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FOR IMMEDIATE RELEASE

SANTA BARBARA'S NEWLY OPENED WAYFARER MOVES HOSTEL TRADITION INTO FASHIONABLE TERRITORY

Modern Travelers Find Funk, Fun and Cosmopolitan Cool at New Hostel Concept

Santa Barbara, CA (October 8, 2014) – Santa Barbara may be known for its classic Spanish colonial architecture, but [The Wayfarer](#), a new contemporary hostel in the vibrant Funk Zone neighborhood, brings a refreshing aesthetic once inside. Combining industrial cool materials, a beach-oriented color palette and unpredictable touches, the 100-bed, 31-room hostel offers guests a modern social travel experience.

While the building exterior embodies the classic Santa Barbara style, the interior diverts from that motif, aligning with the Funk Zone aesthetic and appealing to the modern traveler. Breaking away from traditionally stark and unembellished hostel interior design, The Wayfarer brings unexpected style through a mix of texture and color from exposed brick to iridescent mermaids to faux fur. Beach-y blue painted walls accented by pops of yellow in throw pillows, chairs and lamps, as well as lighthearted decorative touches, up the appeal.



“We designed this hostel with the modern traveler in mind,” said Matt Marquis, President of Pacifica Hotels. “By integrating soothing colors, playful decorative accents, communal spaces and upscale fixtures, we achieved something that is truly unique. The Wayfarer has style, but it doesn’t take itself too seriously, and we’ve found our guests love that.”

Greeting

The Wayfarer’s front desk echoes that of a neighborhood bar and at check-in guests feel more like they’re chatting with their favorite bartender than a front desk agent. Complete with barstools and a craft soda station with rotating house-made carbonated drinks, the lobby offers a truly refreshing welcome.

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Gathering

In the hostel's common areas, pops of color abound in backlit robot statues, vibrant library books and teal back painted glass, adding to the playful air. The rich marble countertops, red brick accents, warm wood finishes and plush lounge seating establish an inviting setting for socializing night or day.

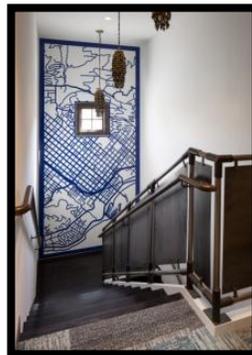
In the library, guests can prop their feet up on a pouf and grab one of the colorful books to peruse or challenge each other to oversized-Jenga and Connect Four.

In the fully-equipped kitchen featuring stainless steel appliances and a barrel-vaulted ceiling, a large table and ample prep space invite guests to cook and dine together.



Poolside guests can enjoy an unimpeded view of lively State Street and stretch out in chaise lounge chairs for a little R&R or good old-fashioned people-watching.

Conversation pieces include a giant acrylic map of Santa Barbara in the stairwell, 4-tier glass bottle chandeliers in the kitchen, a red inflatable sofa on the pool deck and a towering giraffe statue in the lobby to name a few.



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Sleeping

In both private and shared rooms, each bed is custom-made and features a whitewashed oak finish, padded headboards, and denim-style upholstery, as well as built-in lighting. Beds are dressed with faux fur throws and yellow tiger pillows, underscoring the rooms' glam, yet playful flair. A slight tug on vintage luggage straps reveals a fold-down twin Murphy bed in each private room, ideal for sleeping an additional guest.

Keeping with the rustic-chic aesthetic, the rooms' reclaimed wood desk with industrial pipe legs contrasts the classical frame of the Louis XVI style chair that sits with it. Reclaimed wood is also seen in the bed frames and bathroom fixtures.

Reflective, mermaid wall coverings beckon guests to explore their seaside location while geometric patterns provide a sense of order and tranquility. The rich whimsical pattern in the area rug tile and the simple plank carpet tile add interest.



Facts

The Wayfarer opened in August 2014 and offers unparalleled accommodations for individuals, groups and families wanting to explore Santa Barbara's Funk Zone, Urban Wine Trail and the surrounding Central Coast. Private rooms feature a king bed or queen bed, as well as a fold-down Murphy twin bed, allowing up to three travelers. Shared rooms are available in an all-female or all-male format with four to five beds, which can be reserved individually or collectively for guests traveling in groups. All room types include a full en-suite bathroom, free Wi-Fi, 42" HD televisions, individual lockers, and a desk. An outdoor heated swimming pool and deck, as well as complimentary breakfast and on-site laundry add to the community feel.

The Wayfarer is located at 12 E. Montecito Street, Santa Barbara, CA 93101. For booking or questions, call (805) 845-1000 or visit: <http://www.pacificahotels.com/thewayfarer>.

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 25 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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