

1325 Spruce St Philadelphia, PA 19107

Boutique, Turn-key Short-term Rental Opportunity



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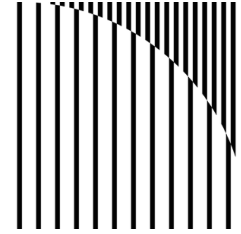
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Executive Summary



This offering presents the rare opportunity to acquire 1325 Spruce St (aka the Thena Hotel), a fully operational, nine-unit boutique hotel / short-term rental building strategically located in the heart of Philadelphia's Center City. Situated just steps from the Avenue of the Arts, this 4,865 sq ft, four-story masonry building is perfectly positioned to capitalize on Philadelphia's booming tourism and short-term rental (STR) market.

The property has been successfully operated with a staff-less model, catering to a mix of short-term vacationers and longer-term corporate and student tenants. With significant upcoming international events and clear paths to enhance operational revenue, the property represents a premier turnkey investment poised for substantial growth.

Property Highlights

- **Zoning:** CMX-5 (High Density Commercial Mixed Use)
- **Lot Configuration:** Block-to-block access (Spruce to Manning Street)
- **Parking:** Large rear area with gated access for parking and loading
- **Visibility:** Right off Broad St and steps away from City Hall
- **Frontage:** 20 ft along Spruce St
- **Use Case:** Ideal for boutique STR operator
- **Status:** Currently run as the Thena Hotel with active STR booking across multiple platforms



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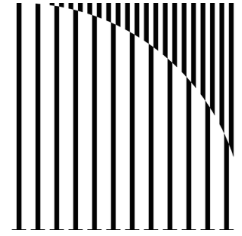
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Property Details



- **Lot Size:** 2,496 sf (0.06 acres)
- **Building Size:** 4,865 sf
- **Year Built:** 1974, fully rehabbed in 2022
- **Zoning:** CMX-5
- **Lot Depth:** 127 ft
- **Unit Count:** 9 units operated as short-term rentals, mix of five hotel rooms and four 1-bedroom units
- **Annual Taxes:** \$16,660 (2026 actual)
- **2022 Rehab Scope of Work:** new mechanicals throughout, flat roof upgrade, window upgrade / replacement, fully rehabbed to the studs, high quality renovation of units
- **STR Compliance:** fully compliant and zoned for STR use
- **Projected NOI:** ~ \$250k at an ADR of \$148 / 72% occupancy



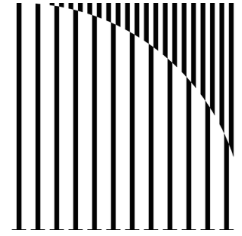
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Investment Highlights

- **Premier Turnkey STR Asset** The hotel is perfectly set up for nine STR units, featuring a large basement ideal for maintenance and cleaning operations and valuable rear parking for operational efficiency or paid guest use.
- **Unmatched Location & Demand** Located in the heart of Center City, the property is surrounded by Philadelphia's top dining, entertainment, and cultural attractions. Its proximity to the Convention Center, City Hall, the Avenue of the Arts, and corporate offices drives consistent demand from both leisure and business travelers.
- **Major Revenue Catalysts Ahead** Philadelphia is set to host a series of massive, international events that are projected to cause lodging rates to surge, including:
 - 2026 FIFA World Cup
 - 2026 MLB All-Star Game
 - PGA Championship at Aronimink
 - NCAA March Madness Tournament Games
 - USA's 250th Anniversary Celebrations (Semiquincentennial)
- **Proven Operating Model** The current owner has found significant success in securing longer-term tenants (2-8 months) from corporate relocations and students at significant premiums to long term lease rates, providing a stable income base to complement daily STR revenue.
- **Strong In-Place Reputation** The property boasts approximately 4.8-star reviews across various booking sites, a valuable asset that could potentially be selectively transferred to a new owner.

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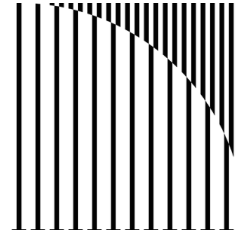
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Value-Add Opportunity

A new operator can immediately unlock significant upside by implementing targeted operational and marketing enhancements that the current owner, who is not a dedicated hotelier, has not pursued.

- **Upgraded Design and Brand** Successful STRs nearby use thoughtful design and cohesive Philly themes to achieve ADR's 25-50% higher than current operations.
- **Enhanced Digital Marketing** A new owner can more effectively market the property through professional video media, streamlined booking, and stronger social media to drive direct bookings and reduce reliance on third-party platforms.
- **Minor Cosmetic / "Look and Feel" Upgrades** Selective cosmetic improvements - modernized foyer, updated finishes, and curated decor - can improve guest perception, elevate reviews, and justify higher ADRs with minimal capital investment.
- **Revenue Optimization** Adding convertible sleeping arrangements and creating curated local experience partnerships can expand guest capacity and generate incremental income streams.
- **Operational Efficiencies** A data-driven operator can implement dynamic pricing models and streamlined systems to capture higher revenue during city-wide events and seasonal peaks.

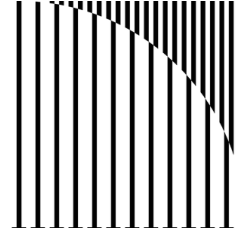
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Floor Plan Overview

This nine-unit boutique hotel features a mix of private, fully self-contained suites with large windows that bring in abundant natural light and create a bright, elevated guest experience. Each floor is efficiently designed to maximize privacy and reduce shared circulation, giving the property a true boutique feel.

The spacious basement level offers valuable bonus square footage ideal for laundry, storage, staff space, or an owner's office to support operations.

With a variety of unit sizes, the building is well-suited for both short-term stays and extended bookings for corporate or group travelers. Thoughtful layout and vertical flow make this a high-appeal hospitality opportunity with multiple income configurations.



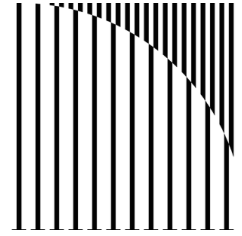
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Property Photos



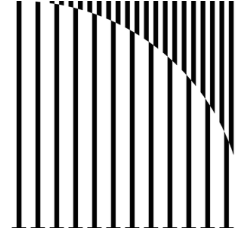
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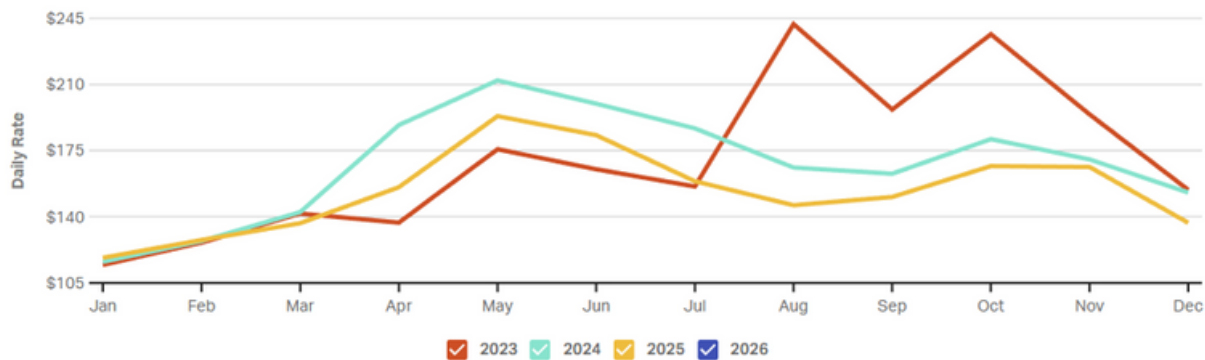
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Market Analytics

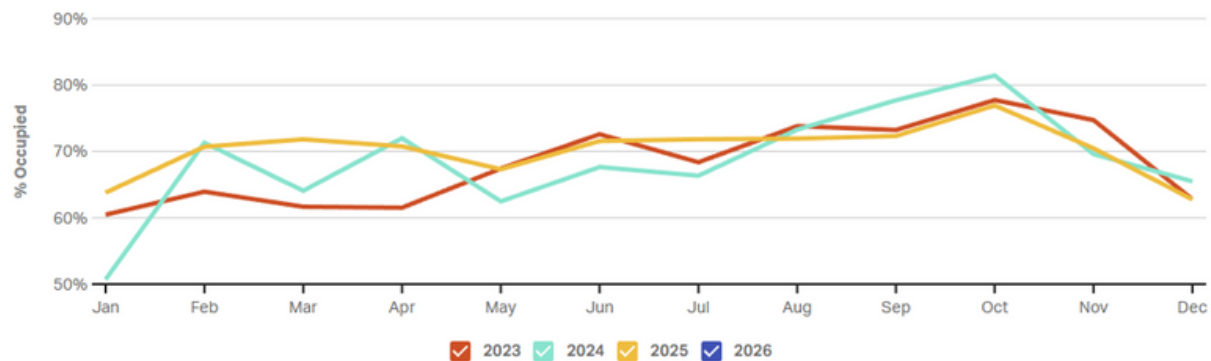
Average Daily Rate

- Steady post-pandemic normalization: Average daily rates (ADRs) stabilized after the volatility prior to 2023, rates in 2025 are tracking below 2024 levels
- Spring peaks: April - May remain the strongest ADR months across most years, reaching ~\$200/night in 2024, likely tied to graduation season, tourism, and event-driven demand



Occupancy

- Seasonal variation: Occupancy remains seasonal, but mostly stable from the spring - summer - fall seasons, driven by leisure travel and university calendars
- Winter softness persists: November - February continue to show the lowest occupancy (<70%), underscoring opportunity for off-season promotions or mid-term stays.



Source: AirDNA, data includes Center City, professionally managed, 1 bedroom entire apartments

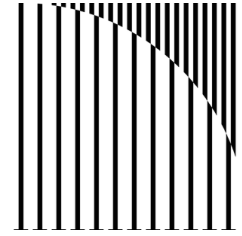
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Market Analytics - National Comparison

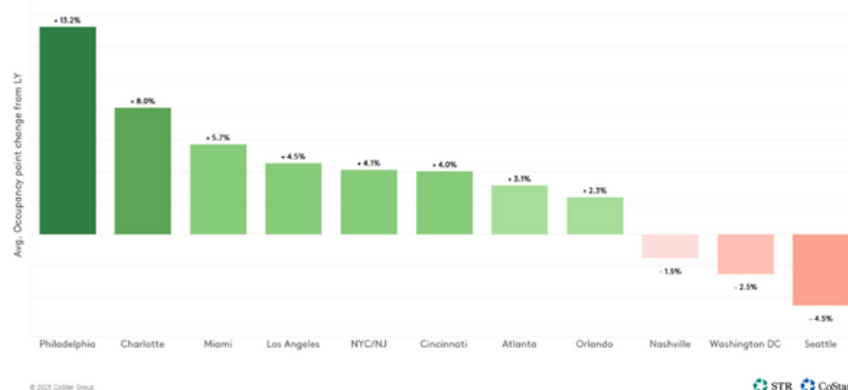
Philadelphia Comparison to National Peers (from Costar article “Hotel industry slowdown affects top 25 US markets unevenly”)

- Nationwide, “**growth in revenue per available room across the top 25 hotel markets continues to slow,**” as the post-pandemic surge levels off
- However, **Philadelphia stands out as one of only four major markets** — along with New York, Chicago, and Detroit — that has shown consistent RevPAR growth every year since 2022
- CoStar notes that “**Chicago and Philadelphia recorded supply declines this year, aiding occupancy growth,**” reinforcing that limited new inventory is supporting rate stability and performance in these markets

World Cup

- Philadelphia leads all U.S. host markets with a +13.2% year-over-year occupancy increase during World Cup group-stage match days - the highest boost among major cities
- The data suggests robust short-term rental and hotel compression expected during major event periods, with potential spillover benefits for nearby neighborhoods and suburban inventory

Most host markets averaging higher bookings for group stage
Average market occupancy on match days (+ prior day) vs STLY, (data as of 2 June)



Source: Costar / STR

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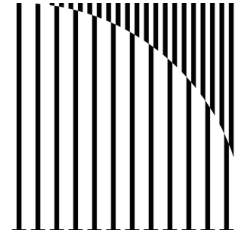
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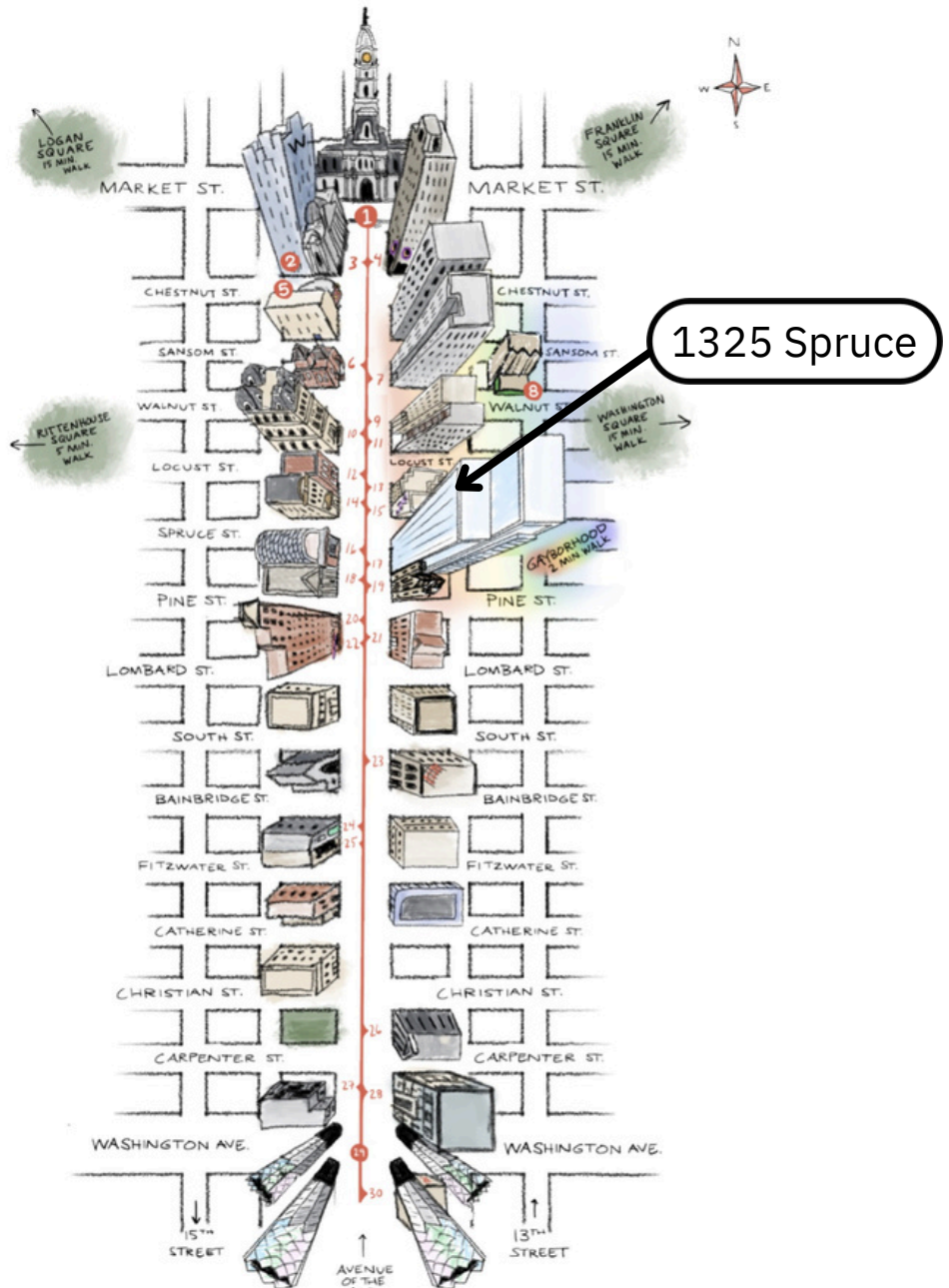
Location Highlights



AVE
ARTS

AVENUE OF THE ARTS, INC.

1. CITY HALL
2. ELEMENT & W HOTELS
3. THE RITZ-CARLTON
4. INSOMNIA COOKIES HQ
5. PHILADELPHIA FILM CENTER
6. THE UNION LEAGUE
7. AVENUE OF THE ARTS, INC.
8. HOLIDAY INN EXPRESS MIDTOWN
9. FORMER UARTS
10. THE BELLEVUE HOTEL
11. CAMBRIA HOTEL
12. ACADEMY OF MUSIC
13. DOUBLETREE HOTEL
14. MILLER THEATER
15. WILMA THEATER
16. KIMMEL CENTER
17. ARTHAUS CONDOMINIUM
18. FORMER UARTS
19. BROAD STREET LOVE
20. SYMPHONY HOUSE
21. FORMER UARTS
22. SUZANNE ROBERTS THEATRE
23. FORMER UARTS
24. BRANDYWINE WORKSHOP
& ARCHIVES
25. CLEF CLUB
26. HIGH SCHOOL FOR CREATIVE
& PERFORMING ARTS
27. LINCOLN SQUARE
28. ONE THOUSAND ONE
29. PHILADELPHIA BEACONS
30. ROCK SCHOOL



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Prospective buyers shall be responsible for their costs and expenses of investigating the subject property. Property showings are by appointment only. Please contact the listing agents to the right for more details.

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