

111 Bourbon Street

NEW ORLEANS, LA

NEWMARK | *stirling*



Executive Summary

Newmark and Stirling, as exclusive advisors, are pleased to present the opportunity to acquire 111 Bourbon Street, a high-visibility, street-front asset located at the gateway of New Orleans' iconic Bourbon Street corridor and situated within the famed French Quarter. This offering represents a rare chance to control a marquee address in one of the nation's most recognized entertainment and hospitality districts, supported by year-round tourism, strong pedestrian volumes, and a dense concentration of award-winning hotels, restaurants, music venues, and historic attractions.

Positioned among best-in-class operators and nationally recognized brands, the property offers compelling optionality for a variety of uses—retail, food and beverage, entertainment, and experiential concepts—subject to local regulations and approvals. The supply-constrained nature of the French Quarter, coupled with limited new development potential, underpins durable long-term fundamentals and value preservation.



Property Details



111 Bourbon Street
New Orleans, LA 70130

ADDRESS



19,282 RSF

BUILDING RSF



1900

YEAR BUILT



4

STORIES



4,750 SF

AVG FLOOR PLATE



4,835 SF

SITE AREA



2-06-1-031-17

APN



CBD-2

ZONING



Investment Highlights

LOCATION HIGHLIGHTS

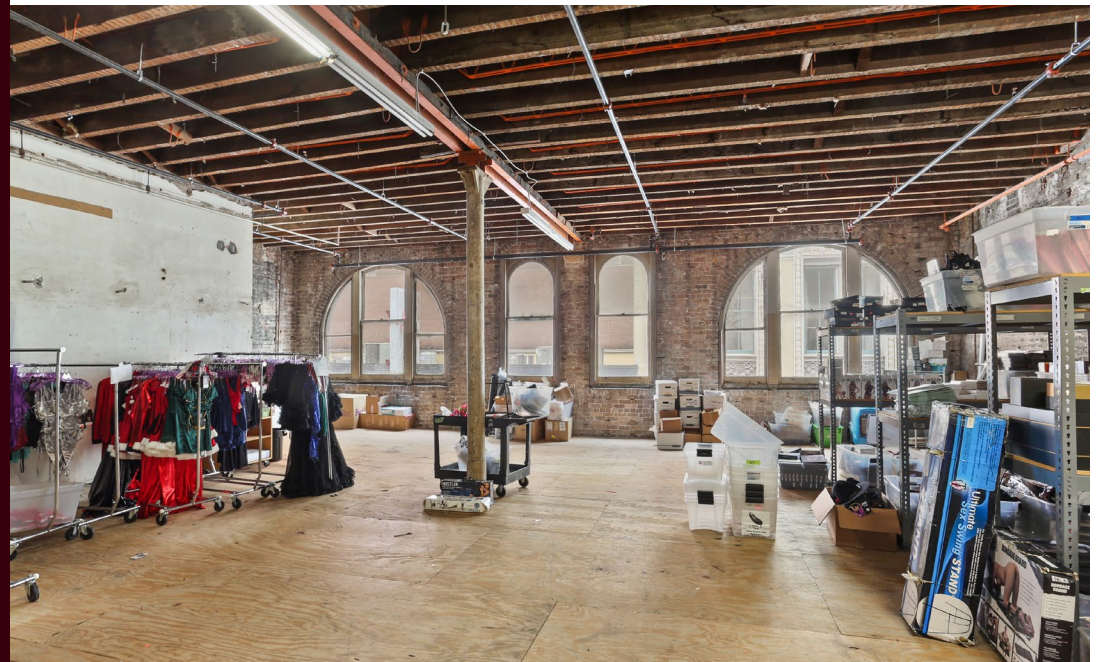
Situated in the heart of the world famous French Quarter, which attracts over 10 million visitors per year, this asset offers incredible frontage on the highest demand generator in the region - world famous Bourbon Street - as well as nearby notable attractions such as the newly branded Caesar's Casino, the newly expanded Audubon Aquarium, and the recently constructed Four Seasons Hotel & Residences, as well as the French Market, Jackson Square, and 100s of bars, restaurants, and entertainment venues. The French Quarter benefits from a robust hospitality ecosystem of hotels, restaurants, and attractions, as well as convenient access to the CBD, Warehouse District, and Convention Center. The area is highly walkable and supported by regional transit, rideshare connectivity, and nearby Canal Street streetcar lines.



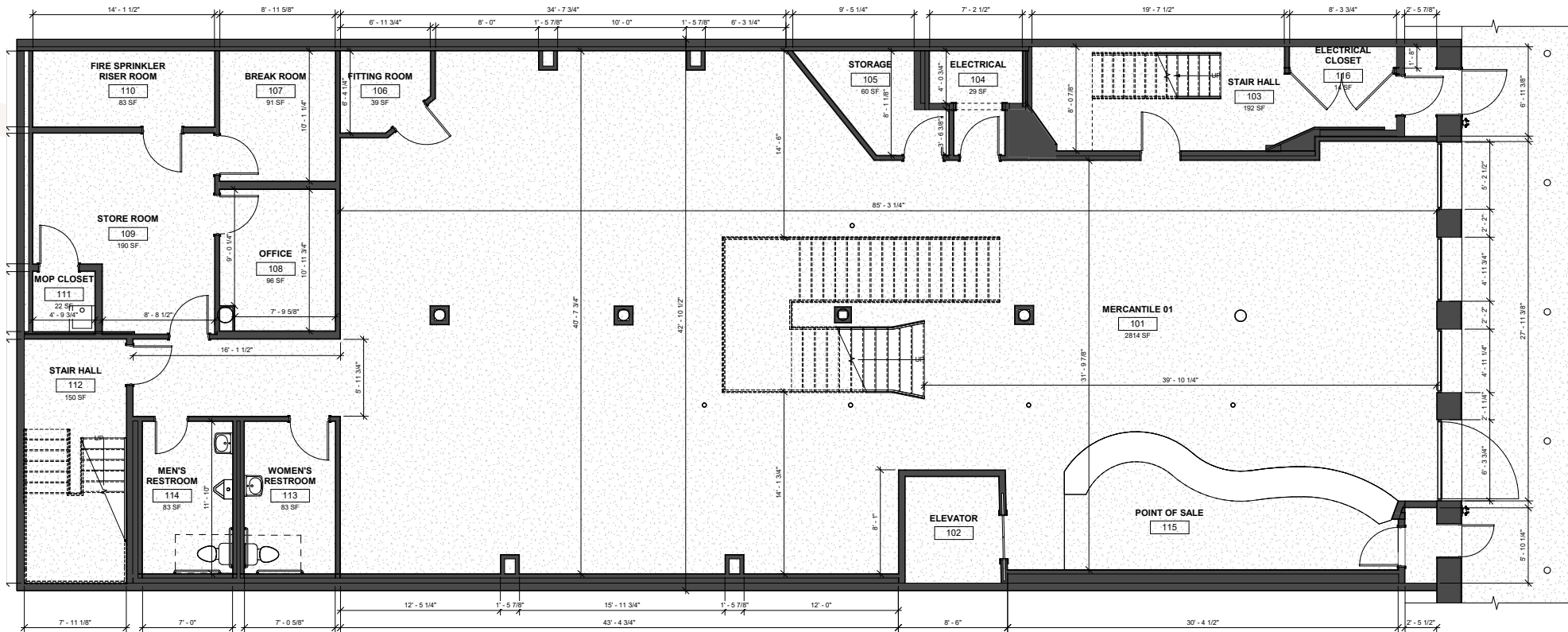


Investment Highlights

- Incomparable Bourbon Street frontage delivering exceptional brand visibility and continuous pedestrian exposure.
- Supply-constrained historic district with high barriers to new development, supporting long-term value.
- Diverse demand drivers: tourism, convention activity, hospitality, entertainment, and a growing residential base.
- Flexible end-use potential for flagship retail, restaurant/bar, entertainment, and experiential concepts (subject to approvals).
- Multiple value-creation pathways: strategic re-tenanting, operational enhancements, programmatic upgrades, and branding.
- Proximity to major attractions including Jackson Square, Canal Street, Royal Street, the Riverfront, and the Convention Center.
- Year-round visitation with seasonal surges tied to major events and festivals, supporting resilient trade.
- Potential for NNN lease structure and credit tenancy to drive durable cash flow (buyer to verify feasibility).

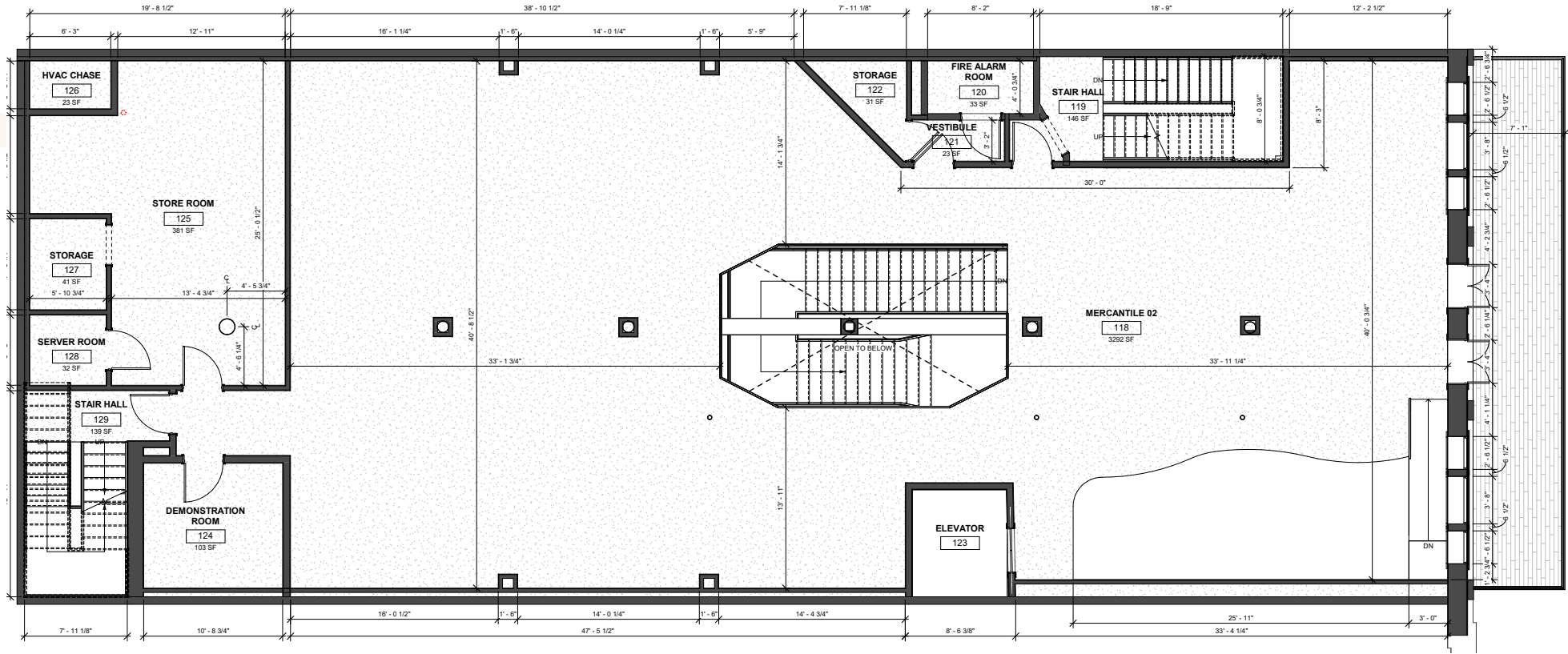


Floorplans



1ST FLOOR | 4,834 SF

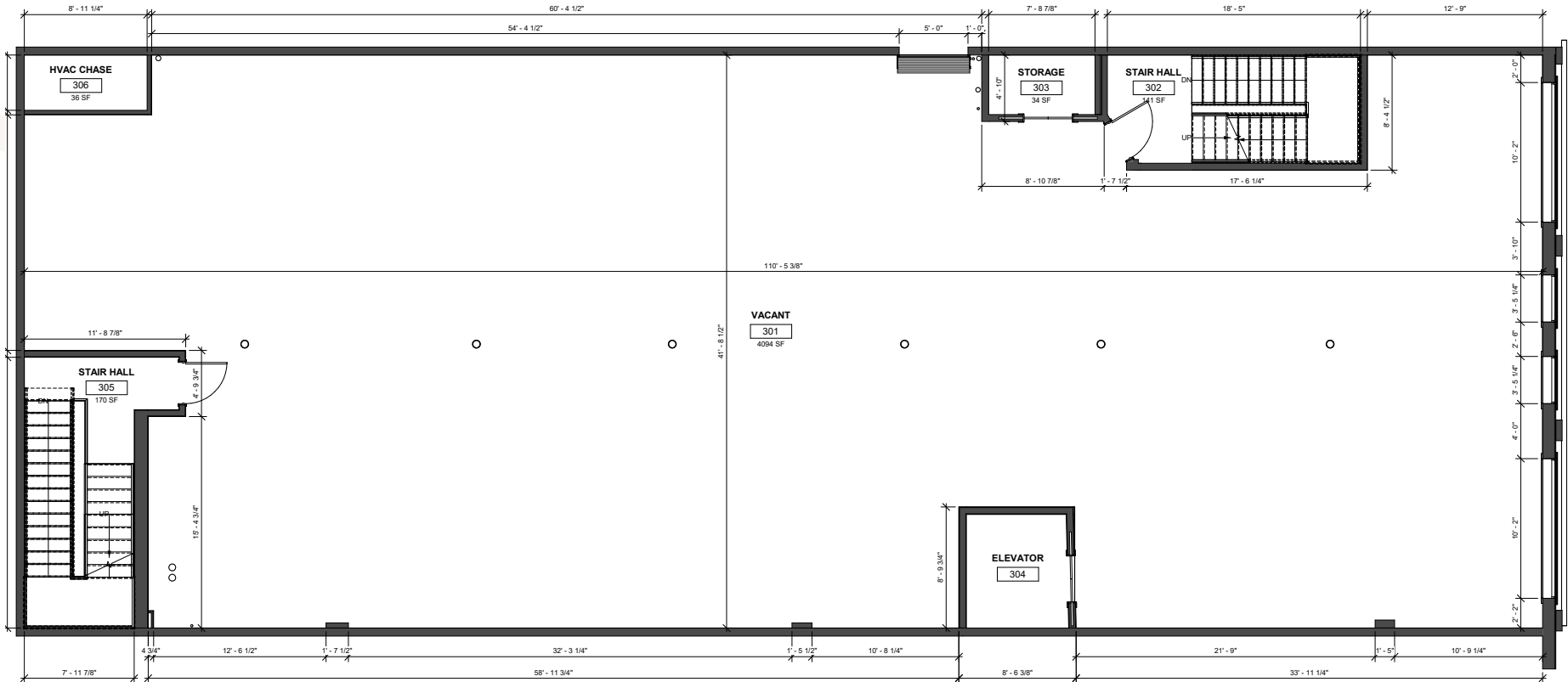
Floorplans



2ND FLOOR | 4,816 SF

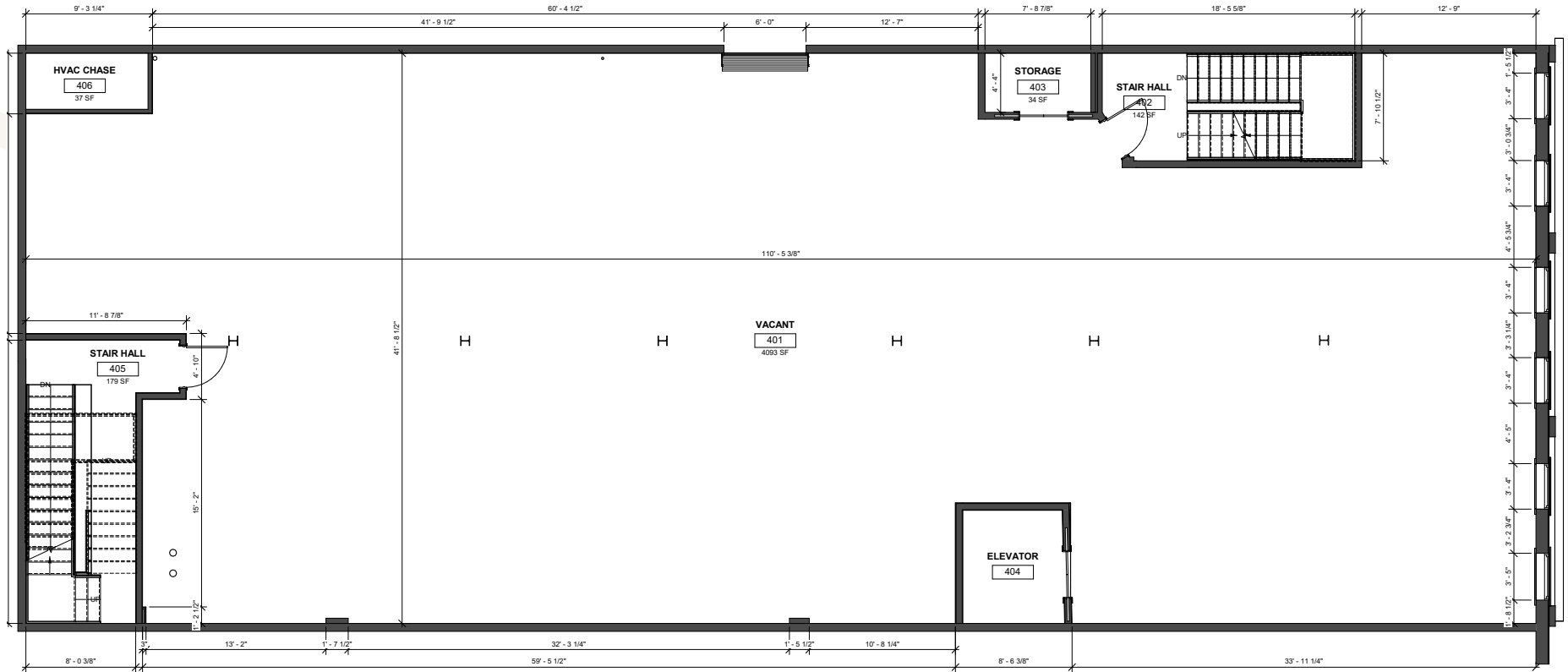
+ BALCONY | 292 SF

Floorplans



3RD FLOOR | 4,816 SF

Floorplans



4TH FLOOR | 4,816 SF



Downtown New Orleans

Downtown New Orleans is defined by the Downtown Development District of New Orleans (DDD) as the area bounded by Iberville Street, the Mississippi River, Pontchartrain Expressway, and Interstate 10. It includes the Central Business District and the Warehouse/Arts District. Within Downtown New Orleans, there are approximately:

DOWNTOWN ECONOMICS

- 39.6 million annual visitors to Downtown New Orleans spending over \$8.7 billion
- 126,000+ average daytime population
- Heart of a regional population of 1.2 million
- Over \$10 billion in investments since 2005
- Largest employment center in Louisiana with 58,000+ jobs

DOWNTOWN ENTERTAINMENT & TOURISM

- More than 26,000 hotel rooms
- 130 festivals in New Orleans each year, which equates to roughly one festival every three days
- Sporting and cultural events attract millions of visitors annually
- 243 restaurants and sidewalk cafés
- Warehouse/Arts District is home to 29+ art galleries and museums.

DOWNTOWN COMMERCIAL

- 8.9 million square feet of Class A office space
- 476 retail stores

DOWNTOWN RESIDENTIAL

- Growing residential population (7% year over year increase)
- 7,357 apartments and condos (more than doubled since 2008)
- \$93,000 average household income of a Downtown resident
- 1.2 walkable square miles



Riverfront Developments



FOUR SEASONS HOTEL & RESIDENCES

- \$530 million redevelopment completed in 2021
- 92 condos, 341 hotel rooms and 2 restaurants

CAESARS ENTERTAINMENT CASINO & HOTEL

- \$325 million renovation & expansion completed in 2024
- Architectural and design enhancements, and rebranding from Harrah's to Caesars
- New 340-room Nobu Hotel tower + restaurants
- Additional development of 2nd Floor of casino
- Full second-floor casino development and high-limit gaming upgrades completed in 2025

RIVERFRONT RENOVATIONS

- Audubon Aquarium of the Americas & Insectarium \$41 million renovation. Reopened June 2023
- Spanish Plaza - \$7.5 million renovation
- Canal-Algiers River Ferry Terminal - \$43.5 million
- Woldenberg Park - \$7 million improvements

CRUISE LINES AT THE PORT OF NEW ORLEANS

- 39 cruise vessels (Includes Carnival, Norwegian, Royal Caribbean, Disney, Viking, & Riverboat Lines)
- More than 1 million passengers in 2025 (9th consecutive year exceeding 1 million passengers)

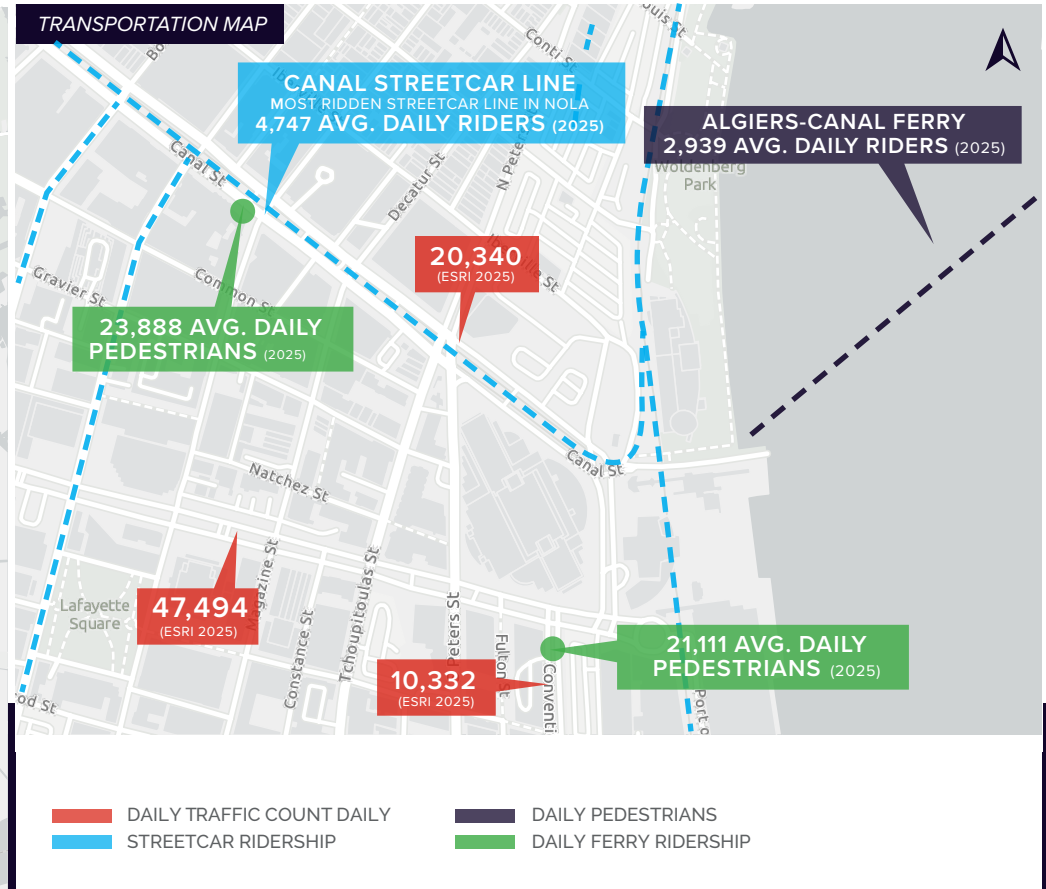
ERNEST N. MORIAL CONVENTION CENTER

- Ongoing \$763-million, five-year capital improvement plan with an estimated completion in 2030

RIVER DISTRICT NEIGHBORHOOD DEVELOPMENT

- \$1 billion mixed-use, 93-acre neighborhood with 900 mixed-income apartments, retail, dining & entertainment.

Demographics



2025 DEMOGRAPHICS - 10 MILE RADIUS



749,496
POPULATION



\$95,703
AVG. HH INCOME



324,407
HOUSEHOLDS



38.8
MEDIAN AGE

111 Bourbon Street

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