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PACIFICA HOTEL COMPANY TRANSITIONS TWO BEST WESTERN PROPERTIES TO INDEPENDENT STATUS TO EXPAND PACIFICA BRAND

Santa Barbara, CA (Jan. 2, 2013) – 2012 was a benchmark year for [Pacifica Hotel Company](#), a California-based hospitality company that owns and manages 26 hotels in prime coastal locations. The hospitality company acquired two properties in key California markets and completed substantial renovations of several of its existing properties.

Building upon its established success in managing independent hotels for over twenty years, Pacifica Hotels announced today the de-flagging of two of its Best Western Plus properties – [Inn at Marina del Rey](#) and [Half Moon Bay Lodge](#) in order to transition them to independent Pacifica hotel identities. This transition will further augment the company’s strategic branding initiatives to better position its growing asset base and maintain its strong commitment to its guests.



“This shift underscores Pacifica’s corporate initiative to enhance and unify the overall brand, and provide guests with a more customized and consistent experience,” said Pacifica’s President Matt Marquis. “We want each property to feel uniquely individual while still upholding the expectations and values that our guests expect from any Pacifica hotel. De-flagging two of our Best Western properties is a strategic decision to continue our focus on upscale, independent properties in prime locations while expanding recognition for the Pacifica brand.”

Inn at Marina del Rey is located a few blocks from both the tranquil Marina del Rey and the vibrant Venice Beach neighborhood. Just steps from the hotel’s front door, guests can enjoy everything from a leisurely boat tour to a stroll along the eclectic Venice Beach boardwalk to some of the city’s best shopping and dining. Hotel amenities include complimentary Wi-Fi, daily breakfast and bike rentals. Inn at Marina del Rey provides equal parts comfortable accommodations and access to some of Los Angeles’ best features.

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Half Moon Bay Lodge is positioned perfectly to serve as a golf retreat, secluded hideaway and coastal destination, within easy proximity of area attractions. The hacienda-style lodge is adjacent to Half Moon Bay Golf Links, known worldwide for its natural beauty. Not far is some of the California Coast's best big wave surfing at Maverick's and fishing at Half Moon Bay State Beach, as well as California's famed redwoods. While Half Moon Bay Lodge offers access to all of this, it also provides excellent amenities and modern comforts like complimentary Wi-Fi and in-room fireplaces. Whether traveling for business, pleasure, or both, Half Moon Bay Lodge ensures guests have a genuine experience.

As the largest owner and operator of boutique hotels on the Pacific Coast, these property changes and enhancements are consistent with Pacifica's overall mission to provide exceptional hospitality experiences and unique lodging products to its guests. Pacifica has had great success with its 20+ properties and plans to further integrate itself in the hospitality market, expanding and enhancing its brand presence over the next few years.

About Pacifica Hotel Company

Pacifica Hotel Company 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 is the largest owner and operator of boutique hotels on the Pacific Coast. Pacifica's 26 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.

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