



The Adara Hotel | Palm Springs, CA

Mid-Century Modern Boutique Hotel | Prime Location | Palm Canyon Drive

EXECUTIVE SUMMARY

A rare opportunity to acquire a classic 1950s mid-century modern boutique hotel located in the heart of **Palm Springs in the Palm Valley neighborhood**, a premier destination for boutique hospitality. The **Adara Hotel** is a **31-room property** ideally suited for an owner-operator or boutique brand repositioning. With **unobstructed mountain views**, a **resort-style courtyard pool, hot tub, and fee simple ownership**, this hotel presents a compelling value-add investment opportunity in a thriving hospitality market.

PROPERTY FACTS

Price	\$4,290,000	Building Size	33,977 SF
Price Per Room	\$130,000	Total Rooms	31 + 2bds;2ba Apartment
Sale Type	Investment	Stories	Double
Lot Size	0.78 Acres	Year Built	1949 / 1951
Property Type	Hotel	Tenancy	Single

PROPERTY TAXES

Parcel Number	508-344-004	Improvements Assessment	\$2,000,000
Land Assessment	\$500,000	Total Assessment	\$32,969

ROOM BREAKDOWN

- 31 Total Keys
 - 4 Rooms: Single Bed with Full Kitchen
 - 5 Rooms: Two Beds with Full Kitchen
 - 22 Standard Rooms (Various Layouts)
- Manager's Apartment
 - 2 Bedrooms, 2 Bathrooms, Full Kitchen, Living Room (Located Next to Lobby)

Amenities

- Resort-Style Pool

- Outdoor Hot Tub
- Large Courtyard Patio
- Guest Laundry Facilities
- Iconic Mid-Century Architecture
- Picturesque Views: Mountains & Pool Area

Investment Highlights

- **Location:** Directly on Palm Canyon Drive, next to Yara Hotel and Sophia Hotel, and walking distance to Downtown Palm Springs.
- **Zoning:** CBD Commercial Zoning; allows for flexible use and potential expansion.
- **Liquor License Opportunity:** Lobby & storage area can be converted for Type 70-liquor license.
- **Coffee Shop/Café Potential:** High morning foot and bike traffic – ideal for pop-up café at lobby frontage.
- **Strong RevPAR:** \$116 Trailing-12; opportunity to grow ADR and occupancy.
- **Projected Room Revenue:** \$420,000 (Forward 12-month forecast)
- **Occupancy Upside:** Trailing-12 occupancy is 37%, with upside to pre-pandemic average of 53% (2019).
- **ADR Growth Potential:** Currently \$122 – can be increased with renovations and brand repositioning.
- **Market Momentum:** Boutique hotel segment in Palm Springs remains strong post-COVID, outperforming 2019 metrics.

Value-Add Opportunities

- **Renovation & Theming:** Enhance authentic mid-century modern charm with era-specific FF&E and finishes.
- **Rebrand/Reposition:** Target higher-end clientele or group buyouts, following neighboring hotel models.
- **Café / Retail Integration:** Convert lobby frontage for food & beverage to increase NOI and guest amenities.
- **Liquor Sales:** Type 70 license could generate additional income and attract new clientele.

Competitive Set & Market Trends

- Located among high-performing boutique hotels:
 - **Yara Hotel** – Recently remodeled, high ADR
 - **Sophia Hotel** – Group buyout model
 - **Ace Hotel, Hotel California, Desert Riviera** – All within 300 m
- Palm Springs is a **top-tier leisure destination**, supported by strong convention bookings, air traffic, and drive-to demand from SoCal's **22M+ population base**.

Location

- **Address:** 1450 S Palm Canyon Drive, Palm Springs, CA 92264
- **Walk Score:** Highly Walkable
- **Nearby:** Bar Cecil, Miro's Restaurant, Downtown shops & dining

Inquire Today

This is a unique chance to reposition a well located, fee-simple boutique hotel in one of California's most iconic resort destinations. Inquire today for additional financials, tours, and offering

memorandum. Buyers are advised to conduct their own due diligence.