



**UP-CLOSE OCEANFRONT SETTING**  
**BECKONS GUESTS TO THE LA JOLLA SHORES HOTEL**

La Jolla, California

A pebble's throw from the Pacific, the La Jolla Shores Hotel oceanfront hotel is a daily witness to the sights and sounds of the ocean, offering guests front-row views of sand, surf and sunsets from balconies and courtyards that are perpetually bathed and freshened by the salt-air breezes befriending this laid-back enclave by the sea.

Many guests come here to get away from the clamor and din of the big city. What they find is serenity, scenery and service aplenty. Located 12 miles north of San Diego and 110 miles south of Los Angeles, the La Jolla Shores Hotel is one of only two oceanfront hotels in La Jolla, a picturesque coastal town famous for its cliff-top location, scenic beaches, oceanographic aquariums and university (the other hotel is its adjacent companion property, the La Jolla Beach & Tennis Club, which along with the La Jolla Shores Hotel and The Marine Room restaurant, are owned and operated by La Jolla Beach & Tennis Club, Inc.).

Since opening in 1970, the La Jolla Shores Hotel has lured vacationers, business travelers and occasional luminaries, including former President Gerald Ford and Emperor Hirohito of Japan.

**UNDERWATER PARK**

Situated on two acres, the La Jolla Shores Hotel nudges against San Diego/La Jolla Underwater Park, a 600-acre ecological refuge that attracts an abundance of marine life and scuba divers. Just north of the hotel is Kellogg Park, a seven-acre beach and grass area dotted with picnic tables and towering fan palms. The park is the favorite embarkation point for divers headed into the underwater park

Between the park and beach, a palm-tree-lined boardwalk stretches from the La Jolla Shores Hotel, two miles north to the Scripps Pier, which juts into the Pacific near Black's Beach, a surfing area renowned for its breakers. Mornings will find early-risers strolling along the boardwalk, taking in the crisp fresh air and uplifting panorama.

South of the hotel is the La Jolla Beach & Tennis Club, the Marine Room restaurant and La Jolla Cove, a natural museum of wind-scoured rock formations and the famous "Seven Caves," a line of cathedral-like fissures cut into the side of 100-foot-high cliffs. Offering a bird's-eye view of the rocky cove below is Ellen Browning Scripps Park, which perches atop the cliffs along scenic Coast Boulevard and forms a dramatic backdrop for La Jolla Shores Hotel ocean views.

**SOUTHWESTERN-STYLE SETTING**

The scenery is, indeed, one of the La Jolla Shores Hotel's greatest assets. North-, south-, and west-facing guest rooms, especially those on the second and third floors, afford breathtaking and unmatched views of the ocean, coastline and fiery sunsets, which are made all the better by the Southern-California climate, where rain is infrequent.

The La Jolla Shores Hotel, of course, offers its own special attraction, exuding a warmth that is due in large part to its Southwestern-style architecture. There are lots of browns, reds and earth tones - most

noticeable in the adobe-textured exteriors, hexagon-shaped red-tile walkways, Mexican paved tile roofs and balusters.

All of the La Jolla Shores Hotel's guestrooms and suites open onto balconies upstairs or lanais downstairs overlooking either the ocean or the Garden Courtyard -- a hacienda-style patio of fountains, overhead lattices and terra-cotta-tile walkways accented by sago palms, ficus trees, giant bird of paradise and other decorative plants and shrubs.

Of the hotel's 128 rooms, 30 are oceanfront, 37 are oceanview and 61 overlook the courtyard and pool area. On the third - and highest - floor, where ceiling height is not restricted, rooms pitch upward, forming wood-panel cathedral ceilings framed by solid-wood beams. Thirteen of the rooms are equipped with kitchens, and the only suite -- the La Jolla -- offers a living room, full kitchen, separate bedroom and oversized bathroom.

### **OFF-BEACH RECREATION**

Privacy is ensured by 24-hour security and many of the amenities -- such as beach chairs, umbrellas, windbreaks and barbecue grills -- are made available to guests either free or for a nominal charge.

Besides the miles of beach a few footsteps away, the La Jolla Shores Hotel offers its own recreation -- a heated swimming pool and spa, children's wading pool and two tennis courts. Tennis lessons are available from assistant USPTA Professionals.

### **FINE FOOD**

After a day of lazing or playing in the sun, those with hardy appetites will find the answer to their hunger at the Shores Restaurant, located on the hotel's oceanfront. Serving breakfast, lunch, dinner and an a la carte Sunday Brunch, The Shores Restaurant focuses on exceptional quality and fresh local ingredients. The restaurant's surfside views and inviting atmosphere make for a dining experience you won't soon forget.

Patrons at the Shores savor the culinary craftsmanship of Executive Chef Bernard Guillas, who mixes seasonal and local selections with signature dishes, while adding variety in the form of seasonally harvested California produce and gourmet fare flown in from around the world. Much of the regional fare finds its way to Guillas' kitchen through small purveyors, who supply specialty items that are not readily available in other restaurants.

Besides catering to restaurant guests, the La Jolla Shores Hotel employs a full-time catering staff to help organize banquets, theme buffets, "do-it-yourself" beach parties and special events, such as birthdays, anniversaries and wedding receptions. The staff coordinates everything from menu selection to audio-visual set-up.

### **MEETING OPTIONS**

It's not only vacationers who find the La Jolla Shores Hotel to their liking; meeting planners and business travelers also have discovered its inviting good looks and welcoming oceanfront ambiance. The views from two of the La Jolla Shores Hotel's three meeting rooms are as picturesque as those from the rooms, offering the meeting-attendee a pleasant escape from the drab, four-walled confines of the typical break-out session.

Though on the beach, the La Jolla Shores Hotel is still within driving or walking distance of La Jolla's many sights. Only moments away, shoppers will find the trendy shops, boutiques and restaurants of ritzy Prospect Street, affectionately dubbed the "Rodeo Drive" of San Diego. Other much-visited attractions include the Stephen Birch Aquarium-Museum, Salk Institute, Torrey Pines State Park and Glider Port, La Jolla Caves, the San Diego Museum of Contemporary Art and the University of California at San Diego.

The La Jolla Shores Hotel's most alluring feature, however, remains the up-close, on-the-beach location, away from the hubbub and neon. "The beach is clearly the most significant aspect of our properties," observed William J. "Bill" Kellogg, president of both the La Jolla Shores Hotel and the neighboring La Jolla Beach & Tennis Club. More and more stressed-out city-dwellers are coming to the same conclusion.

The La Jolla Shores Hotel is located at 8110 Camino del Oro, La Jolla, California and is owned and operated by La Jolla Beach & Tennis Club, Inc. Call (800) 237-5211, or visit [www.LJShoresHotel.com](http://www.LJShoresHotel.com).

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