



CONTACT:

Kate Morgan
Pacifica Hotels
949.299.5601
kmorgan@pacificahotels.com

CONTACT:

Jennifer Barry
Zapwater Communications
310.396.7851 / 310.721.9614
jennifer@zapwater.com

FOR IMMEDIATE RELEASE

**PACIFICA HOTELS INTRODUCES ALL NEW OCEANFRONT GUEST ROOMS AT
SANDCASTLE INN PISMO BEACH**

**Central California Beachfront Hotel Completes Ocean-Inspired,
Property Renovation**

IRVINE, CA (June 26, 2017) – [Pacifica Hotels](#), the largest owner and operator of independent hotels along the Pacific Coast, is pleased to announce the completed renovation of all guest rooms and suites at its oceanfront hotel, [Sandcastle Inn](#) in Pismo Beach. The classic central California beachfront property has long been a favorite among families, beach lovers and road trippers for its idyllic location, breathtaking views, and proximity to area attractions. With its 75 newly refreshed and refurbished accommodations, Sandcastle Inn further embodies the unique Central Coast experience with fun design, thoughtful amenities, and California’s vibrant energy.

Inspired by the sun, sea, and bright colors of Summer, Sandcastle Inn’s renovation takes its cues from the unparalleled setting. White and blue with pops of bold accents, the rooms are cheerful, spacious, and distinctly beachy; complete with vintage surf photography. Plush new bedding and furniture invite relaxation while completely remodeled bathrooms with chevron pattern tile in a beautiful distressed wood look add a modern touch.



“Sandcastle Inn has been an essential part of our collection since 1986. We couldn’t be more pleased to reintroduce it to the community as we continue to invest in providing the best possible guest experiences in Pismo Beach.” Said Matt Marquis, chief executive officer of Pacifica Hotels.

Tailor-made for vacations, all Sandcastle Inn rooms and suites are equipped with either a private patio or balcony to bask in the ocean breeze and beachfront views. Rooms are also

outfitted with in-room 55" flat-screen HD TV's, mini refrigerators, and Keurig coffee makers. Daily complimentary continental breakfast is served from 7am to 10am, and coffee, fruit, and freshly baked cookies are available in the lobby each afternoon. On-site parking and Wi-Fi throughout the hotel are also both offered complimentary. A business center is situated in the lobby and available 24-hours a day.

Sandcastle Inn is located only steps from the picturesque Pismo Beach Pier, vibrant downtown restaurants, and Oceano Dunes – the only place in California where driving is allowed on the beach. Considered a quintessential California beach town, Pismo Beach is renowned for its clean beaches and natural thrills. With caves and coves to explore, kayakers and snorkelers can stay busy for days. Surfing and paddle boarding are ever popular pastimes. And of course, families can relax for hours just watching the kids build sandcastles. When not hitting the beach, water or town, Sandcastle Inn's upper patio offers panoramic views of the Pacific Ocean as well as comfortable lounge chairs and a cozy fireplace. With wine, beer, and snacks available for purchase, guests can make each sunset their own.

Sandcastle Inn is located at 100 Stimson Avenue, Pismo Beach, California 93449. Sandcastle Inn can be reached by phone at 805-773-2422 or 800-822-6606, and direct reservations can be made at SandcastleInn.com.

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's 34 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-diamond ratings, upgraded amenities and high standards of guest service. For complete hotel descriptions and reservations, visit www.pacificahotels.com.

###