



**La Jolla Shores Hotel Partners with ARES to Offer  
Snooze, Park and Cruise Package**

**La Jolla, Calif., (October 03, 2007)** –La Jolla Shores Hotel (formerly the Sea Lodge Hotel) has partnered with Advanced Reservations System (ARES) to offer the perfect oceanfront location for travelers to prepare their sea legs for their upcoming cruise or to relax and enjoy the great blue Pacific from the shore after a few days at sea.

**Snooze, Park and Cruise Package includes:**

- Overnight accommodations at La Jolla Shores Hotel
- Complimentary guest room upgrade, based on availability
- Complimentary parking for duration of the cruise
- 10% discount at The Shores Restaurant
- Luxury round trip transportation from the La Jolla Shores Hotel to the cruise terminal

Reservations are only available by booking through ARES directly online, which can be found at [www.LJShoresHotel.com](http://www.LJShoresHotel.com), or by calling an ARES booking agent directly at (866) 359.4463.

Travelers can enjoy the surrounding San Diego area before or after their cruise at the La Jolla Shores Hotel offering beachfront accommodations and close proximity to a wide-variety of San Diego's most popular attractions, including SeaWorld, the San Diego Zoo, Birch Aquarium at Scripps, and Torrey Pines Golf Course (home of the 2008 U.S. Open).

The La Jolla Shores Hotel features 128 guest rooms, including 19 with kitchenettes, heated outdoor swimming pool, Jacuzzi, fitness center, in-room massage services, room service, fitness center, and oceanfront restaurant and bar.

Major cruise lines, including Carnival, Princess, Holland America, Celebrity, Royal Caribbean, and Silversea Cruise Lines now offer cruises directly from San Diego to various exotic destinations, including Mexico, Mexican Riviera, Panama Canal, Hawaiian Islands, and the Sea of Cortez. Cruises vary in length from three to 30 days.

**Advanced Reservation Systems, Inc.** (ARES) founded in 1995 and based in San Diego, is responsible for powering some of the Web's most popular destination travel sites including the San Diego Convention and Visitors Bureau website. ARES enables consumers to book online hotel, air and car reservations, dynamic packages and print@home tickets for attractions, activities and tours on many of the Nations top destination websites.

**La Jolla Shores Hotel** remains one of only two beachfront hotels in the exclusive La Jolla Shores community. The hotel is owned and operated by the La Jolla Beach & Tennis Club, Inc., which operates a private membership club and hotel, The Marine Room Restaurant, Playa Del Oro Apartments, and the F.W. Kellogg building on Avenida de la Playa.

The La Jolla Shores Hotel is located at 8110 Camino del Oro, La Jolla, CA 92037; (800) 237.5211;  
[www.LJShoresHotel.com](http://www.LJShoresHotel.com).

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**Note to Editors: Photos available upon request.**

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