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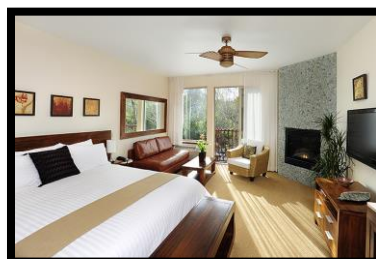
**PACIFICA HOTELS PURCHASES EI COLIBRI HOTEL AND SPA;  
CONTINUES COASTAL EXPANSION**

**Irvine, CA (October 29, 2015)** – [Pacifica Hotels](http://PacificaHotels.com), the largest owner and operator of independent hotels along the Pacific Coast, is pleased to announce the purchase of El Colibri Boutique Hotel & Spa in Cambria, CA. El Colibri is Pacifica's fifth property in this charming coastal destination, joining four other Moonstone Beach hotels: The FogCatcher Inn, Pelican Inn & Suites, Cambria Landing Inn & Suites, and Fireside Inn on Moonstone Beach.

Pacifica Hotels has been strongly invested in the Central California coast, particularly Cambria and Pismo Beach, for over a decade. This acquisition aligns with a continued commitment to these popular seaside communities. The 34-room hotel is set on oceanfront Moonstone Beach Drive and offers easy walking and bicycling access to the beach, boardwalk, and downtown Cambria, including a private beach trail. An on-site spa and intimate wine bar have helped to make this boutique property a Cambria favorite. Guests can unwind with a choice of Swedish, aromatherapy, deep tissue and hot stone massages for 60 or 90 minutes, with spa stay packages available. The wine bar is open daily serving a premier selection of Paso Robles favorites alongside California tapas in a cozy lounge setting. El Colibri is also home to a board room and expanded lounge space for meetings and events of up to 50 guests.

Guest rooms offer a choice of standard, deluxe and suite accommodations with woodland or town views, gas fireplaces, complimentary Wi-Fi, and stone-detailed bathrooms.

Just a short drive from Hearst Castle, San Simeon and more than 50 local wineries, El Colibri is positioned for easy access to the area's most popular attractions for guests seeking to explore further.



“As Santa Barbara natives, we have always been dedicated to the Central Coast,” said Matt Marquis, CEO and President of Pacifica Hotels. “We are pleased to be adding El Colibri to our Cambria collection with its unique offerings.”

The acquisition of El Colibri Hotel & Spa was led by Director of Acquisitions, Matthew Kou.

“This purchase is consistent with Pacifica’s overall mission to provide exceptional hospitality experiences and unique lodging products to its guests”, said Kou. “This acquisition represents Pacifica’s strategic initiative of continued growth in high barriers to entry markets.”

Over the past two years, Pacifica has focused on refining and growing its portfolio through asset acquisitions, full-property renovations, and transitioning branded properties to independent status.

“As we continue to reinvest in coastal boutique hotels with renovations, upgrades, and acquisitions, we ultimately seek to strengthen what we have to offer our guests for an unforgettable California experience,” added Executive Vice President Adam Marquis.

#### **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](http://www.pacificahotels.com)

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