

FOR IMMEDIATE RELEASE

Get Wine, Waves and More With New Beaches & Back Roads Package at SeaVenture Resort



PISMO BEACH, CA (June 7, 2007) – The SeaVenture Resort in Pismo Beach, CA gives travelers the best of the beach *and* a chance to cruise the Central Coast countryside’s most popular spots with its **Beaches & Back Roads Package** – a new offering that includes a **self-guided tour of the renowned Edna Valley wine region, a chance to sample local “foodie” favorites, and a gas card to get you there.**

Available June 1 – September 30 for Sunday through Wednesday arrivals, the new package gives guests an opportunity to enjoy a two-night stay at the oceanfront hotel located directly on the sand in Pismo Beach – a quintessential California beach town – and also explore the special local hidden treasures found within the hills of south San Luis Obispo County.

The Beaches & Back Roads Package includes:

- **A two-night stay in a deluxe SeaVenture room** with a private balcony spa, featherbed, fireplace and a continental breakfast delivered to your door each morning
- **A \$20 gas gift card** for your Beaches & Back Roads self-guided tour
- A map to guide your tour, which includes:
 - **Complimentary wine tasting for two at 5 local wineries**, including Claiborne & Churchill, Tolosa, Baileyana and Tangent, Edna Valley and Salisbury Vineyards
 - **A box lunch for two** from local favorite DePalo & Sons deli and market
 - **A trip to Avila Valley Barn**, where you’ll receive **two famous homemade ice cream cones** and sample local produce and fresh-baked pies

“Guests really get the best of both worlds with this package – the beach, and a guide to some of the best local attractions,” said Chet Hogoboom, general manager for SeaVenture Resort. “It’s perfect for anyone who wants the true Central Coast experience, from the waves to the wine.”

The Beach & Back Roads Package is \$429 for a two-night stay, Sunday through Wednesday arrival only. To make a reservation, please call (800) 662-5545 or visit www.seaventure.com.

SeaVenture Resort is located directly on the sand in Pismo Beach and is a Boutique Hotel Collection property. Boutique Hotel Collection features distinctive hotels, inns and resorts in scenic destinations throughout California, with each property reflecting rare regional treasures. Nestled in unique locales, ranging from seaside state parks, an eco-friendly lodge and marine sanctuaries to the Central Coast wine country and historic towns, guests of Boutique Hotel Collection properties can experience authentic area attractions such as wine tasting, visiting state wildlife reserves, kayaking amidst the beauty of the bay and soaking up small town charm. Editorial media interested in additional information on Boutique Hotel Collection or property images may contact Holly Padove at (805) 773-1000 or holly@thepressroom.com.