



CONTACT:

Parker Phillips
Pacifica Hotels
949.596.7964
pPhillips@pacificahotels.com

CONTACT:

Rachel Johnson
The Barry Group
310.396.7851/720.220.6594
rachel@thebarrygroup.net

FOR IMMEDIATE RELEASE

**PACIFICA HOTELS CONTINUES GROWTH AND EVOLUTION WITH
EXECUTIVE TEAM PROMOTIONS**

Irvine, CA (April 21, 2015) – [Pacifica Hotels](#), the largest owner and operator of independent hotels on the Pacific Coast, announced today the promotions of three key executives: Todd Moreau has been named Chief Operating Officer, Adam Marquis has been named Executive Vice President, and Daniel Hyde has been named Vice President of Design, Development, and Construction.

Moreau, who has been with Pacifica Hotels since 1998, will continue his role of overseeing all of Pacifica Hotels' hotel and restaurant operations as Chief Operating Officer. Over the years, Moreau gained brand experience with some of the world's foremost hospitality brands including Marriott, Hilton, and Intercontinental Hotels, and was also involved in multiple third-party management and acquisition projects. As COO of Pacifica Hotels, Moreau will continue to oversee all aspects of corporate operations and the management of the company's portfolio of 27 independent and branded properties. Through his leadership, the operating company has developed a rich history and reputation of delivering high guest satisfaction and industry leading financial returns.

In his new role as Executive Vice President, Marquis will be responsible for the strategic growth of the Pacifica Hotels portfolio. Previously, Marquis has overseen the acquisition and redevelopment of several hotels along the west coast including the recent 80-room Hotel Hermosa which is slated for a \$3.5 million renovation in Q2 of 2015. His unique background in operations and consulting has assisted Marquis in raising the bar for Pacifica Hotels' positioning as an upscale hotel portfolio collection.

In the growing division of Pacifica Design Group, Hyde will continue to manage all elements related to real estate entitlements, design, and construction as Vice President of Design, Development, and Construction. Hyde recently completed the innovative Wayfarer Hostel in the Funk Zone of Santa Barbara, marrying high end design with function and maximizing room keys per square foot. Hyde's unique skill set for building boutique hotels translates into the distinction and design of notable brand hotels, such as the Hilton Garden Inn of Marina Del Rey, California, which was awarded the 2013 Hilton Garden Inn Conversion of the Year.

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“As our company continues to evolve, it’s important that our leadership team does, as well,” said Pacifica Hotels’ President Matt Marquis. “With a heightened emphasis on growth, it’s imperative we have the right people in the right positions as we enter this next phase for Pacifica Hotels. These gentlemen are all experts in their respective areas and bring invaluable knowledge to the teams and tasks they oversee.”

Earlier this month, Pacifica also announced the appointment of Stephen Medel as Vice President of Business Development. This is a new position in the company where Medel will focus on third party management contracts and lead the expansion of The Wayfarer brand – a cutting-edge, millennial-focused lodging concept with targeted new locations throughout the Western United States.

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.

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’ 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 4 and 3-diamond ratings, upgraded amenities, and industry-leading guest service scores. For complete hotel descriptions and reservations, please visit www.pacificahotels.com

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