

FOR IMMEDIATE RELEASE

Travel Agents Get Great Deals at Several Boutique Hotel Collection Properties



SAN LUIS OBISPO, CA (October 2, 2007) – Travel agents can reward themselves with a room with a view at some of the Central Coast of California’s finest hotels with the **\$50 Views – Travel Agent Special promotion being offered at several Boutique Hotel Collection properties November 26, 2007 – January 31, 2008.**

During the designated period, travel agents can take advantage of \$50 room rates Sunday through Thursday at the Inn at Morro Bay in Morro Bay, CA; The Cliffs Resort in Pismo Beach, CA; Apple Farm Inn in San Luis Obispo, CA; and Costanoa Eco Resort in Pescadero, CA (near Half Moon Bay).

The special offer is also available for Friday and Saturday at the rate of \$85 per night. Multiple evening stays are welcome.

“It’s a pleasure to give travel agents a great reward for their continued support of the Boutique Hotel Collection through client referrals,” said Mike Casola, chief operating officer of the San Luis Obispo, CA-based company. “We look forward to serving our partners in the travel business and further familiarizing them with our unique properties.”

Boutique Hotel Collection properties participating in the *Travel Agent Special* promotion are as follows:

- **Inn at Morro Bay – A coastal hideaway inside Morro Bay State Park:**
\$50 per night for a Bay View room (Sunday-Thursday); \$85 (Friday/ Saturday); (800) 321-9566
- **Apple Farm Inn – A Victorian country inn along the creek in San Luis Obispo:**
\$50 per night for a Trellis Court room (Sunday-Thursday); \$85 (Friday/ Saturday); (800) 255-2040
- **The Cliffs Resort – An oceanfront luxury resort on the bluff above Pismo and Shell Beaches:**
\$50 per night for an Ocean View room (Sunday-Thursday); \$85 (Friday/ Saturday); (800) 826-7827
- **Costanoa Eco Resort – An eco-adventure resort on the coast near Half Moon Bay:**
\$50 per night for a Nature View Lodge room or Tent Bungalow (Sunday-Thursday); \$85 (Friday/ Saturday); (877) 262-7848



The *\$50 Views – Travel Agent Special* is offered to travel agents only. Nightly available rooms for this promotion are limited. To make a reservation, please call the property directly at the designated reservations number listed above. For more information on Boutique Hotel Collection properties, visit www.boutiquehotelcollection.com.

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, 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.