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Visitors Choose Their Own Adventure at the New Shore Cliff Hotel

Hotel adds Go-Pro Rental as Amenity

3/21/17 – Whether riding a quad at the dunes, hiking the green hills, or kayaking through the sea caves; adventure is waiting in Pismo Beach. Now, visitors can capture their adventure while staying at the new Shore Cliff Hotel. Guests can check-out a GoPro from the front desk and take home the ultimate souvenir, a memory card with footage that will last a lifetime.

Shore Cliff Hotel recently transformed from the Best Western Plus Shore Cliff Lodge into an upscale boutique hotel in December 2016. The renovations aimed to highlight the distinctive charm of Shore Cliff Hotel with a special emphasis on outdoor spaces including a bocce ball court and swinging lounge chairs where guests can relax and enjoy the expansive ocean view.

Phased renovations 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. In the fall of 2016, the rest of the guest rooms were updated to reflect the newer guest room design.

"We are excited to introduce the new Shore Cliff Hotel and even more excited to invite our guests to check-out a GoPro to capture their memories in the making. As the adventure headquarters, we have so many activities available right in our backyard and want to give our guests the ability to immerse themselves in our lifestyle. The footage guests take home will always remind them of their vacation to the Central Coast." says Barbara Parra, General Manager at Shore Cliff Hotel.

With docent-led hikes in the 900-acre Pismo Preserve, a short walk from the hotel, a bocce ball court, oceanfront tennis courts and oceanfront yoga available during the summer, guests can choose their own adventure without ever leaving the hotel.

The 100-room oceanfront hotel is located on the California Coastal Trail in Pismo Beach and features bluff-top walkways, intimate seating areas from which to enjoy the views, and a staff totally committed to creating memorable experience for every guest.

The hotel's owner and manager, Martin Resorts, currently manage a collection of premier hotels along California's Central Coast and look forward to welcoming guests to Shore Cliff Hotel. For more information please visit: <http://www.shorecliff.com/>.

About Martin Resorts: From oceanfront hotels in the popular beach towns of Pismo Beach and Avila Beach to an historic garden inn located in the heart of Paso Robles wine country, each Martin Resorts hotel is a unique experience for California weekend getaways, family vacations, and business meetings, when companies want to meet halfway between Los Angeles and San Francisco. California's best beaches, breathtaking ocean views and stunning sunsets, exceptional golf, an abundant wine country and farm-to-fork dining experiences, and historic Hearst Castle are within easy reach. For more information and hotel reservations, visit www.MartinResorts.com.

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