



## PRESS RELEASE

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### **Laguna Cliffs Resort & Spa embarks on full-scale transformation of upscale ocean-side resort**

**Dana Point, California (December 9, 2009)** – The AAA Four Diamond Laguna Cliffs Resort & Spa is nearing completion of its full-scale, multi-million dollar renovation that will transform the venerable ocean-side resort and provide guests with a new take on California casual elegance. Located midway between San Diego and Los Angeles along the California Coast, Dana Point is considered one of the most romantic spots on the West Coast, and the epitome of the California dream.

The ambitious project includes enhancements to the interior design, exterior structure and amenities of the resort. Laguna Cliffs Resort & Spa will unveil completely refurbished guest rooms, 20,000 square feet of expanded indoor meeting and banquet facilities, a new porte cochère entrance and marble lobby with waterfall, a new pool and Splash Zone activity area for families and new, lush, eco-friendly landscaping including plants that are not only beautiful but also require little or no watering.

“Our vision is to maintain and expand Laguna Cliffs’ place as the quintessential contemporary California ocean-side resort,” said Jim Samuels, General Manager of Laguna Cliffs Resort & Spa. “As we enter a new decade, we will present an encompassing array of renovations and enhancements that will blend casual sophistication with luxury and adventure to capture the essence of our guests’ California dreams.”

Aesthetic and functional improvements will be made to every one of the resort’s 377 rooms. Each section of the resort’s four guestroom wings will receive new luxurious, ocean-inspired furnishings, plush new floorings and sophisticated beach house décor with a variety of amenities from new LCD television sets to technological upgrades including faster Internet access. Outside the hotel, the resort’s landscape will be enhanced for more environmentally friendly maintenance, and cosmetic and structural changes will be made to the roof and windows.

In addition, the award-winning restaurant VUE will be redesigned with contemporary furnishings and fresh décor. Fire pits and accent lighting will highlight a new outdoor lounge that overlooks stunning views of Dana Point. Ocean-view pool areas will be upgraded to feature

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a new family pool with a Splash Zone, water cannons, surf boards under a water curl and other family-friendly amenities.

"Laguna Cliffs made the conscious and strategic decision to undergo this aggressive project during a down market," Samuels added. "As the economy turns, our intent is to meet the next decade with a completely new Laguna Cliffs, a resort that will exceed the expectations of leisure travelers and groups, and will be able to aggressively compete in our market both in terms of price as well as deliverables."

With four free-standing wings of guest rooms, a central core of restaurants and meeting space and a separate structure for spa and pool facilities, construction has been scheduled on a rotating basis so that almost all renovations occur in completely closed guest wings. As the main building and lobby undergo renovation, Laguna Cliffs uses the reception area of its award-winning spa as a temporary check-in. This advanced planning will bring a more sophisticated resort to its guests without sacrificing the elegant and relaxing experience they currently enjoy. For more information visit [www.lagunacliffs.com](http://www.lagunacliffs.com).

**About Laguna Cliffs Resort & Spa, A Marriott Resort:**

Set high on a bluff overlooking the Pacific Ocean, the AAA Four Diamond Laguna Cliffs Resort & Spa takes full advantage of its ocean view location, overlooking Doheny State Beach parkland and Dana Point Harbor, a popular attraction offering 2,500 yacht slips. The picturesque red-roofed Victorian-style resort appeals to both business and leisure travelers who enjoy commanding views of vast white beaches, glorious sunsets and the area's quaint seaport village. Featuring 377 beautifully appointed guest rooms, including 15 deluxe suites, the pristine accommodations at the Laguna Cliffs Resort & Spa, comfortably blend coastal elegance and a sunny décor that reflects the spirit of Dana Point. The 14,000-square-foot Spa embraces the relaxed essence of Orange County with specialty massages, facials and body treatments in its beautifully appointed ten treatment rooms. Guests can relax in two heated swimming pools with ocean views, or play a round of golf at one of five local courses. For groups, more than 50,000 square feet of indoor/outdoor meeting space make any event a superb experience. The Southern California in your mind is right here at Laguna Cliffs Resort & Spa.

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