

# SHORE CLIFF HOTEL TRANSITION FAQ'S

## WHAT HAPPENED?

Best Western PLUS Shore Cliff Lodge transitioned to an upscale boutique hotel, Shore Cliff Hotel.

Our goal was to improve the current experience in every possible way. Guests will enjoy beautifully renovated guest rooms and public areas all with a breathtaking ocean view. Guests can expect friendly, personal attention they've grown to expect from a Martin Resorts hotel.

Martin Resorts, the hotel's owner and manager, has created and currently manage a number of iconic independent hotels in San Luis Obispo County, including the historic Paso Robles Inn, Pismo Lighthouse Suites, Avila Lighthouse Suites, and The Inn at the Cove – all providing unique hotel experiences that are uniquely memorable and highly sought after by guests.

## I HAVE A RESERVATION FOR ARRIVAL AT BEST WESTERN PLUS SHORE CLIFF LODGE. WILL MY RESERVATIONS BE HONORED?

Yes! Shore Cliff Hotel will honor room reservations for all upcoming arrivals.

## WILL GUESTS BE CHARGED CANCELLATION FEES IF THEY WISH TO CANCEL BOOKINGS?

Shore Cliff Hotel will honor the same cancellation condition of the original Best Western Plus Shore Cliff Lodge reservations.

## WHAT SHOULD CUSTOMERS DO IF THEY WISH TO CHANGE OR CANCEL THEIR RESERVATION?

Simply follow the same process you did when making your reservation or phone the hotel directly at 805-773-4671.

## WHAT ARE THE PLANS FOR THE FUTURE?

Martin Resorts will continue with a phased renovation that began in 2013 when the oceanfront building guest rooms, lobby, and breakfast/pool area were upgraded. In the summer of 2016, work continued with an upgrade of the exterior, and enhancements to the exterior public spaces including a bocce ball court. In addition, restoration of the coastal bluffs was completed. Then this fall, the rest of the guest rooms are being updated to reflect the newer guest room design, enhancing all aspects of the guest experience and repositioning Shore Cliff Hotel as the premier boutique hotel in Pismo Beach.