



# LOEWS

SANTA MONICA BEACH  
HOTEL

## LOEWS SANTA MONICA BEACH HOTEL RENOVATION FACT SHEET

**OVERVIEW:** Loews Santa Monica Beach Hotel is in the midst of a \$7 million renovation and remodeling venture. The project underscores the property's commitment to maintain its long-standing reputation as one of Los Angeles' most celebrated beachfront hotels.

**COMPLETION DATE:** January 2010

**DESIGN CONCEPT:** Create a fresh, contemporary design that complements the hotel's unique setting with the thriving Santa Monica city on one side and the sands of legendary Muscle Beach on the other. This project marks the property's first major renovation since 2001. Design 360 and the corporate design team at Strategic Hotels & Resorts were tapped to lead the design.

**EXTERIOR:** The hotel's entire front entrance on Ocean Avenue will receive a facelift to offer a more luxurious and welcoming arrival experience. Plans include replacing the current yellow awnings with warm earth toned awnings, landscaping that reflects the Southern California region and a delightful dancing fountain that centers the circular drive.

**ACCOMMODATIONS:** Loews Santa Monica Beach Hotel features 342 spacious guest rooms and suites, including 13 one-bedroom suites and four premier suites. During the renovation process, the hotel's guestroom bathrooms will receive new wall coverings, marble vanities with contemporary hardware and fixtures, new bathtub tiles and polished marble floors.

**LOBBY DESIGN:** The lobby's signature 80-foot glass-enclosed atrium, towering indoor palms and oceanfront views are being enhanced to establish a more metropolitan mood. Plans for the lobby include:

- Complete transformation of all lobby furniture and accent pieces
- Removal of four indoor palm trees to create a more spacious and playful setting
- Restoration of the beautiful marble floors
- State-of-the-art sound system

**POOL DECK:** Sleek furnishings will combine with cozy chairs and fireside features for a vibrant and inviting atmosphere. Upgrades include:

- A new layout that adds additional open space for sunning while enhancing the deck's greatest attribute: front row views of the Pacific Ocean and Santa Monica Pier
- Plush loungers designed for two
- Upgraded cabana experience and additional poolside dining areas

**OCEAN SPA & FITNESS:** In March 2009, the hotel's spa and fitness center underwent an exciting transformation. Eco-friendly design elements include Ecoresin panels made from post-industrial recycled resin, reclaimed wood furnishings, Shaw carpet with cradle-to-cradle certification and sustainable ceiling tiles. Designed and managed by Plus One Health Management, additional improvements include:

- New menu of spa services ranging from Heated Lava Shell Massages and Age Defying Facials to Aroma-Synergy Massages with Organic Essential Oils
- Spacious, sun-bathed fitness center and separate aerobic studio
- State-of-the-art cardio equipment by Technogym featuring personal televisions and iPod docking stations
- Interactive training from Espresso bikes with internet-based racing options

**MEETING SPACE:** 15,000 square feet of meeting space, including the oceanfront Venice room and Palos Verdes executive boardroom, have been refreshed with new carpet, wall coverings, drapery, contemporary light fixtures and stone top detailing. This project was also completed in March 2009.

**MANAGEMENT:** Key management of Loews Santa Monica Beach Hotel includes:

- Bill Doak, General Manager
- Don Foreman, Regional Vice President of Sales and Marketing

**RESERVATIONS:** Please call 310-458-6700 or 800-23-LOEWS

**WEB SITE:** [www.loewshotels.com](http://www.loewshotels.com)

**LOEWS HOTELS:** Headquartered in New York City, Loews Hotels owns and/or operates 18 hotels and resorts in the U.S. and Canada. Located in major city centers and resort destinations from coast to coast, the Loews portfolio features one-of-a-kind properties that go beyond Four Diamond standards to delight guests with a supremely comfortable, uniquely local and vibrant travel experience. Loews boasts some of the industry's most innovative and successful travel programs, including Loews Loves Kids for families and Loews Loves Pets for discerning animals on the road.

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