



CONTACT:

Parker Phillips
Pacifica Hotels
949.596.7964
pPhillips@pacificahotels.com

CONTACT:

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

FOR IMMEDIATE RELEASE

REDONDO BEACH'S SUNRISE HOTEL DROPS BEST WESTERN FLAG AND CLOSES FOR MAJOR RENOVATION

Hotel's Renovation and De-Flagging In-Line with Pacifica Hotels' Ongoing Commitment to Brand Enhancement and Superior Guest Experiences

Irvine, CA (January 9, 2014) – [Pacifica Hotels](#), the largest owner and operator of boutique hotels on the California Coast, announced today the closing of the [Sunrise Hotel](#) in Redondo Beach, CA, as it begins a \$13 million renovation. This King's Harbor hotel is scheduled to re-open in early summer 2014, as an independent property. The full renovation will include the addition of balconies on the ocean-facing guestrooms, a second level outdoor lounge with views of the ocean and marina, a completely remodeled lobby, and an expansive portico that ties in architectural elements from the city's cultural history.

The Sunrise Hotel is located in one of Southern California's most beloved beach communities, Redondo Beach. Perfectly positioned near downtown Redondo Beach and the marina, Sunrise Hotel allows visitors to indulge in local water sports, outdoor activities, dining, shopping and nightlife.



This overhaul and de-flagging is consistent with Pacifica's ongoing strategy of delivering exceptional hospitality experiences to guests. Over the past two years, Pacifica Hotels has made numerous strategic acquisitions, renovations and flag changes to strengthen its brand. Most recently, this initiative included a brand change and renovation at the [Blue Sea Beach Hotel](#) in San Diego. The ocean-front hotel is remaining open during the renovation and is scheduled to debut the revamp in April 2014. Additionally, Pacifica closed the [Marina del Rey Hotel](#), the first

More...

Sunrise Hotel Closes for Major Renovation...Page 2

hotel built in Marina del Rey, for a \$20 million renovation. It is scheduled to re-open in Fall 2014. Rounding out the end of 2013, Pacifica also announced the de-flagging of the [Fireside Inn](#) in Cambria, CA from Best Western.

“The Sunrise Hotel is one of the longest standing assets within the Pacifica portfolio. We are very excited to renew our lease with the City of Redondo Beach and take this property to the next level,” said Pacifica Hotels’ President Matt Marquis. “We believe the planned renovations will complement the wonderful location, and the hotel will be a key asset in this important seaside district of Redondo Beach.”

As the largest owner and operator of boutique hotels on the Pacific Coast, these property upgrades 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 continue to invest in the hospitality market, expanding and enhancing its brand presence over the next few years.

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 24 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.

###