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THE WAYFARER OPENS IN SANTA BARBARA’S FUNK ZONE OFFERING BOLD AND ECLECTIC HOSTEL LODGING

Creative, Communal, and Unique Accommodations at New 31-Room Hostel Concept

Santa Barbara, CA (August 18, 2014) – In Santa Barbara’s high ticket beach community, there have been few choices for the budget-conscious socially savvy modern traveler – until now. [The Wayfarer](#), a chic, contemporary hostel in Santa Barbara’s emerging [Funk Zone](#), embraces the sophisticated traveler by offering both private and shared accommodations designed with fun and comfort in mind. Marrying industrial cool with unpredictable touches, The Wayfarer provides more than a place to lay your head; it offers a memorable travel experience.

Now open, The Wayfarer presents a refreshing set of lodging options for individuals, friends and families wanting to explore Santa Barbara and the surrounding Central Coast. The hostel boasts 31 rooms – both private and shared. Private rooms feature a king bed or queen bed, as well as a fold-down Murphy twin bed, allowing up to 3 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” HDTV, individual lockers, and a desk.

But The Wayfarer was designed to encourage guests to explore outside the room—from a fully-equipped community kitchen where guests can cook something fresh and local to an outdoor heated swimming pool and deck with regularly hosted events. Additional amenities include a library and reading space, community games, complimentary breakfast, and on-site laundry.



Conceived by its owner and operator, [Pacifica Hotels](#), in partnership with pioneering Funk Zone developer [Central Coast Real Estate](#), The Wayfarer features shiny mermaids and fierce tigers, and that's not all.

"We're always looking for interesting and dynamic ways to expand our portfolio and The Wayfarer is one that challenges the typical lodging concept in an exciting way," said Pacifica Hotels' President Matt Marquis. "This hospitality concept is different from anything we've done before and novel for the West Coast. The emphasis on common space and socializing is of growing importance to the millennial traveler and becoming a significant part of the hospitality industry. The Wayfarer presented the right opportunity to truly integrate that into our hotel portfolio and the popular destination of Santa Barbara."

The Wayfarer is located in one of Santa Barbara's most distinctive districts, the Funk Zone – an emerging four block radius that encompasses State Street to Garden Street, and Montecito Street to Cabrillo Boulevard. The eclectic neighborhood is ever-evolving with independent boutiques, galleries, artisan restaurants, and microbreweries that primarily cater to young, artistic, and adventurous travelers and residents. The Funk Zone is also home to the [Urban Wine Trail](#), an experience that offers over 20 wine tasting rooms, just steps from The Wayfarer.

In addition, The Wayfarer is only three blocks from the beach and two blocks from the Santa Barbara Train Station, convenient for travel south to Los Angeles and San Diego, and north to San Luis Obispo.

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>. Booking is available now and rates start at \$159/night for private rooms and \$59/night for a single bed in a shared room.

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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