

FOR IMMEDIATE RELEASE

Millions of Boomers Can Benefit from Boutique Hotel Collection's "Nifty Fifty" Package with 50% Off Central Coast Hotels

SAN LUIS OBISPO, CA (October 7, 2008) – According to experts, baby boomers love to play and travel, and with four million Boomers turning 50 in 2008 (one every seven seconds), what better way to celebrate than with a charming coastal getaway priced at 50 percent off? **Boutique Hotel Collection brings back its Nifty Fifty package, acknowledging those born in 1958 or earlier with a 50 percent discount** on accommodations, dinners and specialty items at its distinctive California Central Coast properties.



Valid from October 1, 2008 – February 28, 2009, the package is available at the five participating Boutique Hotel Collection hotels and inns located in Pismo Beach, Morro Bay and San Luis Obispo, CA. Each boutique property is either near or on the beach, close to recreational activities and reflects small town charm.

The Nifty Fifty package includes a **50 percent discount on:**

- **One or more nights** in select rooms (see individual property specifics below)
- When purchasing two dinner entrees, **50 percent off the second entrée** of equal or greater value at the respective hotel's restaurant
- A **designated item** specific to each property, such as a gift shop product

The package also includes **complimentary wine tasting for two** at Edna Valley Vineyard in San Luis Obispo.

Participating properties and individual package details including 50% off rates are as follows:

- **Apple Farm Inn, San Luis Obispo** – Starting at \$115/night for Sunday through Thursday and \$155 for Friday and Saturday. Specialty item offered: 50 percent off an Apple Farm logo item
- **The Cliffs Resort, Pismo Beach** – Starting at \$149/night for an Ocean View room for Sunday through Thursday, or upgrade to a suite for \$199; \$179/night for an Ocean View room on Friday and Saturday or \$259 for a suite. Specialty item offered: 50 percent off a featured gift shop item
- **Inn at Morro Bay, Morro Bay** – Starting at \$109/night for a Pool & Garden room for Sunday through Thursday and \$129 for Friday and Saturday. Specialty item offered: 50 percent off any Inn at Morro Bay logo apparel
- **SeaVenture Resort, Pismo Beach** – Starting at \$129/night for Sunday through Thursday and \$179 for Friday and Saturday. Specialty item offered: 50 percent off one regularly priced gift shop item
- **Sycamore Mineral Springs Resort, San Luis Obispo** – Starting at \$139.50/night for a one-bedroom Spa Suite for Sunday through Thursday only. Specialty item offered: 50 percent off a selected gift shop item

The offer excludes special events and holidays, including Christmas and New Year's Eve. Reservations are based on availability and restrictions apply. Taxes are not included in the above prices. For specifics on each property's offerings or to make reservations, please visit www.boutiquehotelcollection.com and link to the respective hotel's web site.

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 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, 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.