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Get Out and Play on California's Central Coast

Martin Resorts' New Hotel Packages Encourage Fun Getaways in San Luis Obispo County

SAN LUIS OBISPO—2/12/14—California's Central Coast, known for its postcard-perfect beaches and alluring wine regions, is ready to help visitors get out and play with some new packages pairing area experiences with Martin Resorts hotels to create some good, clean fun.

Pismo Lighthouse Suites, located right on the ocean in the classic beach town of Pismo Beach, is a perennial family favorite with its two-bedroom, two-bathroom family-size suites, pool and play deck with giant checkers and mini-golf, and enticing 'make-your-own waffle' machine in the Breakfast Galley. Kids rule at this hotel – and parents save!

- **Steal-A-Robe** – that's right. Kids can strut around in style in a pint-sized hooded robe and then take it home as a souvenir. This package includes an overnight stay for the whole family, continental breakfast, children's-size robe(s), Pismo Beach Kids Book, Klondike Pizza (one of the funnest places around where you can toss your peanut shells on the floor), and ice cream vouchers. From \$229 per night. (additional robes can be added to the package if desired at a special discounted rate).

Martin Resorts' Shore Cliff Lodge, a BEST WESTERN PLUS hotel, is located on the bluffs overlooking the ocean and is popular for having the largest heated oceanfront pool in Pismo Beach. This hotel's location is perfect for exploring Pismo Beach – dubbed Classic California.

- **Pismo Hopping Adventure** focuses on classic Pismo Beach adventures, including a visit to Pismo Bowl, the original eight-lane bowling alley in Pismo Beach, established in 1839. The above-ground ball return and laid back coffee shop set the retro stage for two games including shoe rental. The package also includes two tasty local favorites. You'll receive a \$15 certificate to Old West Cinnamon Rolls - still made today from the original recipe of state fair days in the 1970's (tip: get there early). Then you can *stretch* out your day with a visit to Tomasko's Salt Water Taffy, with a voucher for a pound of original-recipe candy.

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Shelter Cove Lodge, a BEST WESTERN PLUS hotel, features ocean views and access to a secluded beach. Newly renovated, with spacious rooms, it's not a surprise that this hotel is popular for romantic getaways – and while you may be tempted not to stray beyond the private balcony of your guest room, everyone loves to experience the unique taste of San Luis Obispo County wineries.

- **Wine Adventure Tour.** Discover the local Edna Valley wine region in a comfortable, air-conditioned shuttle. The Wine Adventure Tour offers a semi-customized touring route that identifies your wine preferences and what you'd like to learn about your desired wine region. Learn more about the process of wine making and enjoy the scenic landscapes of these beautiful wineries, while knowing you have a breath-taking ocean view to enjoy when you return. This package for two includes a deluxe Continental Breakfast, transportation to 4-6 wineries, scenic picnic lunch, and all tasting fees.

Avila Lighthouse Suites is located just steps from the Pacific Ocean in Avila Beach – a locals' favorite. The hotel offers visitors spacious two-bedroom, two-bathroom suites, an oceanfront pool and an expanded continental breakfast, but this year, it's back to learning – to surf, that is...

- **Surf's Up Package.** Perfect for any age, beginners will be catching waves and riding the board on their first surf lesson, while more advanced students will learn the techniques to improving their Cali-style performance. The package includes surf board rental, wet suit rental, a 90-minute surf lesson, and a photo for bragging rights. The hotel will also arrange paddle board rentals and other beach fun at discounted rates.

The Paso Robles Inn, located right on the square in the "wine region of the year, " is often a choice for people looking to relax in the hotel's famous mineral waters, or enjoy a glass of wine in the gardens, but then that would be missing out on one of the newest area attractions.

- **Wine and Zip Line Package.** Guests tour the historic Santa Margarita Ranch and its vineyards, and then take to the skies on four unique zip lines spanning 3,400 feet at the base of the gorgeous Santa Lucia Mountain Range. The package for two starts at \$289 and includes a tasty invitation to the tasting room at Ancient Peaks Winery.

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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 getaways. Located halfway between Los Angeles and San Francisco, Martin Resort hotel locations feature 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. For more information and hotel reservations, visit www.MartinResorts.com.