



CATAHOULA HOTEL
NEW ORLEANS

Catahoula Hotel New Orleans

EXECUTIVE SUMMARY



THE PLASENCIA GROUP
Passion. Access. Certainty.



Executive Summary

THE PLASENCIA GROUP, as exclusive advisor to ownership, is pleased to present for your investment consideration the Catahoula Hotel New Orleans. The asset is the quintessential New Orleans neighborhood boutique hotel, nestled in an exceedingly walkable pocket of Downtown, just blocks from the world-renowned French Quarter. Named for the state dog of Louisiana, the Catahoula dates back to the 1840s and was originally a Creole townhouse complex. Opened in 2016 as a hotel, the Catahoula boasts a diverse slate of 51 immaculately appointed guestrooms and oversized suites, a rooftop bar and terrace, flexible ground-floor food and beverage space, unique courtyards, and lucrative ground-floor retail leases. Formerly operated under a profitable operating lease with now-defunct hospitality company Selina, the Catahoula has been owner-operated since September 2024. Ownership has invested heavily in the hotel, and the property is in excellent condition and positioned for success going forward.

The Catahoula represents the opportunity to acquire a distinctive, perfectly scaled boutique hotel that is primed for immediate growth in the heart of one of the most iconic hospitality destinations in the United States.





Investment Summary

Address	914 Union Street, New Orleans, LA 70112
Guestrooms	51, including eight apartment-style units
Opened	2016 as hotel; building dates back to 1840s
Food & Beverage Outlets	Rooftop bar and terrace; ground-floor bar and courtyard
Franchise	Unencumbered
Management	Unencumbered
Additional Considerations	A small portion of the property sits on a ground lease.



Investment Highlights

UPSCALE BOUTIQUE PRODUCT

The Catahoula's design offers glimpses of its nearly two centuries of history, with beautiful exposed brick, restored wood elements, wrought iron balconies, and gas lanterns. The property also features oversized windows and curated FF&E throughout guestrooms and public spaces. The Catahoula's bold color palate, eclectic art, and lush landscaping further set the hotel apart as one of the most stylish in the city.



DYNAMIC LOCATION WALKABLE TO COUNTLESS DEMAND GENERATORS

The Catahoula's location affords its guests easy access to virtually every major attraction in New Orleans. The hotel is a five-minute walk to Canal Street and the French Quarter beyond, with its world-class dining, nightlife, music, shopping, and historical attractions. The property is also just blocks from the Caesars Superdome, Caesars Casino, the Poydras Street corporate corridor, the New Orleans Ernest N. Morial Convention Center, and the Smithsonian-affiliated National World War II Museum.



Poydras Corridor Class-A Office

Address	Building	RSF
● 914 Union	Catahoula Hotel	
1 1615 Poydras	1615 Poydras	501,741
2 1555 Poydras	1555 Poydras	467,671
3 1515 Poydras	1515 Poydras	529,474
4 1450 Poydras	Benson Tower	540,208
5 1250 Poydras	1251 Poydras	422,899
6 639 Loyola	Entergy Building	526,041
7 1100 Poydras	Energy Centre	761,500
8 909 Poydras	BankPlus Tower	531,929
9 201 St. Charles	Place St. Charles	1,004,484
10 701 Poydras	Hancock Whitney Center	1,256,991
11 601 Poydras	Pan-American Life Center	671,883
12 650 Poydras	Poydras Center	453,256
13 400 Poydras	400 Poydras	608,608
14 365 Canal	One Canal Place	630,581



CAESARS SUPERDOME & SMOOTHIE KING CENTER
 The homes of the NFL's Saints and NBA's Pelicans. The Superdome recently completed \$500-million renovation and hosted Super Bowl LIX in February 2025.



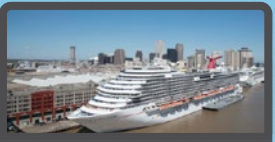
NATIONAL WWII MUSEUM
 A Smithsonian-affiliated museum on a sprawling campus. Ranked as the top attraction in New Orleans on Tripadvisor.



CAESARS CASINO
 One of the largest gaming facilities outside of Las Vegas, Caesars (formerly Harrah's) was recently reconcepted at a cost of \$325 million.



ERNEST N. MORIAL CONVENTION CENTER
 The sixth largest convention center in the country. The facility is in the midst of a \$557-million redevelopment and modernization project.



CRUISE TERMINALS
 The sixth busiest cruise port in the country, home to Carnival, Norwegian, Royal Caribbean, American, and Viking cruise lines.







APPEALING SELECTION OF OVERSIZED ACCOMMODATIONS

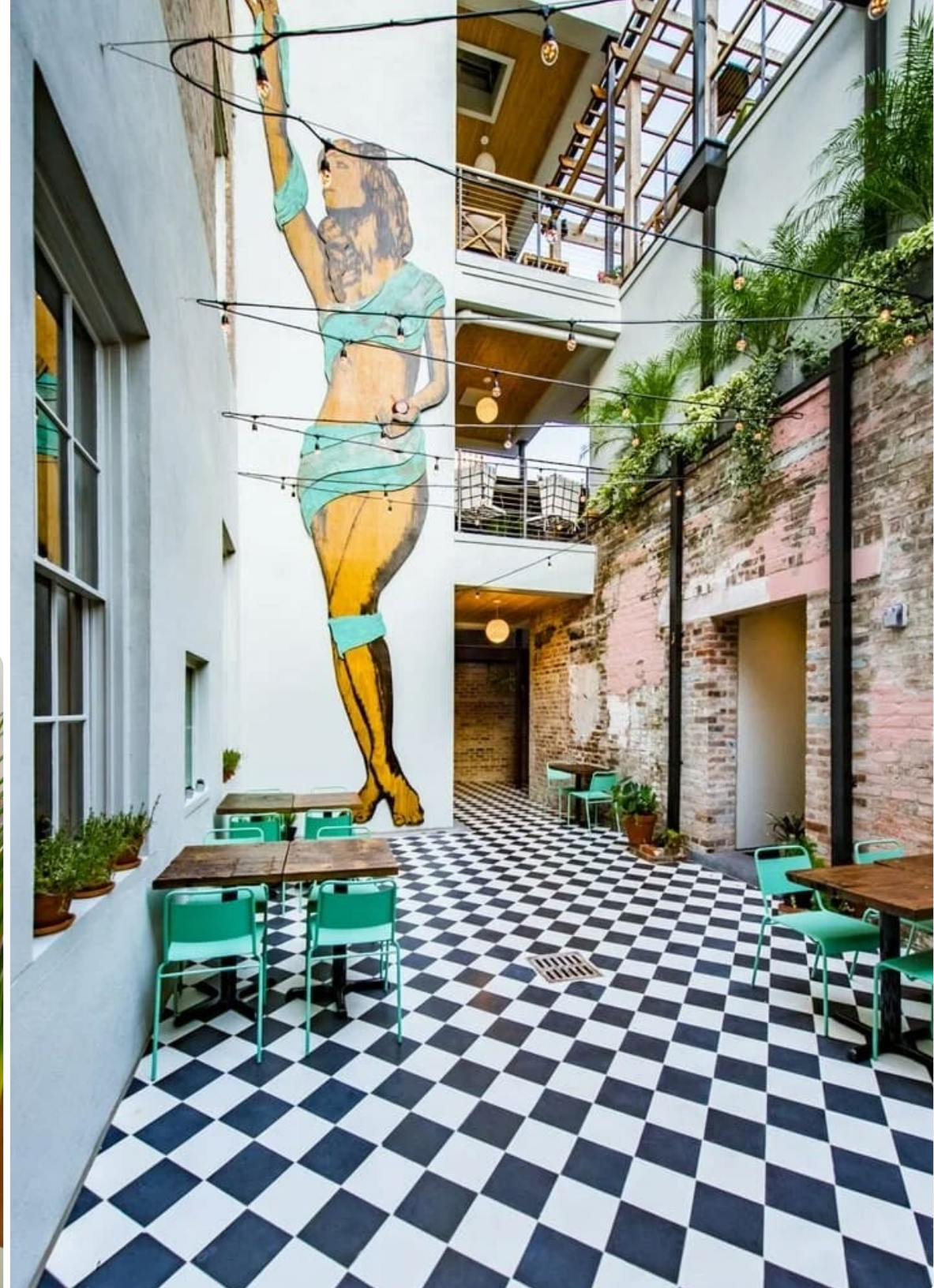
Among the Catahoula's 51 guestrooms are eight apartment-style guest accommodations. Ranging from one to four bedrooms, these units are popular with extended-stay guests and larger groups like families, bachelor and bachelorette parties, and wedding parties. These units are in high demand and command sky-high rates.



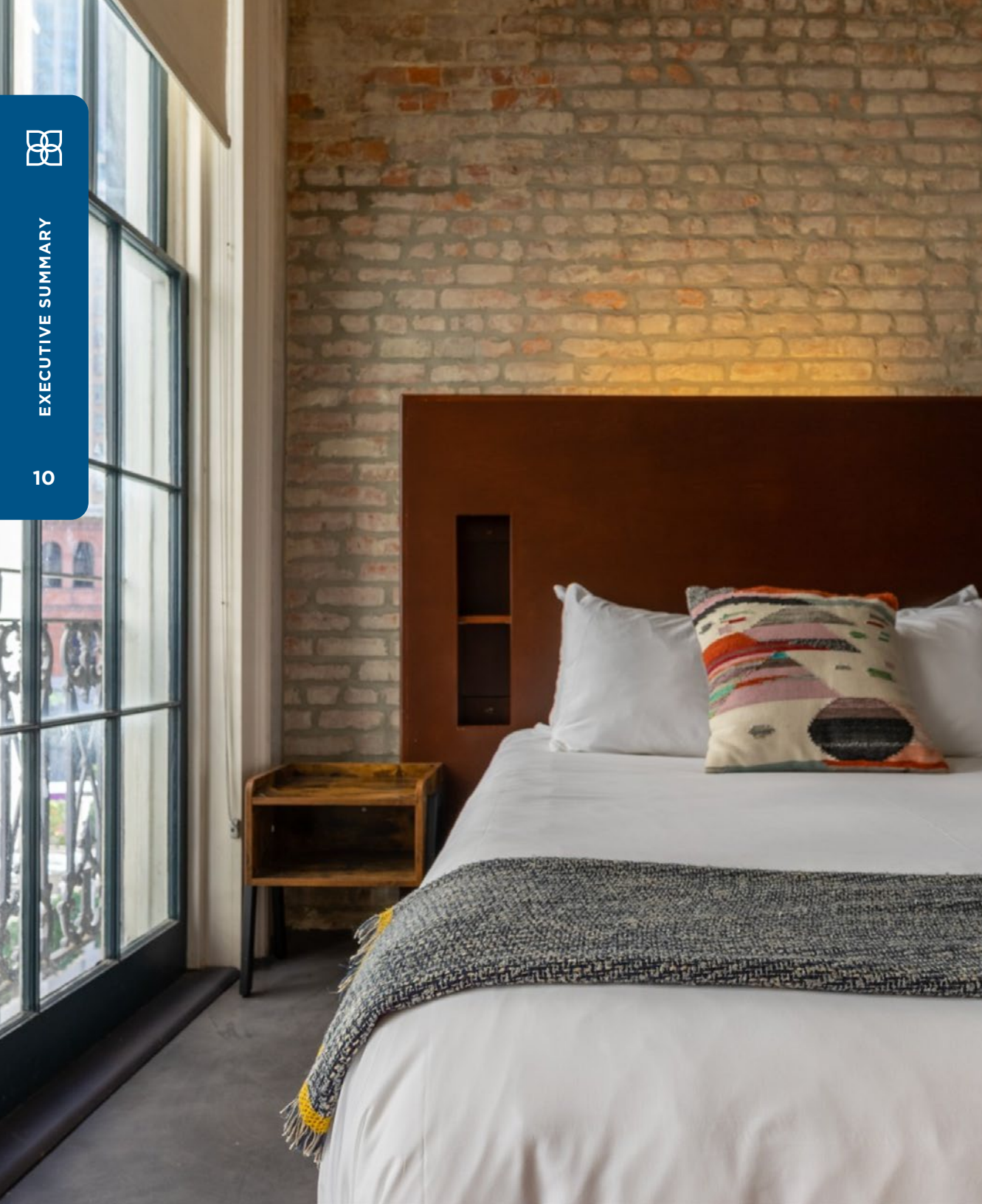


DISTINCTIVE F&B OFFERINGS

Unique dining and drinking spots add to the lively vibe of the Catahoula. These offerings are highlighted by the hotel's rooftop bar. Formerly a popular pisco bar, the rooftop bar is not currently open, but it is ready to be reactivated. With its 1,300-square-foot footprint and airy environment, this space could host any number of concepts. The hotel's ground floor has another bar area that opens into an idyllic courtyard. Similarly, this outlet is currently not in operation but could be also quickly activated to a revenue-generating use.







RECENT CAPITAL INVESTMENT FROM CURRENT OWNER

Since the Catahoula left the Selina system in September 2024, ownership has strategically operated the hotel and thoughtfully deployed capital to position it for its next chapter. Recent capital projects include a new roof, new HVAC units in most rooms, exterior updates, and select updates to guestrooms.

PERFECTLY POSITIONED FOR EXCEPTIONAL PERFORMANCE

With meaningful recent capital investment, a blank canvas for F&B operations, and no brand or management encumbrance, the Catahoula presents the opportunity for an incoming investor to make its mark. These considerations, paired with the hotel's unrivaled intangibles, namely its prime location, historic character, and artsy charm, make the Catahoula a truly rare offering.

LUCRATIVE RETAIL LEASES

The Catahoula benefits from profitable leases with two local businesses in its ground floor retail spaces. These spaces sit in a small portion of the property that is situated on a ground lease. The income from the retail leases covers nearly all of the hotel owner's ground lease obligation, allowing further profits from this portion of the property to flow directly to the hotel owner.





ACCOLADES FOR THE BIG EASY

#1

Food Destination in the U.S.
Tripadvisor Travelers' Choice
Best of the Best, 2024 & 2023

#3

Convention City in the U.S.
Top 250 Convention City Study, 2024
(2Synergy / Destinations Int'l / Simpleview)

Top U.S. City for Travel
Travel+Leisure's
"World's Best Awards" 2024

Most Walkable City
in the U.S.
AllClear, 2024

The Best Places to Go
in the U.S. in 2025 (Top 10)
Condé Nast Traveler



NEW ORLEANS' ONGOING HOSPITALITY RENAISSANCE

With an unparalleled collection of attractions across the demand spectrum, New Orleans remains one of the premier lodging destinations in the world. After meaningful headwinds in the wake of the COVID-19 pandemic, the New Orleans hotel market is restabilizing. This movement is focused within the Downtown/French Quarter submarket, where the vast majority of the market's hotels and lodging demand generators are located, and where the Catahoula sits. New Orleans' convention calendar is jam-packed in 2026 and beyond, and leisure business market-wide is, and will continue to be, driven by French Quarter's entertainment and dining destinations and the bevy of festivals and events for which New Orleans is so well-known.



In 1993, The Plasencia Group was formed to provide hotel and resort owners investment advisory services at a personal level. Thirty-three years and hundreds of engagements later, we still have the privilege of delivering seasoned, sound advice to our clients with the passion, access, and certainty they've come to expect. Our firm offers investment sales, asset management, development and renovation management, debt and equity sourcing, and advisory services to hotel and resort owners throughout North America.

CONTACT INFORMATION

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