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FOR IMMEDIATE RELEASE

**PACIFICA HOTELS' THE WAYFARER NOMINATED FOR TWO
PRESTIGIOUS 2015 GOLD KEY AWARDS**

Irvine, CA (September XX, 2015) –[Pacifica Hotels](#), the largest owner and operator of boutique hotels on the California Coast is proud to announce that [The Wayfarer](#), a chic, contemporary hotel/hostel in Santa Barbara, has been nominated for 2 awards – including Best New Hotel Brand or Soft Brand Concept and Best Hotel Budget/Focused Service. Now in its 35th year, The Hotel Experience, formerly [International Hotel, Motel + Restaurant Show](#) (IHMRS), Gold Key Award recognizes the most influential and innovative design work in every sector of the hospitality industry.

To be eligible for these prestigious hospitality design awards, new construction, conversion, or renovation work must have been completed from April 1, 2014 to May 31, 2015. Winners will be revealed at the Gold Key Awards Gala, Monday, November 9, at the Waldorf Astoria, New York.



“We are thrilled to be nominated for these highly regarded accolades and in such esteemed company with 1 Hotels and Azimut Hotels,” said Matt Marquis, President and CEO of Pacifica Hotels. “Pacifica Hotels’ mission encompasses providing unique lodging products to our guests with a strong emphasis on design and innovation. We are pleased to be recognized for these efforts by the Gold Key community.”

Opened in August 2014, The Wayfarer was designed with the modern traveler in mind. The hotel/hostel features 31 rooms consisting of private and shared rooms. The private guest rooms offer a king bed or queen bed, as well as a fold-down Murphy twin bed, accommodating up to three guests, while shared rooms sleep up to 5 and are available in an all-female and all-male format. Community areas include a fully-equipped kitchen where guests can cook something

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fresh and local, an outdoor heated swimming pool and deck with regularly hosted events, a library, and game area.

The Wayfarer is located in one of Santa Barbara's most distinctive districts, the Funk Zone – an emerging four block radius that encompasses State Street to Garden Street, and Montecito Street to Cabrillo Boulevard. The eclectic neighborhood is ever-evolving with independent boutiques, galleries, artisan restaurants, and microbreweries that primarily cater to young, artistic, and adventurous travelers and residents. The Funk Zone is also home to the [Urban Wine Trail](#), an experience that offers over 20 wine tasting rooms, just steps from The Wayfarer's door.

In addition, The Wayfarer is only three blocks from the beach and two blocks from the Santa Barbara Train Station, convenient for travel south to Los Angeles and San Diego, and north to San Luis Obispo.

Pacifica Hotels is currently expanding its Wayfarer brand to key strategic locations around the United States and plans to add several more Wayfarers in the next 12-18 months

The Wayfarer is located at 12 E. Montecito Street, Santa Barbara, CA 93101. For reservations, call (805) 845-1000 or visit: <http://www.pacificahotels.com/thewayfarer>. Rates start at \$159/night for private rooms and \$59/night for a single bed in a shared room.

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' 30 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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