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HOTEL OCCIDENTAL – REINVIGORATED HISTORIC BUILDING EMERGES AS SAN DIEGO’S PREMIER HYBRID HOTEL

***Character, Class & Comfort Converge on 1920’s
Landmark. Creating Affordable European-Style
Accommodations in the Heart of the City***

SAN DIEGO – The term “boutique hotel” has been muddled by every real estate developer or big box conglomerate trying to stake their claim in the smaller, more high style concept of overnight accommodations. Today’s sophisticated and savvy travelers are looking for more than mere *hip* and *hype* when choosing from the plethora of hotel options available. Enter **Hotel Occidental**, a completely revitalized, **Alonzo Award-winning** historic property in the center of San Diego’s urban core, developed specifically for those business and leisure travelers who seek not only substance and style, but value, quality, comfort, convenience, and most importantly, superior guest service.

The two-story, 54-room Hotel Occidental is the true definition of hybrid, combining modern amenities and stylish décor with old-world charm and appeal and the functional simplicity of European lodging, creating a practical, comfortable and affordable solution for both overnight and extended-stay guests. A complete redesign of this 1920’s classic which originally housed one of the city’s first movie theaters, and later a community hospital, now gives way to a contemporary Euro-style hotel that boasts four extremely versatile room types fitting for every kind of guest, from the traveling conventioneer, to the international student, to the young family enjoying a San Diego vacation that won’t break the bank.

Hotel Occidental’s reputation as San Diego’s premier hybrid hotel is validated by the many loyal, return guests who appreciate its eclectic blend of simple elegance, all the essentials, classic features and several surprisingly upscale amenities. The hotel’s remodeled interior completely transforms mission style classic into sleek, comfortable spaces with many contemporary design elements. The cozy guestrooms are furnished in a modern minimalist style using crisp, natural colors, new fixtures and custom built-ins. Each features private kitchenettes, large windows with high ceilings, wall-mounted TVs and DVD players, central air conditioning, complimentary high speed wireless internet access, in-room digital telephones with free local calls and 24-Hour concierge services.

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Hotel Occidental is leading of a new wave of European style accommodations found in other large cities like New York and Chicago, where older structures are completely rehabilitated and converted into more refined, urban identity hotels. Due to the varied uses of these once vibrant buildings, the size of the interior rooms often do not allow for ensuite bathrooms. So, in true “European” fashion, *the “WC” is just across the hall*. Hotel Occidental’s unique layout allows each guestroom to vary in type and size – no two rooms are alike. With accommodations that fit any lifestyle on any budget, the hotel’s smaller twin and full guestrooms share one of several nearby private, lockable lavatory facilities. Every private bath is equipped for all guests’ comfort, safety and convenience featuring modern basins and mirrors, large stall showers, a selection of high-end bath products and fresh bathing linens. The hotel’s larger full rooms and suites include either an in-room half-bath or full-bath, some with showers and others with shower/tub combinations.

As if its idyllic location at the center of downtown’s main entryway wasn’t enough, when it comes to providing unparalleled hospitality, Hotel Occidental doesn’t skimp, offering some exceptional guest services to ensure the most pleasant stay possible. Along with its convenient proximity to the shops, restaurants, sights and activities of San Diego’s metropolitan center, the hotel offers a private open-air courtyard ideal for relaxing in the sun, an intimate meeting or small event, complimentary breakfast served every morning in the on-site café and use of its signature “beach cruiser” bicycles perfect for taking a leisurely ride through Balboa Park, just two blocks away. Best of all, the Occidental’s knowledgeable and accommodating staff will go out of their way to help arrange tours, tickets for the Zoo, SeaWorld or any number of area attractions and transportation so your stay in San Diego is both memorable and worry-free.

Located in the epicenter of urban San Diego at 410 Elm Street between Fourth & Fifth Avenues, Hotel Occidental is blocks from Downtown, the Gaslamp Quarter, Little Italy, Hillcrest, Balboa Park, the Convention Center, airport and major freeway’s making it an ideal option for budget-minded business or leisure travelers and individual weekly guests. Room rates start at an incredibly moderate \$69 per night (plus applicable taxes and surcharges.) For reservations, please call 800-205-9897. For area information, hotel and room photos or to book a room direct, please visit the hotel online at <http://www.hoteloccidental-sandiego.com>. Media requiring additional information and photography or to schedule a review, please contact Aaron Heier of Heier Communications, (619) 297-0009 or email aaron@heiercommunications.com.

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