

Rare Fully Entitled Luxury Hotel Development Opportunity in Old Town Temecula

FOR SALE



0.98± Acres Available



\$2,895,000

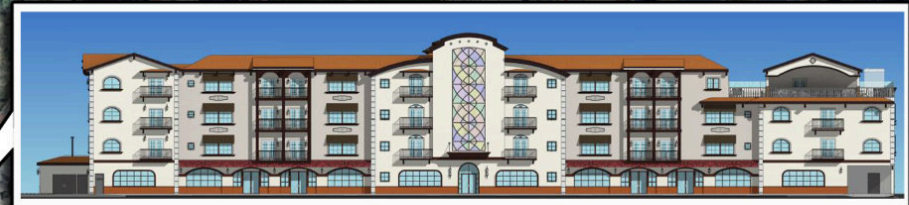
ALTAIR
TEMECULA

- Approximately 271 Acres
- Up to 1,750 Residential Units (Thousands of Future Customers, Restaurant Patrons, Wedding Guests, and Event Attendees)
- Mix of Detached Homes, Paired Homes/ Townhomes
- Multiple Parks, Trails and Recreational Amenities
- Direct Adjacency to the Hotel Site

AltairTemecula.com

OldTownTemecula

Old Town Front Street



1st Street



Old Town Front Street



- Planned 50-Room Luxury Boutique Hotel
- 60,258± SF Approved Hospitality Development
- Four-Story Type III-B Construction
- Rooftop/Open-Air Bar and Swimming Pool
- Restaurant & Retail
- Prime Old Town Temecula Location
- Walking Distance to Restaurants, Wineries, and Entertainment
- Minutes to Temecula Wine Country
- Majority of Entitlements Secured
- Strong Tourism & Hospitality Market Fundamentals
- Immediate Access to Interstate 15

Old Town Temecula Hotel Site

Old Town Front Street (APN 922-100-048), Temecula, California

Scott Forest

Senior Vice President

CA License # 01396577

(951) 491-6300

sforest@westmarcre.com

Mark Esbensen

President | CEO

CA License # 00713990

(951) 491-6300

mesbensen@westmarcre.com

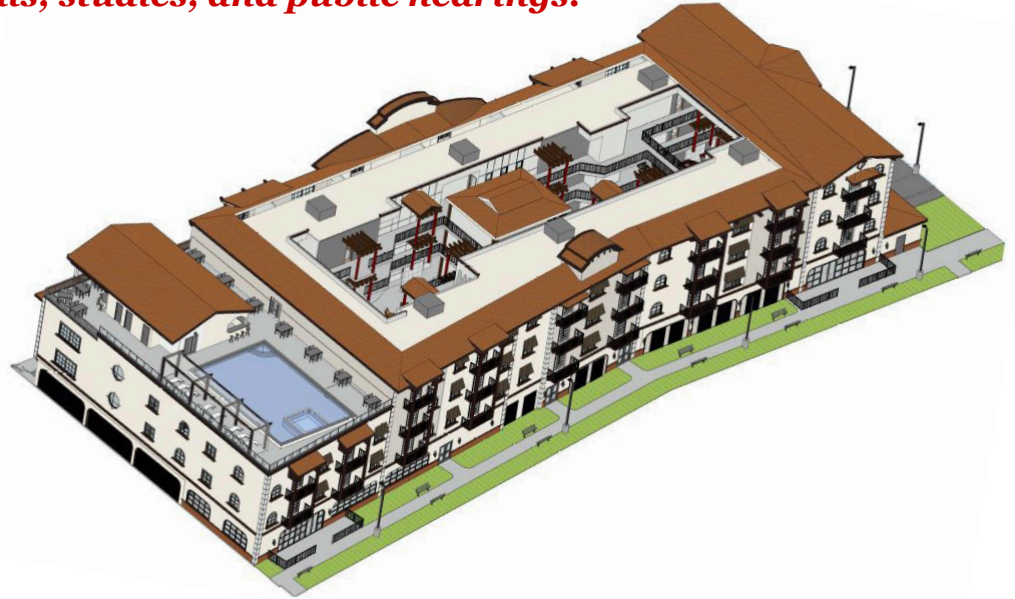
Exclusively Listed By: Mark Esbensen (DRE #00713990) and Scott Forest (DRE #01396577) | (951) 491-6300 | www.westmarcre.com

The above information, while not guaranteed, has been secured from sources we believe to be reliable. Floor plan, site plan, price, tenant mix, and availability subject to change without notice.

INVESTOR HIGHLIGHTS

- One of the last hotel development sites in Old Town Temecula and the only with majority of entitlements already secured
- Accelerated path toward development
- Adjacent to the Altair Master Planned Community; AltairTemecula.com
- Strong tourism growth throughout Temecula Valley
- Extremely limited boutique hotel inventory serving Old Town Temecula visitors
- Walkable location near restaurants, tasting rooms, entertainment and retail amenities
- Immediate access to Interstate 15 and regional transportation corridors

This project has completed the entitlement process, allowing a buyer to bypass years of planning, approvals, studies, and public hearings.



Location Old Town Front Street
Temecula, CA 92590



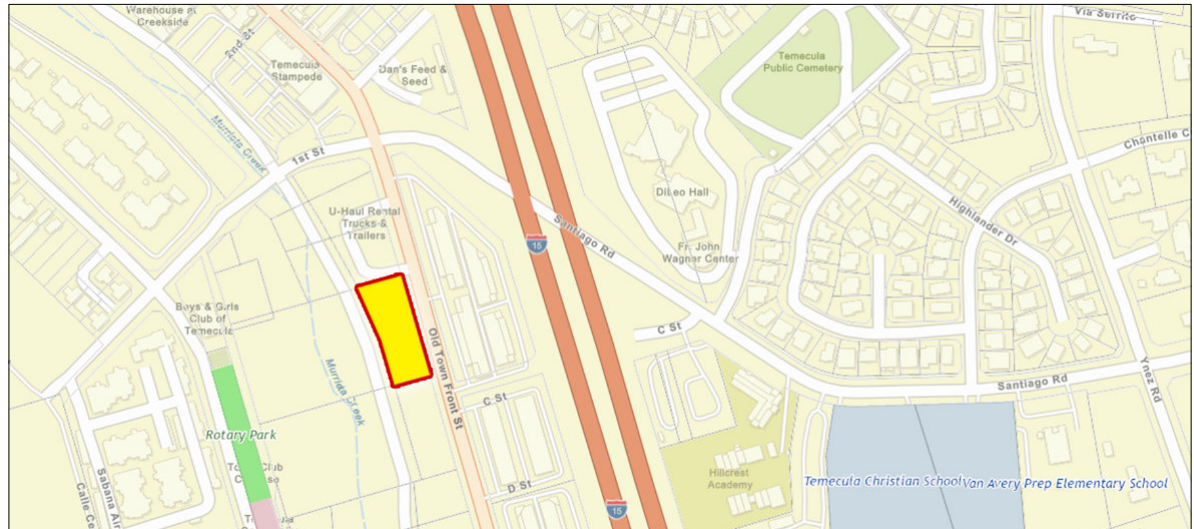
Land Size 0.98± Acres



APN 922-100-048



Zoning Old Town Specific Plan
(SP-5)



Potential Long Term Revenue Drivers

A hospitality development in Old Town Temecula is supported by a layered income profile, with multiple on-site components designed to generate diversified cash flow beyond room nights alone.

Key proposed revenue contributors:

- **Approximately 50 luxury suites**, forming the core overnight stay inventory
- **Rooftop bar**, positioned to capture both hotel guests and local/visitor demand
- **Full-service restaurant**, supporting breakfast, lunch, dinner, and private dining programs
- **Ground floor retail space**, activating street frontage and creating lease income potential
- **Dedicated event and meeting space**, suitable for corporate functions, weddings, and private gatherings
- **Pool deck amenities**, supporting premium guest positioning and ancillary spending (day use, cabanas, beverage service)
- **Valet operations**, contributing both guest service enhancement and incremental revenue capture through parking services

Together, these components allow for a blended hospitality model where revenue is not dependent solely on occupancy, but also on food and beverage, events, retail leasing, and amenity-driven spending. This structure is often viewed favorably in boutique and luxury urban resort underwriting, where experiential elements are a meaningful driver of performance.

Exit Strategies

This opportunity is structured to appeal to a range of investor profiles, including institutional capital seeking stabilized or repositioned hospitality assets in growth submarkets within Temecula.

Potential Strategies

- **Build and operate:** Long-term hold strategy focused on income generation through stabilized hotel operations and ancillary revenue streams.
- **Build and sell:** Development and stabilization followed by disposition to an institutional or hospitality-focused buyer seeking turnkey operations.
- **Joint venture:** Partnership structure between landowner and developer/operator to share in development upside and ongoing cash flow.
- **Branded boutique hotel:** Alignment with an established flag to enhance distribution, loyalty capture, and operational benchmarking.
- **Luxury independent hotel:** Positioning as a non-flagged, design-forward asset emphasizing flexibility, local character, and higher margin potential.
- **Mixed hospitality concept:** Integrated model combining lodging, food and beverage, retail, and events to maximize per-square-foot productivity and diversify income streams.

This range of exit pathways provides flexibility depending on capital structure, market timing, and operator strategy, while maintaining optionality for both institutional and private capital participants.



SITE RENDERING



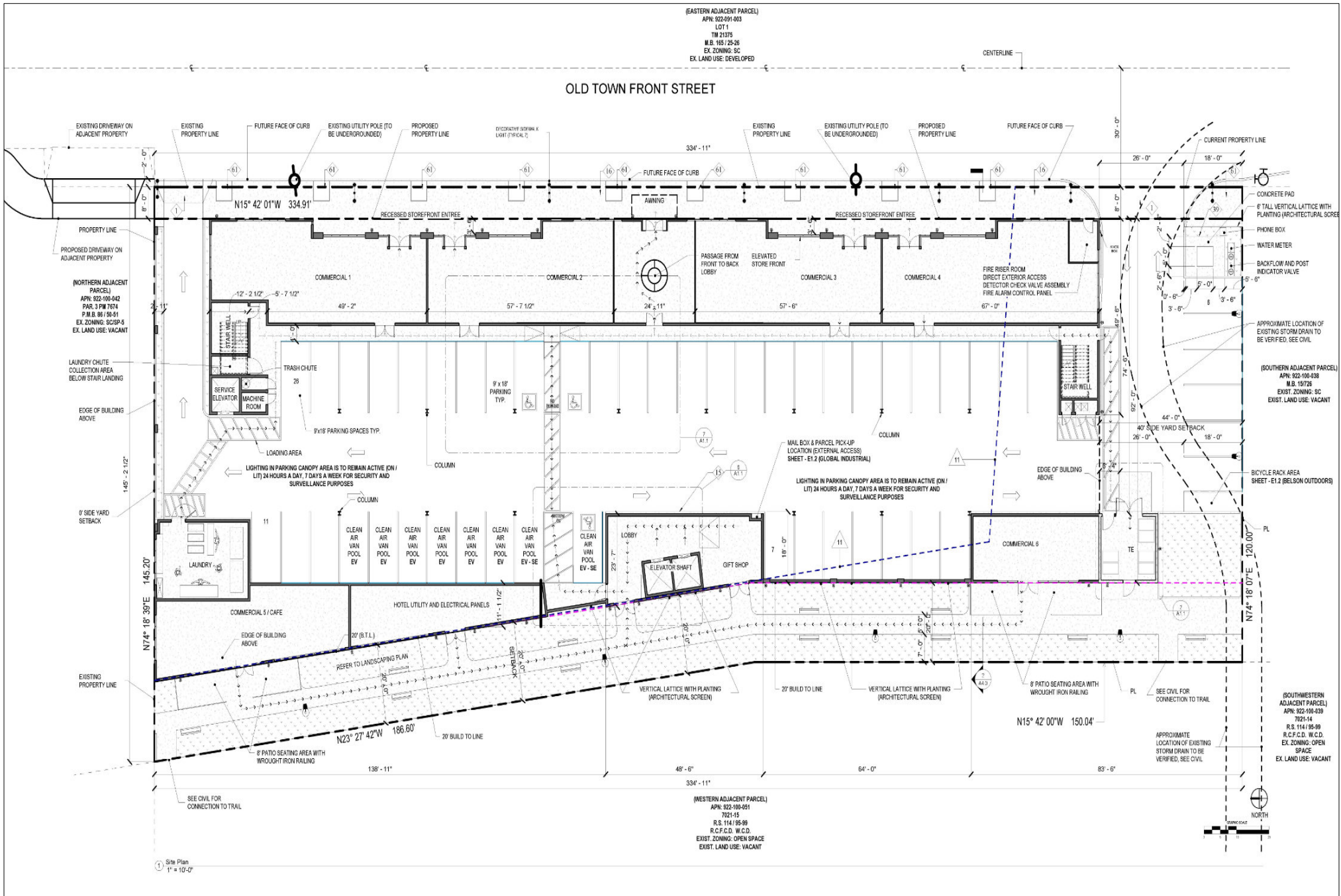
① 3D View 1



SITE PHOTOS & VIDEOS

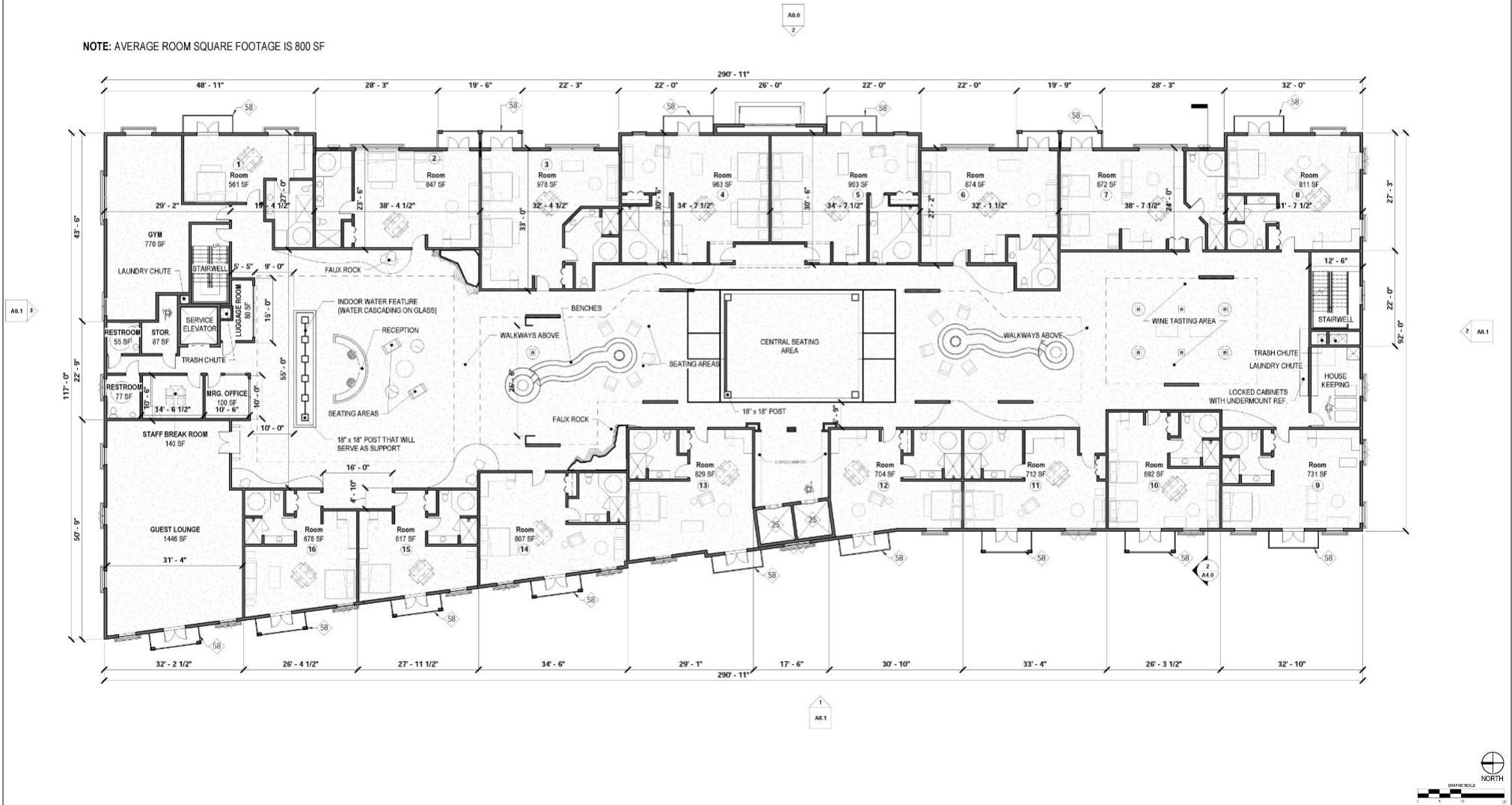


PROPOSED FIRST FLOOR SITE PLAN



PROPOSED SECOND FLOOR SITE PLAN

NOTE: AVERAGE ROOM SQUARE FOOTAGE IS 800 SF

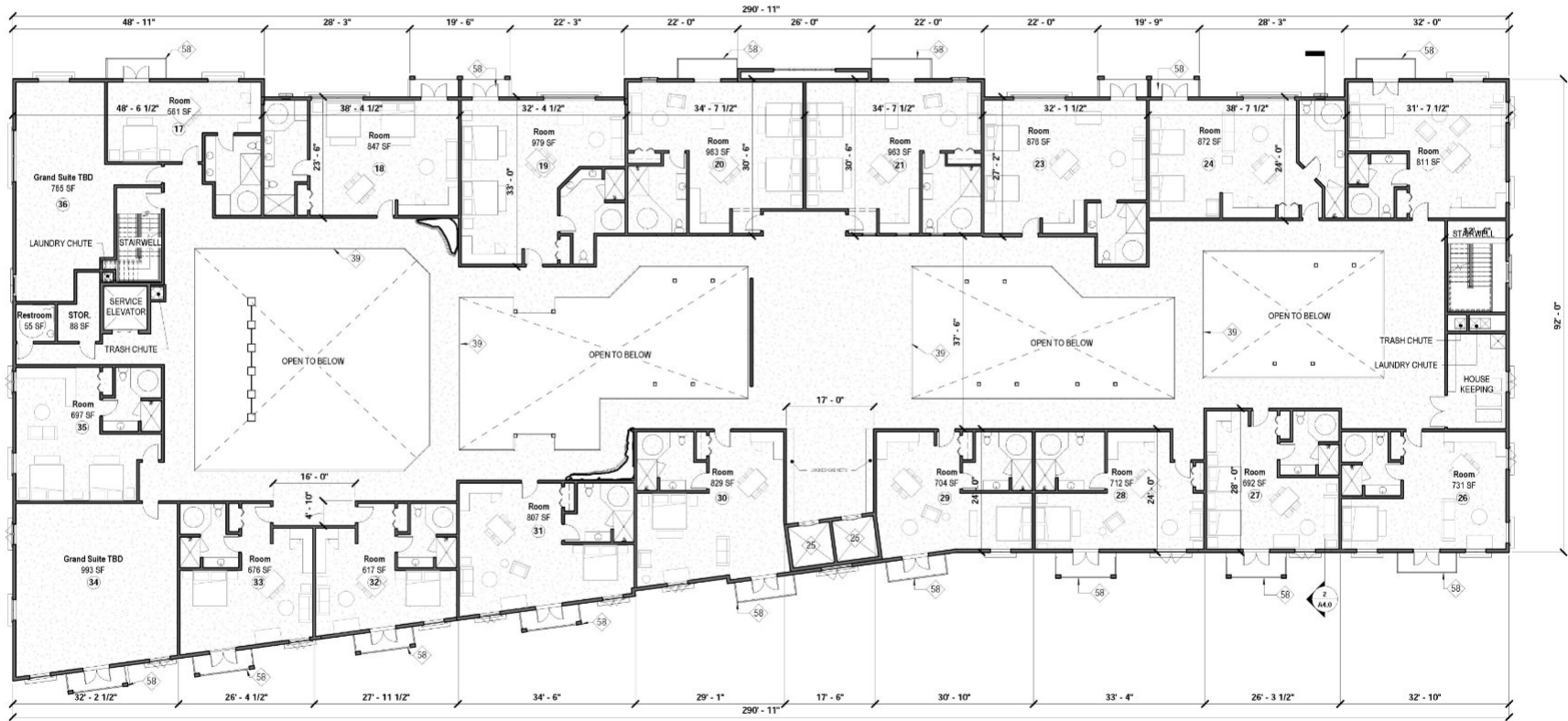


LEVEL 2
1" = 10'-0"



PROPOSED THIRD FLOOR SITE PLAN

NOTE: AVERAGE ROOM SQUARE FOOTAGE IS 800 SF



① Level 3
1" = 10'-0"



Temecula Hotel Market Overview

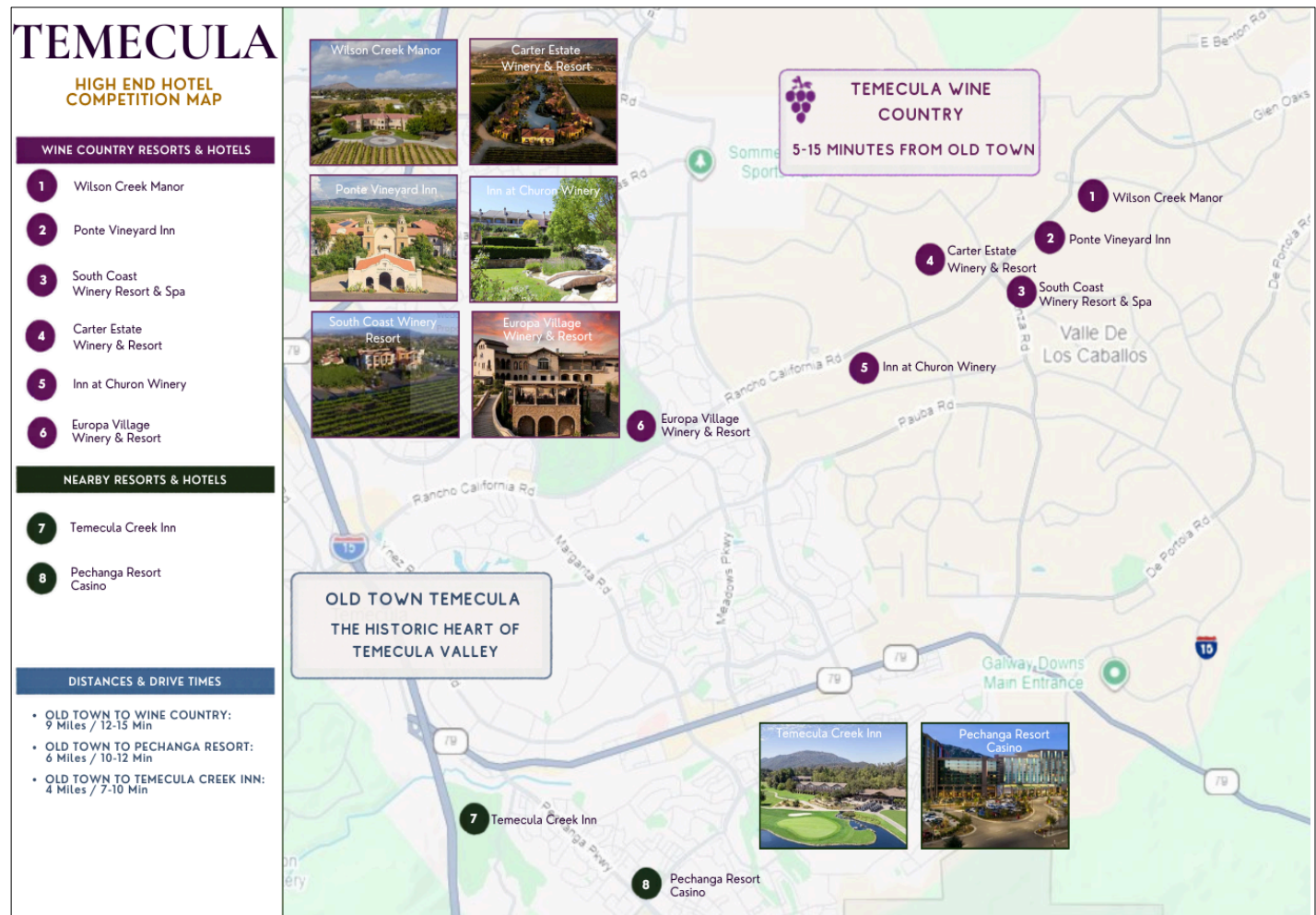
According to VisitTemeculaValley.com, the average hotel occupancy rate in Temecula is approximately 70.8%, outperforming many surrounding Southern California markets.

The Average Daily Rate (ADR) for luxury and premium accommodations in Temecula ranges from \$230 to over \$400 per night depending on the specific property type and day of the week. Because Temecula is a prominent weekend drive-destination for Southern California wine tourism, actual nightly rates experience heavy premium spikes on Fridays and Saturdays.

Based on the market data from AirROI, the average Revenue Per Available Room (RevPAR):

- Best-in-class properties (Top 10%): \$400
- Strong performers (Top 25%): \$250
- Typical properties (Median): \$117

Boutique hotel demand in Temecula is experiencing a major expansion, fueled by record-breaking tourism growth and a structural shortage of high-end, premium rooms within the urban core and winery sectors. Data from the city's economic development agency, local master plans, and recent pipeline projections highlight several key facets of this niche demand.



Temecula Valley's tourism market draws over 3.4 million annual visitors, generating \$1.1 billion in direct travel spending. The boutique sector is highly lucrative due to specific traveler habits:

- High Daily Spend: Overnight visitors staying in a local hotel or motel spend an average of \$424 per day.
- Length of Stay Efficiency: The average length of stay for an overnight hotel traveler is 1.8 days. This rapid turnover is heavily concentrated on high-yield weekend leisure trips centered around Temecula's 50+ wineries, experiential dining, and premier wedding venues.
- The "Premium" Gap: Historically, the region's room demand heavily outpaced upscale room supply. Travelers seeking unique, curated, and design-forward experiences are increasingly rejecting standard midscale properties in favor of properties that reflect local culture and history.

"Source: Dean Runyan Associates, The Economic Impact of Travel in Temecula Valley (2024), prepared for Visit Temecula Valley and the City of Temecula"

TEMECULA TOURISM

A PREMIER DESTINATION DRIVING
RECORD VISITOR GROWTH



3.4 MILLION VISITORS
IN 2024 TO TEMECULA VALLEY

A RECORD-BREAKING YEAR!

2024 ECONOMIC IMPACT REPORT

Source: Visit Temecula Valley | March 2025



3.4 MILLION
TOTAL VISITORS IN 2024

- 2.1% growth over 2023
- 8.7% growth over 2019



\$1.1 BILLION
IN VISITOR SPENDING



9,580
TOURISM-RELATED JOBS



\$52.3 MILLION
IN TAX REVENUE GENERATED
FROM TOURISM SPENDING



1 MILLION
OVERNIGHT VISITORS IN 2024

- \$424 average daily spending
- 1.8 average length of stay



NEARLY 23 MILLION
RESIDENTS WITHIN A
2-HOUR DRIVE RADIUS

Source: Visit Temecula | 2024

TEMECULA WINE COUNTRY

A MAJOR ECONOMIC ENGINE



\$2.7 BILLION
IN ANNUAL ECONOMIC ACTIVITY



17,000+
JOBS SUPPORTED



885,300
ANNUAL WINERY
TOURIST VISITS



\$487.4 MILLION
IN ANNUAL TOURISM SPENDING

Over half of Riverside County's winery operations are located in the Temecula Valley AVA.

Source: Temecula Valley Winegrowers Association | 2024

OLD TOWN TEMECULA

A PREMIER VISITOR DESTINATION



640+
Antique dealers, restaurants,
specialty retailers &
entertainment venues



Walkable, historic
district with unique
boutique charm



Year-round events,
live entertainment,
wine tasting & nightlife

Source: City of Temecula | 2024



Temecula continues to attract visitors from California, across the U.S. and around the world.

**A GROWING DESTINATION.
STRONG DEMAND. BRIGHT FUTURE.**



**STRONG TOURISM.
STRONGER OPPORTUNITY.**

Record visitation, growing overnight demand, and a thriving wine country economy make Temecula the ideal location for boutique hospitality development.

OLD TOWN TEMECULA



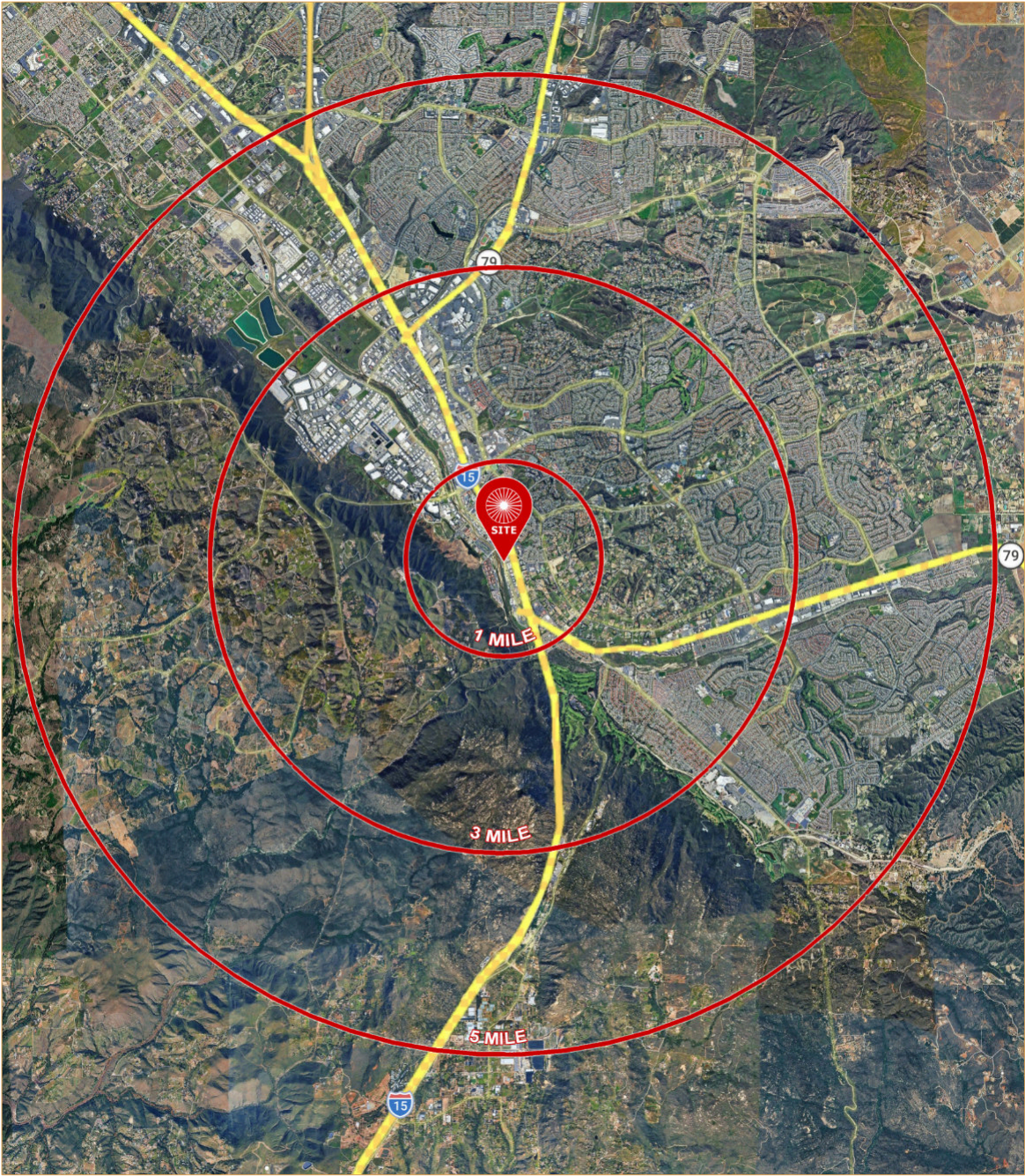
ALTAIR
TEMECULA

270-acre
master-planned
community.
Approved for
15 neighborhoods
and up to
1,750 residential units

OldTownTemecula

- 1 City of Temecula Civic Center
- 2 Temecula Fire Station
- 3 Town Square
- 4 Visitor's Center
- 5 Sheriff's Station
- 6 Public Parking Structure
- 7 Pennypickle's Workshop Children's Museum
- 8 Old Town Community Theater
- 9 Sam Hicks Monument Park
- 10 Temecula Valley Museum
- 11 Senior Center
- 12 Fire Station
- 13 Post Office

DEMOGRAPHICS



Demographics

Source: CoStar 2025

	1 mile	3 mile	5 mile
2025 Population (Estimated)	6,861	56,597	144,413
2030 Population (Projected)	7,003	57,805	147,452
Daytime Employee Population	6,806	45,113	69,681
Average Household Income	\$109,447	\$124,085	\$143,558
Total Consumer Spending	\$81.4M	\$728.6M	1.9B

Traffic Counts

Source: CoStar 2025

Old Town Front Street South of Santiago Road

ADT

