



Confidential Acquisition Opportunity

HOTEL RIU PLAZA FISHERMAN'S WHARF

531- Key Luxury Hotel | Upscale | San Francisco, California, USA

Sunrise Brokers Executive Brief™

EXECUTIVE OVERVIEW

An institutional-quality beachfront resort with established operations and long-term value creation potential.



INCOME-PRODUCING FEATURED BUILDING ASSETS

- Built in 1975, renovated in 2020, 4-storey,
- GBA:340,000 SF, 2.6-acre lot.
- Typical Floor: 85,000 SF
- Luxury 4-star Upscale hotel
- Located in established hospitality corridor.
- Chain Management operation.



SUPPORTING ASSETS & AMENITIES

- Multiple restaurants, bars, spas, swimming pools, and resort amenities
- Golf courses
- Conferences & meeting facilities
- Largest in hospitality corridor of Fisherman's Wharf.
- Entertainment & recreational activities



MANAGEMENT & OPERATING CONTROL

- RIU Brand-controlled, Upscale
- Long-standing operating history and good KPIs.
- Managed by an experienced hospitality management company.

531 KEYS

Well-appointed rooms & suites

PRIME LOCATION

San Francisco's premier hotel by the Fisherman's Wharf

STRONG FINANCIAL PERFORMANCE

Consistent historical revenue & profitability

HIGH OCCUPANCY

Strong demand drivers year-round

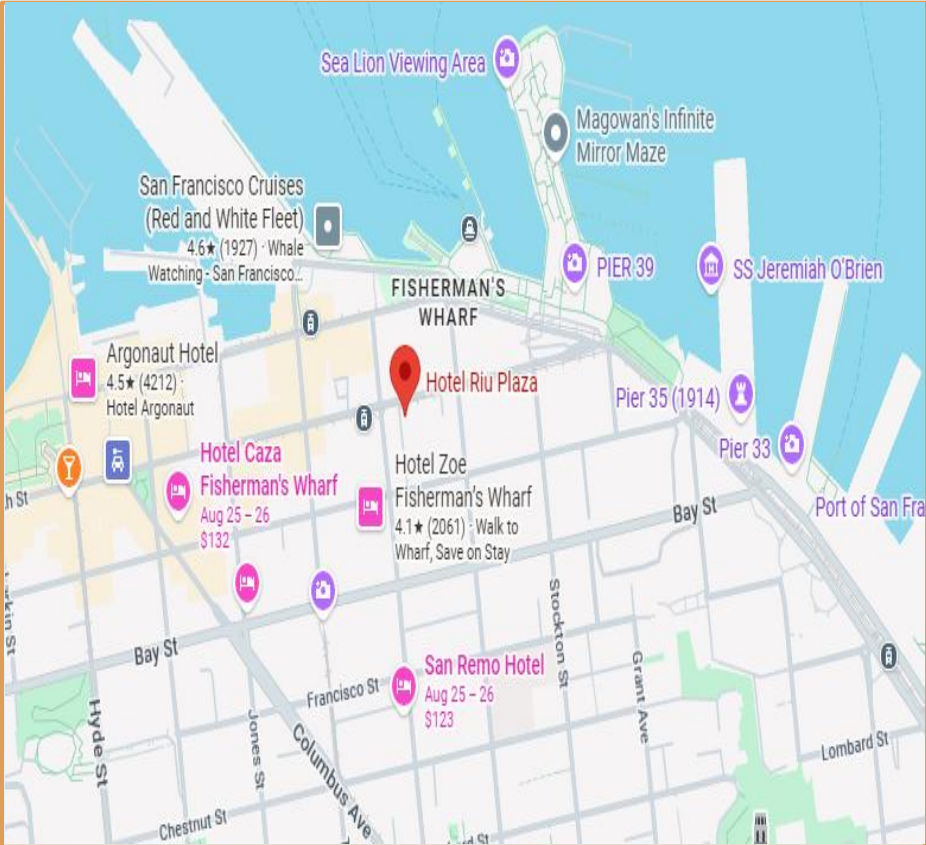
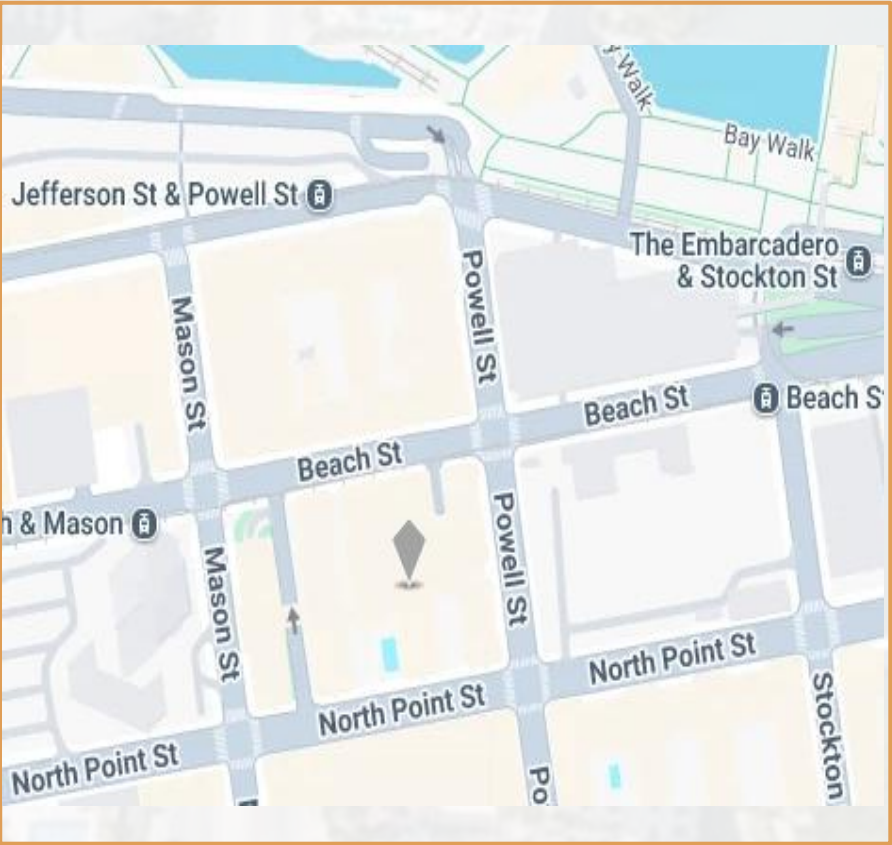
FLEXIBLE TRANSACTION

Seller open to various transaction structures

STRATEGIC LOCATION ADVANTAGE

A location that combines international accessibility, established hospitality infrastructure, and enduring tourism demand.

-  Located just 500 m from Fisherman’s Wharf, in a popular hospitality corridor of San Francisco
-  27 Km / 17 miles from San Francisco International Airport
-  Larger hotel than surrounding competing hotels to attract group events,
-  Located in the corridor of high-end hotels and world-class tourism infrastructure.
-  Close to historic landmarks, cultural attractions, retail, dining, and entertainment districts.
-  Year-round good weather, strong tourist traffic, and excellent global air connectivity.



DESTINATION APPEAL

For Sustainable Long-Term Hospitality Demand Drivers.



TOURISM, LEISURE & ENTERTAINMENT

- Largest hotel off Fisherman's Wharf, which attracts group bookings and bigger events.
- Close to historic districts of San Francisco
- Vibrant nightlife, shopping, dining, and cultural experiences



INTERNATIONAL ACCESS & LOCAL CONNECTIVITY

- San Francisco International Airport - one of North America's busiest airports, is 33 minutes away.
- 17 miles from the property
- Direct access via Highway 101 and major road networks
- Efficient local transportation and proximity to key demand centers



BUSINESS & CONFERENCE DEMAND

- Strong MICE (Meetings, Incentives, Conferences & Exhibitions) market
- Multiple convention centers and event venues
- Attracts corporate groups, international conferences, and incentive travel
- It's at the gateway to world famous Silicon Valley. Meeting place of world talent is here.



SUPPORTING INFRASTRUCTURE & SAFETY

- Well-developed infrastructure with reliable utilities and communications
- Local police presence, medical facilities, and emergency services
- Clean, well-maintained, and visitor-friendly environment



LUXURY APPEAL & DESTINATION QUALITY

- Premium destination known for luxury hotels and world-class hospitality
- Year-round pleasant weather and pristine coastal environment
- High repeat visitation and strong international RIU brand recognition

INVESTMENT PERSPECTIVE

A Compelling Opportunity with Multiple Value Drivers



GLOBAL BRAND PRESENCE IN HOSPITALITY CORRIDOR

Benefits from internationally recognized RIU brand and market presence.



ESTABLISHED OPERATING PLATFORM

Operated under an established hospitality management platform with an emphasis on operational consistency and guest experience.



INSTITUTIONAL ASSET WITH STRONG MARKET FUNDAMENTALS

High-quality hospitality asset with institutional ownership. Has ongoing potential for higher revenue streams.



PRIME DESTINATION & INTERNATIONAL CONNECTIVITY

Proximity to international airport and key transport links.



STRONG TOURISM DEMAND

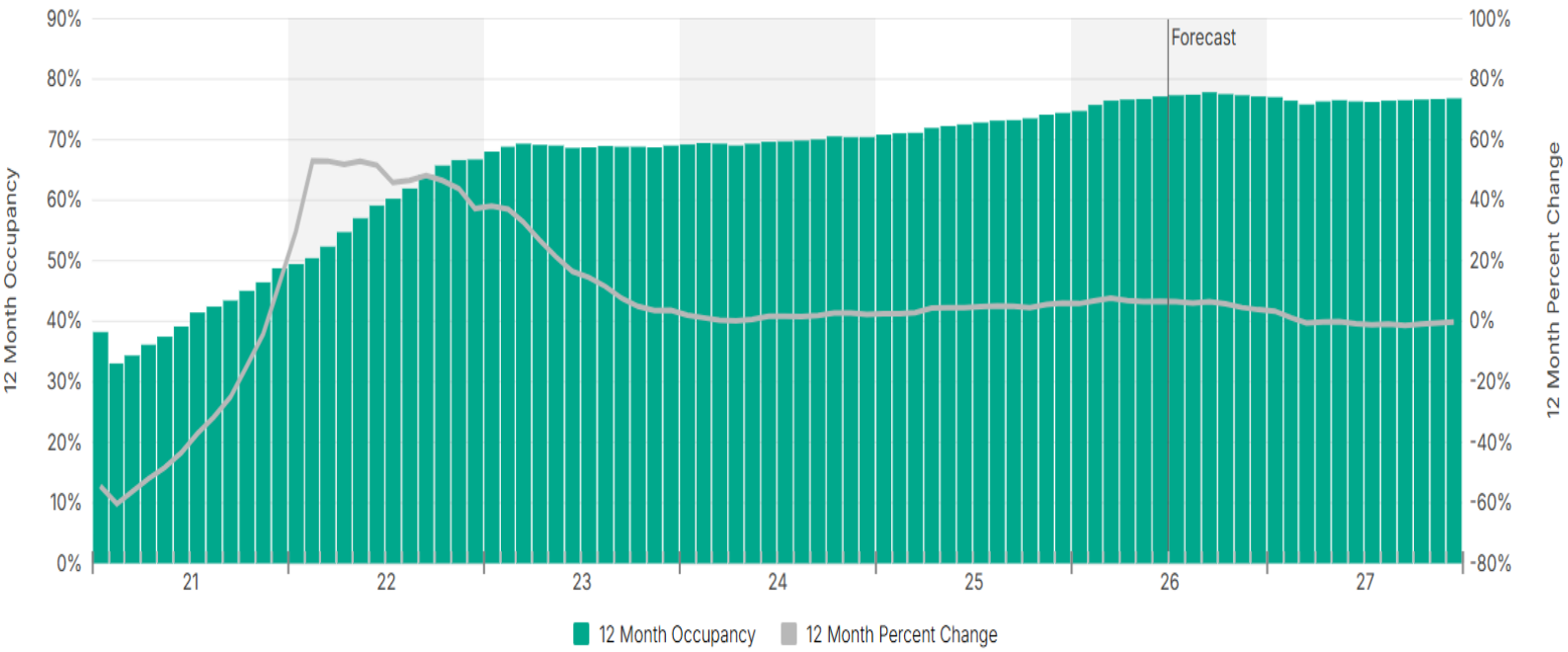
Benefiting from robust international tourist and domestic traffic, and year-round appeal.



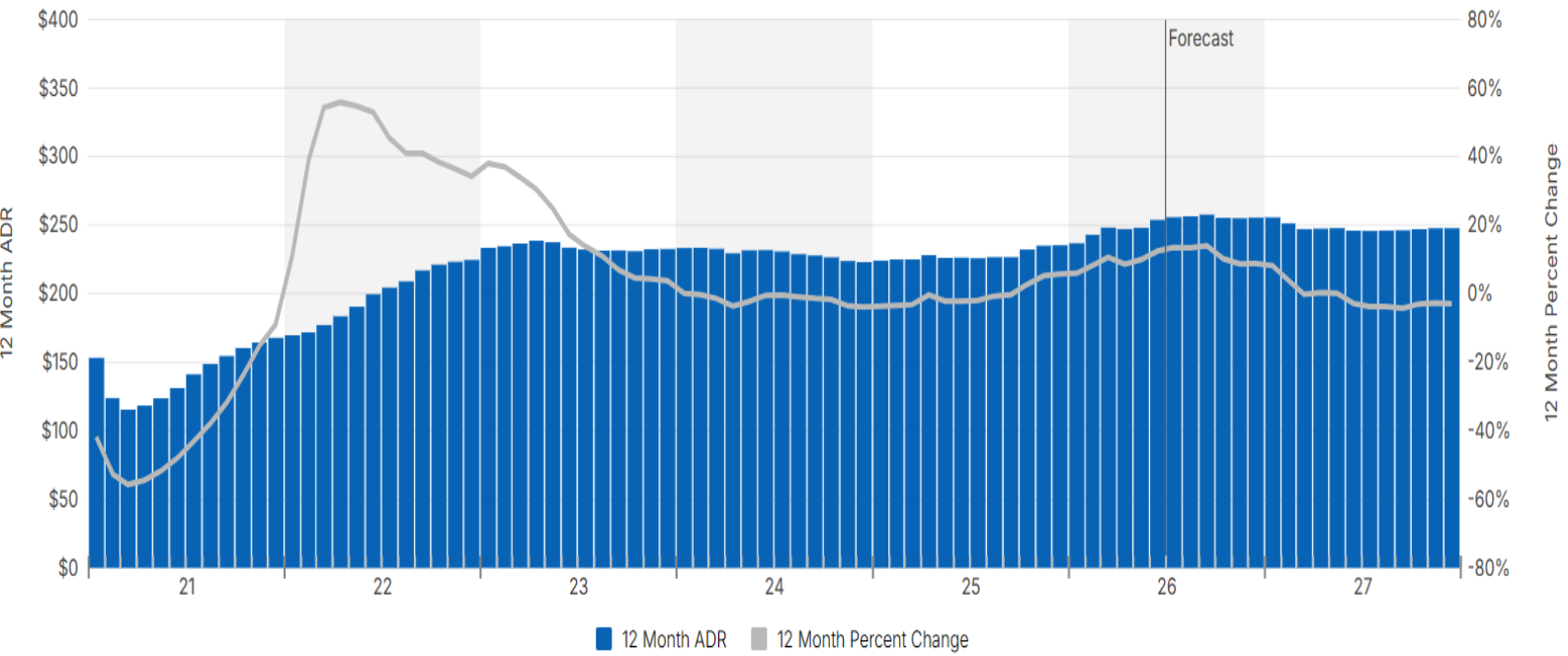
**STRATEGICALLY POSITIONED.
OPERATIONALLY STRONG.
INVESTMENT-DRIVEN.**

A premier hospitality asset with multiple paths to enhance value and long-term returns.

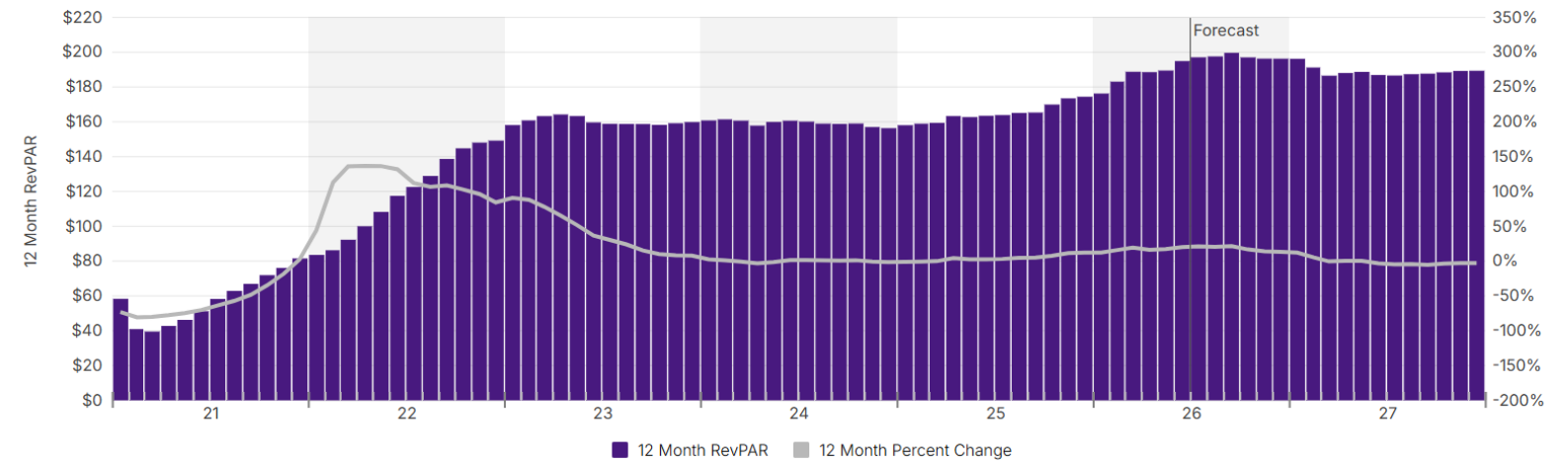
OCCUPANCY



ADR



REVPAR



WHY HOTEL RIU PLAZA FISHERMAN'S WHARF, SAN FRANCISCO, CALIFORNIA?

01

Premier Luxury Resort Destination

Recognized as one of premier luxury hotel destination with strong long-term investment appeal.

02

Strong Tourism Demand

Benefits from consistent international and domestic visitors and group arrivals and year-round leisure travel demand.

03

Luxury brand hotel

Has high reputation brand standards for guests, multiple hosting of events, destination growth and value.

04

Located in the high-tech city of the town

The hotel is located in a world-famous high-tech city, hosts multiple group events, and receives international and domestic traffic.

05

Premium ADR Environment

Premium Average Daily Rate (ADR) and RevPAR performance compared with many similar hotels in town and beyond.

06

Global Brand & Institutional Ownership

Supported by RIU global brand presence and institutional ownership, enhancing long-term stability and credibility.

THE SUNRISE BROKERS CONFIDENTIAL TRANSACTION PROCESS

01

Initiate Letter of Business Interest

Initial expression of acquisition interest and buyer qualifications.

02

Execute NDA

Mutual confidentiality agreement providing access to detailed information.

03

Receive Confidential Information Package

Executive due diligence materials for confidential review.

04

Conduct Management Discussions & Site Visit

Meet the management, inspect the property, and discuss transaction structure.

05

Submit Letter of Intent

Submission of a non-binding proposal outlining principal commercial terms.

06

Negotiate Purchase Agreement

Negotiation and execution of definitive acquisition documentation.

07

Complete Closing

Completion of the transaction through independent legal and settlement professionals.

THE SUNRISE PERSPECTIVE



Every hospitality acquisition is more than a real estate transaction.



We present opportunities that align long-term ownership objectives with qualified global investors.



Confidentiality, discretion, and institutional standards guide every engagement.



Our objective is not simply to market an asset—but to facilitate strategic ownership transitions.

CONTACT

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Confidential Acquisition Opportunity for:

[HOTEL RIU PLAZA FISHERMAN'S WHARF, SAN FRANCISCO, CA](#)

A premier, institutional-scale beachfront resort offering strong historical performance, diversified amenities, and exceptional growth potential.

