



# 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
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## 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.
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## 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.
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## 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**.
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## Location

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