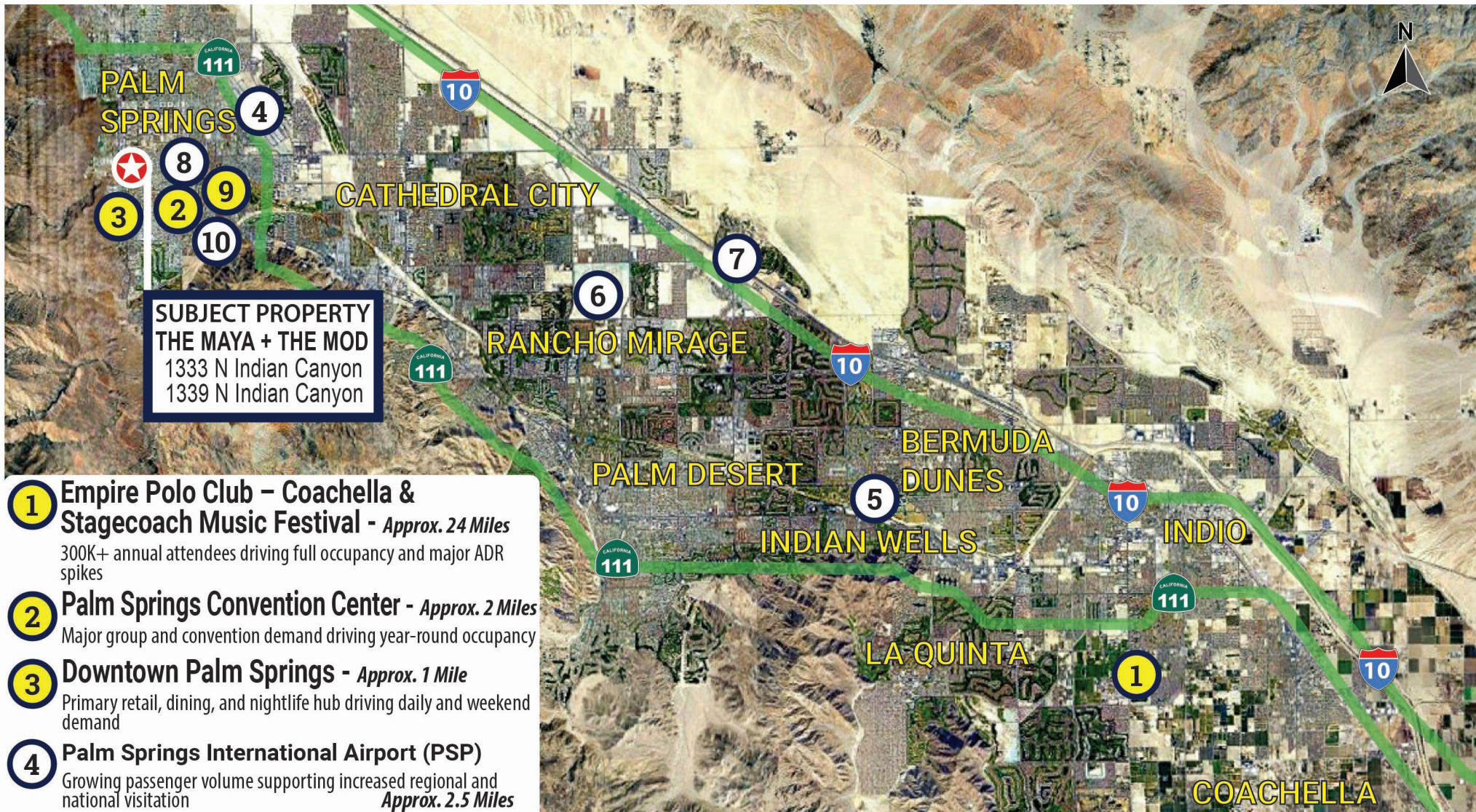
BOUTIQUE HOTEL PORTFOLIO

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



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

Approx. 20 Miles

Major live entertainment venue driving year-round event traffic, premium demand and ADR spikes

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

Palm Springs

Globally recognized event generating premium demand, media exposure, and ADR spikes

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 + Desert Modern 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

COACHELLA VALLEY TOURISM



\$8.7 Billion

**Economic
Impact**



14.1 Million

Visitors

Strong and consistent visitor volume supports long-term hospitality demand and revenue growth potential across the Coachella Valley.

Strong tourism fundamentals and growing demand for boutique and experiential hospitality position the property for continued revenue growth through strategic repositioning.

BOUTIQUE HOTEL PORTFOLIO

PROPERTY OVERVIEW & SITE LAYOUT



Aerial Overview – Combined Parcels



Desert Modern – Street Front



The Maya Entrance



Desert Modern Entrance

17 Existing Keys | 20 Keys Potential | The Maya + Desert Modern

BOUTIQUE HOTEL PORTFOLIO

RESORT-STYLE GROUNDS & GUEST EXPERIENCE

Desert Modern Pool/Courtyard Experience



The Maya Jacuzzi/ Bar



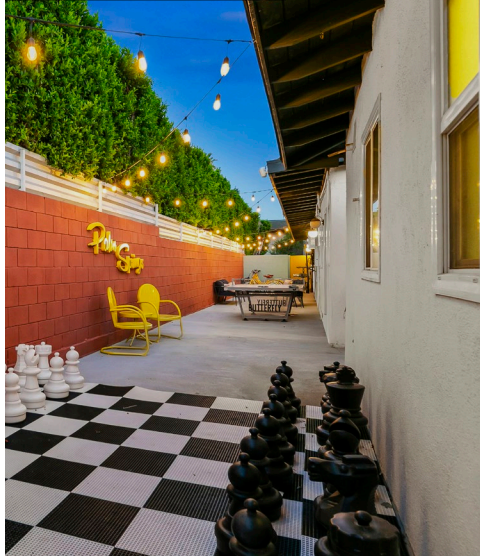
The Maya Pool/Courtyard



Desert Modern Pool/Courtyard Experience



Desert Modern Experience



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

DESERT MODERN | GUEST ROOMS & INTERIOR PRODUCT



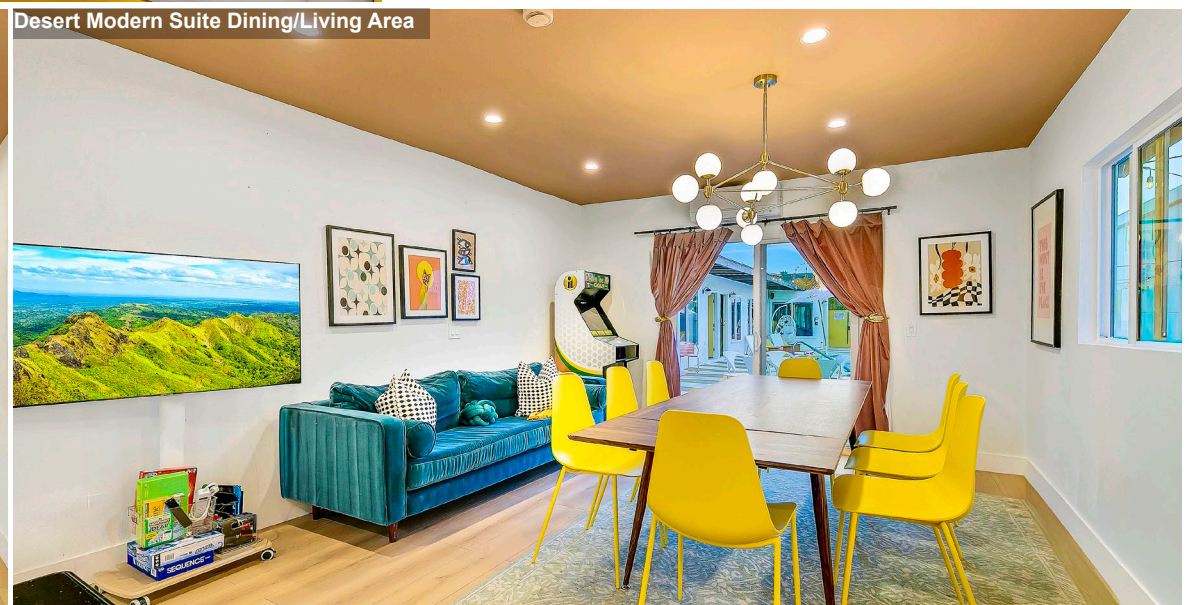
Desert Modern Standard Room



Desert Modern Standard Bathroom



Desert Modern Suite Kitchen



Desert Modern Suite Dining/Living Area

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

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

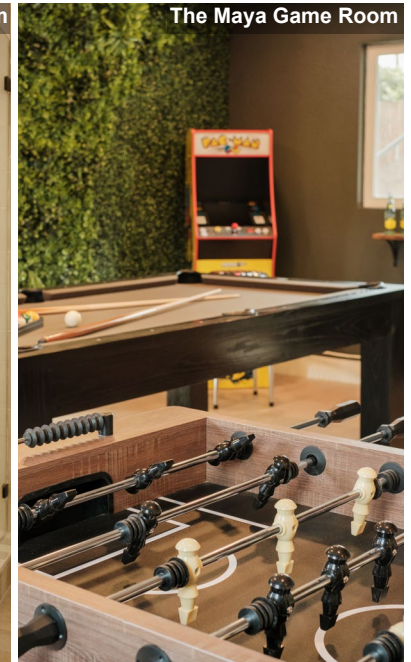
THE MAYA | GUEST ROOMS & INTERIOR PRODUCT



The Maya Standard Room



The Maya Standard Bathroom



The Maya Game Room



The Maya Suite Kitchen



The Maya Suite Living Area

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



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