



**CONTACT:**

Parker Phillips  
Pacifica Hotels  
949.596.7964  
[pPhillips@pacificahotels.com](mailto:pPhillips@pacificahotels.com)

**CONTACT:**

Rachel Salter  
The Barry Group  
310.396.7851/720.220.6594  
[rachel@thebarrygroup.net](mailto:rachel@thebarrygroup.net)

**FOR IMMEDIATE RELEASE**

**PACIFICA HOTELS INTRODUCES HOTEL HEAVYWEIGHT, STEPHEN MEDEL, AS VICE PRESIDENT OF BUSINESS DEVELOPMENT TO OVERSEE GROWING PORTFOLIO**

**Irvine, CA (March 11, 2015)** – [Pacifica Hotels](#), the largest owner and operator of independent hotels on the Pacific Coast, announced today the appointment of Stephen Medel as Vice President of Business Development.

This is a new role for the company as Pacifica focuses more on 3<sup>rd</sup> party management contracts in its evolving business model. With a strong operations team already in place and over 30 years of success in managing a portfolio of independent and branded hotels, Pacifica looks forward to expanding these services to a broader audience.

Medel will also lead the expansion of The Wayfarer brand – a cutting-edge, millennial-focused lodging concept with targeted new locations throughout the Western United States. [The Wayfarer](#), which was recently named to the [“Top 10 New Hotels in the US” by Gayot for 2014](#), opened in August 2014 in Santa Barbara and has proven to be a guest favorite and a unique addition to the high-end Santa Barbara market. Medel plans on replicating The Wayfarer’s success through strategic acquisitions of existing hotels, adaptive reuse conversions, and new developments.

“Stephen brings a depth of experience in contract negotiation, owner relations, and a strong network of personal and professional contacts that make him a valuable addition to our Pacifica team,” said Pacifica Hotels’ President Matt Marquis. “His knowledge of the hospitality industry, especially in operations and acquisitions, will be key to Pacifica achieving its aggressive growth objectives, as well as maintaining the largest independent hotel portfolio in California.”

Over the past 18 months, Pacifica has focused on refining and growing its portfolio through asset acquisitions, full-property renovations, and transitioning branded properties to independent status. These property changes and enhancements are consistent with Pacifica’s overall mission to provide exceptional hospitality experiences and unique lodging products to its guests. Medel will play an integral role in further implementing this strategy.

Medel joins Pacifica Hotels from Orange County-based Broughton Hotels where he served as Director of Acquisitions and Development. In his 12-year career at Broughton, he played an essential role in the growth and expansion of the company, spearheading the acquisition of over 20 hotels, assisting in the opening of new hotels, and serving as a member of its executive committee.

**About Pacifica Hotels**

Pacifica Hotels was formed in January of 1993 as a hotel investment and management company. Today, Pacifica Hotels is the largest owner and operator of boutique hotels on the Pacific Coast. Pacifica Hotels' 28 independent and flag properties in key California cities from San Diego to San Francisco, as well as Hawaii and Florida, feature outstanding locations, AAA 4 and 3-diamond ratings, upgraded amenities, and industry-leading guest service scores. For complete hotel descriptions and reservations, please visit [www.pacificahotels.com](http://www.pacificahotels.com)

###