

EXCLUSIVE OFFERING

FOR SALE | HOTEL INVESTMENT

MAISON ST. CHARLES

130-key hotel on the St. Charles Ave streetcar line, Garden District

1319-1331 St. Charles Ave | 1400 Carondelet St | New Orleans, LA 70130

OFFERED AT

$13,950,000

$107,308 per key

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The Offering

Southeast Commercial Real Estate has been retained as exclusive broker for the sale of the Maison St. Charles, a 130-key independent hotel on St. Charles Ave in the Garden District of New Orleans.

The sale includes the hotel at 1319-1331 St. Charles Ave and a surface parking lot at 1400 Carondelet St. Together the four parcels total approximately 1.89 acres with frontage on St. Charles Ave, Thalia St, Erato St and Carondelet St.

The hotel sits on the streetcar line and the main Mardi Gras parade route, between the Central Business District and Uptown. It has no franchise and no management contract, so a buyer can bring its own operator, add a soft brand, or reposition the property alongside the boutique hotels that have opened on this stretch of St. Charles in the last five years.

INVESTMENT HIGHLIGHTS

St. Charles Ave frontage on the streetcar line and the Mardi Gras parade route.

130 keys, including 15 suites, in historic and 1984 guestroom buildings around landscaped courtyards.

3,137 SF of meeting space in three rooms, plus a 54-seat breakfast room, pool and whirlpool.

Unencumbered by brand or management. Ready for a new operator or flag. Management is in place if Buyer would like to keep the current operation.

Guestroom furniture and softgoods replaced within the last two years.

Restaurant space leased to Mr. Ed's Seafood and Oyster Bar.

OFFERING SUMMARY

$13,950,000

Asking price

Price per key	**$107,308**
Guestrooms	**130**
Building area	**60,851 SF**
Land area	**1.89 AC (82,321 SF)**
Parcels	**4, incl. parking lot**
Opened	**1984, with 1840s buildings**
Renovations	**2016 to 2019, 2024 to 2026**
Meeting space	**3,137 SF**
Zoning	**HU-MU**
Flood zone	**X500**
Brand / management	**Independent, unencumbered**

A Courtyard Hotel on the Avenue

The front door is a two-story stucco building on St. Charles Ave with a covered circular drive. It holds the lobby and front desk, administrative offices, the Plantation Room and the Mardi Gras Suite, which overlooks the avenue from the second floor.

The adjoining building at the corner of St. Charles Ave and Thalia St is leased to Mr. Ed's Seafood and Oyster Bar, which runs its own full-service kitchen.

Behind the avenue buildings, the guestroom campus runs back toward Carondelet St. It pairs historic 1840s structures, including two former residences on Thalia St joined into guest suites and the two-and-a-half-story Carondelet Building, with three-story guestroom buildings added in 1984 when the property became a hotel.

The buildings face landscaped courtyards with fountains, the pool and whirlpool, and the breakfast room. Three guest elevators serve the property.

A surface parking lot at 1400 Carondelet St, at the corner of Carondelet St and Thalia St, is included in the sale.

130	60,851	1.89
Guestrooms	Building SF	Acres



Covered motor court off St. Charles Ave

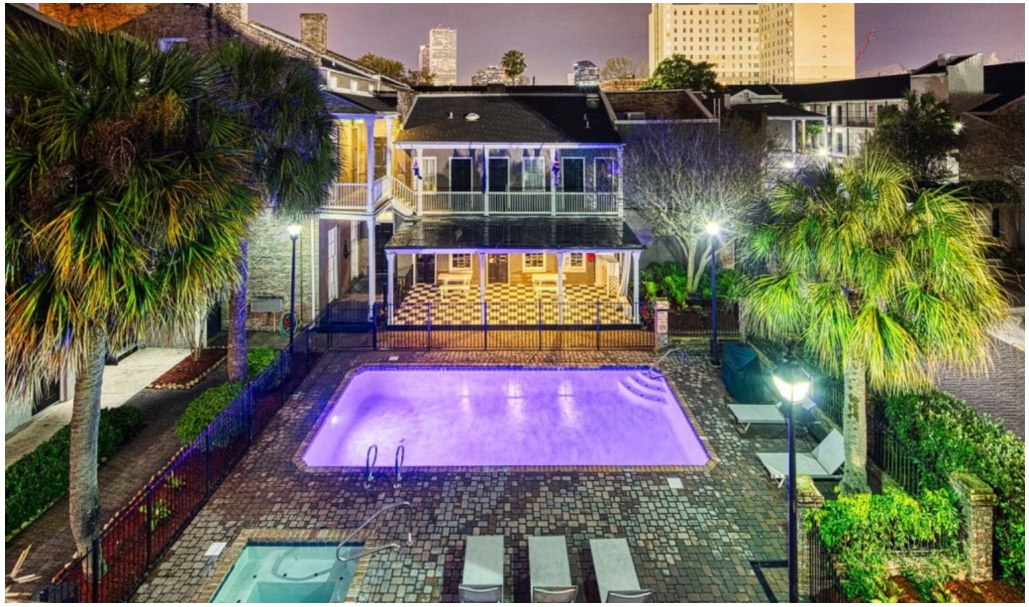


Lobby



Historic guest house, Thalia St

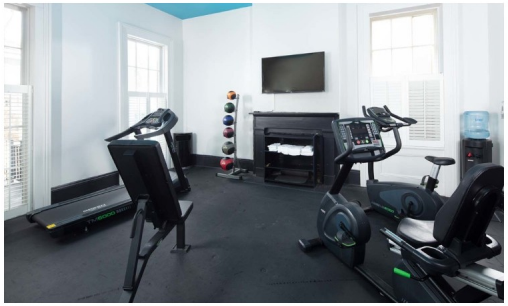
130 Keys Around the Courtyards











GUESTROOM MIX

Room type	Units
Queen	81
King	34
Presidential Suite	8
One-Bedroom Suite	3
Two-Bedroom Suite	3
Executive Suite	1
Total	**130**

MEETING AND EVENT SPACE

Room	SF
Salon des Bonnes Fetes	1,863
Plantation Room	704
Audubon Room	570
Total	**3,137**

AMENITIES

Outdoor pool and whirlpool, landscaped courtyards with fountains, 54-seat breakfast room with prep kitchen, fitness room, lobby workstation, vending areas, and an on-site restaurant operated by Mr. Ed's Seafood and Oyster Bar.

Four Parcels, 1.89 Acres



Aerial looking toward the CBD. Locations approximate; see survey for exact boundaries.

Zoning
HU-MU, Historic Urban Neighborhood Mixed-Use. Hotel use permitted.

Overlay
Character Preservation Corridor Design Overlay District

Flood zone
X500 (0.2% annual chance)

PARCELS INCLUDED

Address	Legal (abridged)
1319 St. Charles Ave	Square 212, multiple lots fronting St. Charles Ave, Thalia St, Carondelet St and Erato St
1327 St. Charles Ave	Square 212, Lots 1 and 2, 29' x 120'
1331 St. Charles Ave	Square 212, Lot 30, corner of St. Charles Ave and Thalia St, 29' x 120'
1400 Carondelet St	Square 211, Lot H or 8, corner of Carondelet St and Thalia St. Surface parking.

ACCESS

Primary vehicle access is the covered circular drive on St. Charles Ave. The guestroom buildings are also reached from Thalia St and Erato St. Interstate 10 and the Pontchartrain Expressway are minutes away, and Louis Armstrong New Orleans International Airport is about 12 miles west.

Where Downtown Meets the Garden District



The hotel sits on St. Charles Ave between Thalia St and Erato St, a short ride on the streetcar from the CBD and the French Quarter in one direction and the mansions farther up the avenue in the other. Most Mardi Gras parades roll past the front door on their way downtown.

The neighborhood mixes restaurants, offices and shops on the main streets with residential blocks behind them.

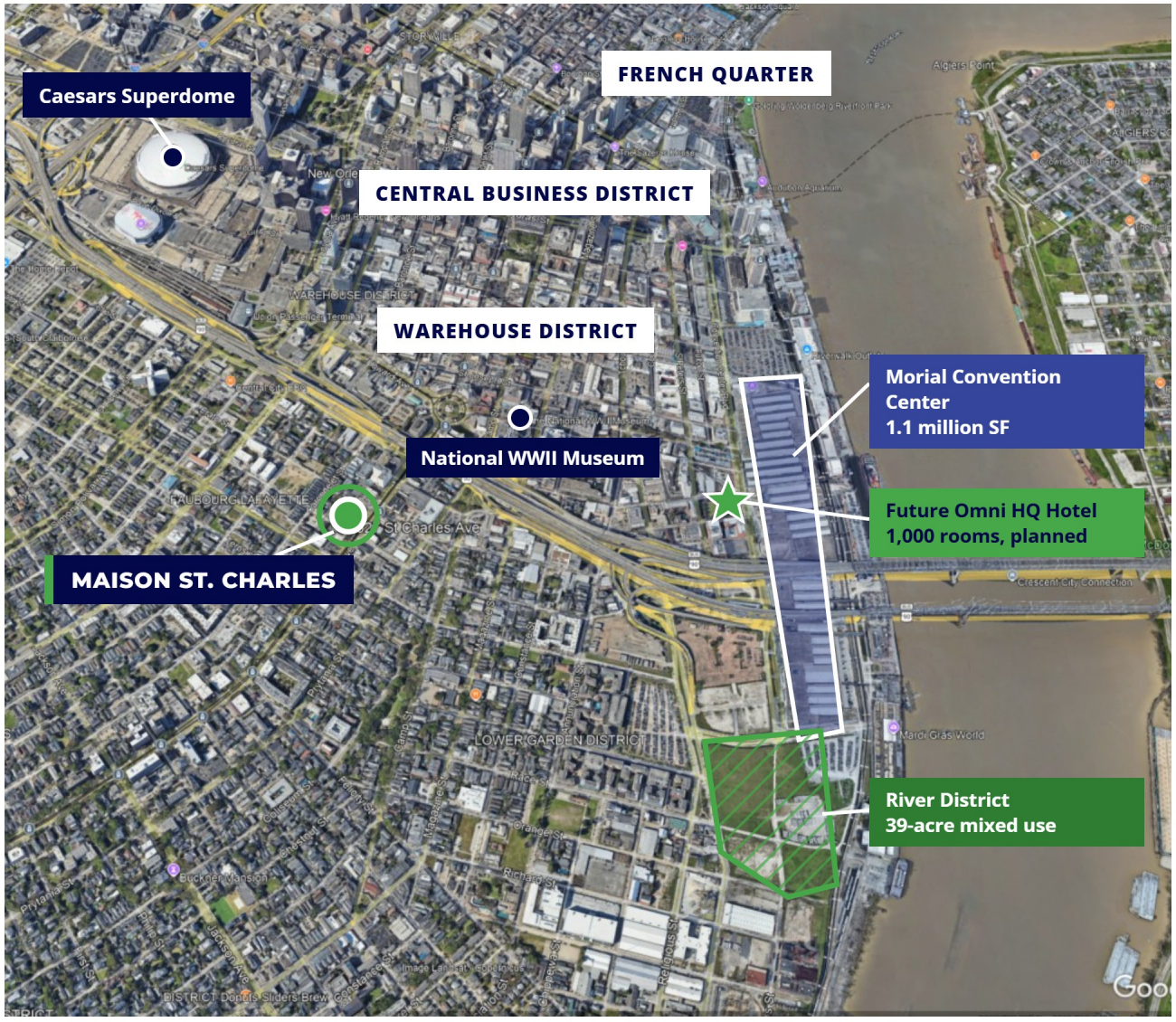
Ernest N. Morial Convention Center	National WWII Museum
Warehouse Arts District	Caesars Superdome
French Quarter	Magazine St shopping and dining
Garden District and Commander's Palace	Mardi Gras World and the riverfront

A CORRIDOR BEING REINVESTED

Boutique hotel investment has followed St. Charles Ave uptown from the CBD.

2021	Hotel Saint Vincent opens in a restored 1864 landmark
2023	Former Hotel Indigo rebranded to Marriott's Tribute Portfolio
2024	Hotel Henrietta and the Blackbird Hotel open
2025	Former Prytania Park Hotel repositioned as the Garden District Hotel
Now	The Warbler, a $22 million hotel, under construction on St. Charles Ave; Magnolia Mansion converting to The Whit

Downtown Demand Within a Mile



Imagery: Google Earth. Labels and outlines are approximate.

DISTANCE FROM THE HOTEL

National WWII Museum	**0.4 mi**
Warehouse District	**0.5 mi**
Future Omni HQ Hotel	**0.6 mi**
Convention Center	**0.7 mi**
River District	**0.8 mi**
Central Business District	**0.8 mi**
Caesars Superdome	**0.9 mi**
French Quarter	**1.4 mi**

Approximate straight-line distances.

Omni HQ Hotel

About 1,000 rooms and 100,000 SF of meeting space planned on the Sugar Mill site across Convention Center Blvd. Estimated at $575 to $600 million. City approvals pending; opening targeted for 2029 to 2030.

River District

A 39-acre mixed-use neighborhood on Convention Center land upriver of the halls, anchored by a new Shell office.

New Orleans Demand

19.5 million

Visitors in 2025, spending $10.8 billion (MMGY)

12.4 million

Passengers at Louis Armstrong International (MSY) in 2025

779,178

Convention delegates across 130 events at the Morial Convention Center in 2025, up 13.9%

2.2 million

Mardi Gras visitors in 2026, up 20% over 2025, most of them along St. Charles Ave

1,000 rooms

Omni convention center headquarters hotel planned, targeted to open by 2029 to 2030

475,000

Jazz Fest attendance in 2026, back to pre-pandemic levels

Sources: MMGY Visitor Profile; Louis Armstrong New Orleans International Airport; Ernest N. Morial Convention Center; published reports. Believed reliable but not guaranteed.

Room to Add Value





01
Professional management

The hotel is owner-operated today. An operator with local group sales and revenue management in place has a clear path to capture more of the demand on this corridor.

02
Brand flexibility

The property operated as a Quality Inn from 1984 to 2016 and under Red Lion's Hotel RL flag from 2017 to 2024. With no franchise in place today, a buyer can join a soft brand collection or stay independent.

03
Guestrooms and suites

Furniture and softgoods were replaced within the last two years. Guestroom bathrooms are the next round of upgrades, and combining rooms could add the larger suites that command premium rates in this market.

04
Restaurant and avenue frontage

Mr. Ed's Seafood and Oyster Bar operates the corner restaurant, giving guests full-service dining on site. The lobby building is lightly built for its St. Charles frontage, and a third floor of avenue-facing suites has been studied, subject to City approvals.

REQUEST THE FINANCIALS

Operating statements and other confidential materials are released to qualified buyers after they sign the Confidentiality Agreement. Contact either agent below to receive it.

AVAILABLE AFTER SIGNING

- Historical and trailing 12-month P&Ls
- Restaurant lease
- Title, survey and legal descriptions
- Capital improvement history
- STR competitive set reports
- Property tax and assessment history
- Access and easement agreements

Tours are by appointment with a listing agent only. Please do not contact hotel staff, the restaurant tenant or guests directly. Offers should be submitted as a letter of intent to the listing agents.

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