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FOR IMMEDIATE RELEASE

PACIFICA HOTELS BEGINS RENOVATION AT HOTEL HERMOSA

Irvine, CA (August 18, 2015) – [Pacifica Hotels](#), the largest owner and operator of boutique hotels on the California Coast, announced today the upcoming renovation of [Hotel Hermosa](#) on Pacific Coast Highway in Hermosa Beach, CA. The hotel will remain open to guests during the renovation which is scheduled to be completed in early January 2016.

Pacifica Hotels acquired Hotel Hermosa in October of 2014 with plans to renovate and re-launch the property in the true spirit of its vibrant community. The \$4 million renovation will include a dramatic facelift to all guestrooms, lobby and common areas. With additional lounge seating, fully-equipped work stations and ocean views, the upgraded lobby will provide a comfortable workspace as well as a place to gather. Meanwhile, the 4,800 sq. ft. newly furnished patio will embody California relaxation with sweeping coastline views, bocce ball, fire pits, and a selection of local micro-brews and wines for sale.



Guestrooms will feature a collection of unique textures, plush bedding and pops of orange. Overall, the renovations will bring a modern, eclectic vibe to this longtime community favorite.

“Adding Hotel Hermosa to the Pacifica Hotels collection just made sense,” said Pacifica Hotels’ President and CEO Matt Marquis. “We look forward to bringing Hotel Hermosa in-line with Pacifica Hotels’ standards for truly inspired design and outstanding hospitality.”

The renovation of Hotel Hermosa is consistent with Pacifica’s ongoing strategy of delivering exceptional hospitality experiences to guests. Over the past two years, Pacifica Hotels has made numerous strategic acquisitions, renovations and flag changes to strengthen its brand. Most recently, this initiative included the \$1 million renovation of the [Carlyle Inn](#) in Los Angeles, the \$20 million renovation of [Marina del Rey Hotel](#), and \$8 million renovation across four Central Coast properties: [FogCatcher Inn](#), [Spyglass Inn](#), [Cottage Inn by the Sea](#) and [The Tides Oceanview Inn & Cottages](#). Pacifica Hotels has proven to be a key player in West Coast hospitality with a growing and evolving collection and continued re-investment in the hospitality market.

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Hotel Hermosa is located at 2515 Pacific Coast Highway, Hermosa Beach, California 90254. Reservations may be made by calling the hotel directly at (800) 322-7595 or visiting www.hotelhermosa.com. Hotel Hermosa is owned and operated by [Pacifica Hotels](#).

About Pacifica Hotels

Pacifica Hotels was formed in January of 1993 to consolidate the hospitality operations of Invest West Financial Corporation, which has been involved in the acquisition, development, refurbishing and operating of quality hotel properties and other commercial real estate properties for almost 30 years. Today, Pacifica Hotels is the largest owner and operator of boutique hotels on the Pacific coast. Pacifica Hotels' 27 independent and flag properties in key California cities from San Diego to San Francisco, as well as Hawaii and Florida, feature outstanding locations, AAA 3 and 4-diamond ratings, upgraded amenities and high standards of guest service. For complete hotel descriptions and reservations, visit www.pacificahotels.com

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