

**PR Contact:**

Denise Mahaffey  
Malama Marketing  
(760) 908-6565  
[denisemahaffey@sbcglobal.net](mailto:denisemahaffey@sbcglobal.net)

**FOR IMMEDIATE RELEASE:**

**New Carlsbad Hotel Maximizes Occupancy Within Two Months**

**CARLSBAD, CA -- August 29, 2006** -- Kim Akers, American Hotel & Lodging Association's General Manager of the Year, is actively establishing Carlsbad's West Inn & Suites as the elite traveler's destination of choice. In the two months since its unofficial opening, West Inn & Suites has built a first-class reputation with travelers reflected by its sold-out status in July as demand has exceeded expectations.

Akers states, "Establishing a new hotel is exciting and rewarding. My staff and I understand the level of guest services expected from a luxury boutique hotel. The 'magic' is in our exceptional customer service. We feel our guests deserve a 'home away from home' where they can enjoy highly personalized services."

First-time guests are in awe at superior surroundings and the array of elite amenities that significantly differentiate West Inn & Suites from other area hotels. West Inn & Suites is a non-smoking hotel where Dogs and Cats are welcomed by pet beds and treats fit for a King or Queen.

In-room amenities include Voice over IP telephones, wireless internet access, king size pillow top beds, 30" high definition flat panel televisions with DVD players, triple paned windows and Aveda™ cleansing products. The hotel also offers an onsite workout facility, pool, spa and shuttle service to local area attractions. Both executive business travelers and families appreciate West Inn & Suites attention to detail right down to the lavish complimentary breakfast and fresh cookies and milk each evening.

Home to 86 executive-class rooms including 36 suites, upon request, the hotel can reserve the private executive boardroom with complimentary audio visual equipment and state of the art business center.

Within steps from the hotel's lobby resides the highly acclaimed West Steak, Seafood & Spirits, North County's only fine dining restaurant. Adjacent the hotel will soon be a bistro restaurant in fall of 2006. Also on campus is the WestMart a gas station and mini-mart. Strategically situated within a short walk from Carlsbad's charming coastline, West Inn & Suites is central to McClellan-Palomar Airport, easy access to highway 5, The Coaster, the Premium Outlet Stores and Legoland California.

**About West Inn & Suites**

The West Inn & Suites is a boutique style hotel that offers the ultimate in luxurious surroundings and recreational activities. The brand-new property features upgraded amenities and 4-star level of service from their highly trained staff.

Located at 4970 Avenida Encinas in Carlsbad, California, West Inn & Suites is 30 miles north of San Diego and 60 miles south of Disneyland in Orange County. Situated near

the beach with a Carlsbad beach resort-like atmosphere and only minutes from Legoland and area business parks, and shopping West Inn & Suites is an ideal location for both the business and recreational traveler. The West Inn & Suites in Carlsbad features 86 rooms including 36 suites, two fine dining restaurants, a fitness center, outdoor heated pool and Jacuzzi, business center, a boardroom and library.

**For more information, contact:**

West Inn & Suites

Mindi Jellison, Director of Sales and Marketing

(760) 448-4500

[mjellison@westinnandsuites.com](mailto:mjellison@westinnandsuites.com)

[www.westinnandsuites.com](http://www.westinnandsuites.com)

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