

Over
84,000 vehicles
per day!

PLAZA LA QUINTA

SWC HIGHWAY 111 & WASHINGTON ST. | LA QUINTA, CA

VONS

LESLIE'S

**See's
CANDIES**

CLUB PILATES

**EUROPEAN
WAX
CENTER**

usbank

rubio's

**FIVE
GUYS**

**Major
Renovation
Coming Soon**

HIGHWAY 111

WASHINGTON STREET

+ 6,853 SF Restaurant Building
at one of Coachella Valley's busiest intersections

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First time this building has been available in over 30 years! This strategic location offers an exciting opportunity for restaurateurs. The upcoming renovation will give the tenant the opportunity to bring their ideas to life, crafting a space that perfectly aligns with their unique concept.



Conceptual drawings subject to change

- Full renovation will include expansive windows and vibrant new patio spaces
- Iconic location at the hard corner of Highway 111 & Washington Street - one of the desert's busiest intersections!
- Ideally situated to serve both residents and tourists of the Coachella Valley
- Estimated delivery mid-late 2026

HOSPITALITY DEMOGRAPHICS

- 14.1 million visitors per year
- Direct spending impact of \$7.1 Billion
- Visitor spending supports over 34,000 jobs in the Valley
- Tourism provides \$1.7 Billion in Lodging and \$1.5 Billion in Food & Beverage
- Named #2 Top Emerging Destination by Trivago
- Short term rentals contribute more than \$68 million in spending

ANNUAL EVENTS

Signature events such as:

- Coachella Music & Arts Festival - 125,000 attendees per day for 6 days
<https://events.lyte.com/magazine/discover/top-festivals-usa>
- Stagecoach County Music Festival - 85,000 attendees per day for 3 days
- BNP Paribas Tennis Open - 475,000 attendees over two weeks
- Amex Golf Tournament - 70,000 attendees
- Iron Man - 3,000 attendees
- Palm Springs International Film Festival - 135,000 attendees
- Tour De Palm Springs - 10,000 cyclists & 30,000 spectators
- Modernism Week - 130,000 attendees over 2 weeks

DAILY ACTIVITIES

- Acrisure Arena - home to Coachella Valley Firebirds (AHL Western Champions 2023) and 120 major events annually
- Golf - More than 125 Golf Courses
- Hiking & Biking trails throughout the valley
- Spas - Natural Hot Springs
- Gambling - Indian Casino's offer gaming plus Entertainment
- Tours - Historical Architecture, The Palm Springs Tram, Celebrity Tours
- Tennis & Pickleball

