

HOTEL CASA DEL MAR AT-A-GLANCE

LOCATION:	Hotel Casa del Mar is located right on the sand in the heart of the Southern California seaside community of Santa Monica, mere steps from the Pacific Ocean on Santa Monica Bay. The hotel is adjacent to the historic Santa Monica Pier, the dynamic Third Street Promenade, Main Street, the elegant shopping and dining areas of Montana Avenue, as well as the gardens, walkways and expansive ocean panoramas of cliff-top Palisades Park. Casa del Mar is eight miles from Los Angeles International Airport (LAX).
ADDRESS:	Hotel Casa del Mar 1910 Ocean Way, Santa Monica, California 90405 Tel. 310.581.5533 Fax 310.581.5503 www.hotelcasadelmar.com information@hotelcasadelmar.com
RESERVATIONS:	800.898.6999
MEMBERSHIP:	Leading Hotels of the World
OWNERS:	ET Whitehall Seascape Partners LLC
MANAGEMENT:	The Edward Thomas Collection of Hotels (ETC)
EXECUTIVE PERSONNEL:	Klaus Mennekes, Vice President, Managing Director Scott Evans, Vice President, Sales & Marketing James Barela, General Manager
ARCHITECTS:	HLW International, Los Angeles/New York Thomson Design Associates, Boston
INTERIOR DESIGNERS:	Darrell Schmitt Design Associates, Los Angeles Cheryl Rowley Design, Los Angeles Jim Gillam Design, Sausalito
CORPORATE CHEF:	Michael Reardon
OPENED:	1926
REOPENED:	October 1999

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HISTORY:

Club Casa del Mar opened in 1926 as a beach club and hotel – not just any beach club and hotel, but the hottest address on the Southern California coast. Built in a Renaissance Revival style by noted Los Angeles architect Charles F. Plummer, with plush Oriental rugs, intricately hand-painted ceilings and heavy bronze statuary, the Club immediately became the Grand Dame of Santa Monica, and arguably the entire Pacific Coast. It was the place to see and be seen, renowned for its swinging social scene and frequented by many of L.A.'s elite, including Hollywood bright-lights and moguls.

The partying was hearty and lasted until World War II, when Casa del Mar was converted to a military hotel. Following the war, it continued as a beach club and hotel, but never quite regained its former grandeur. Beginning in 1959, the property served for 20 years as the headquarters for the Synanon drug therapy program, before being converted to a Pritikin Longevity Center from 1978-1997. Purchased by E.T. Whitehall Seascape Partners LLC, the property reopened as Hotel Casa del Mar in October 1999, after a \$50 million-plus makeover restored the historic landmark to its former grandeur and created an elegant and sophisticated European lodging experience on the sands of Santa Monica Bay.

DESCRIPTION:

Though none of Club Casa del Mar's original furnishings remain, Hotel Casa del Mar was recreated with a traditional look and feel of the 1920s. The effect was achieved in many ways, such as: using soft and simple lighting throughout, rather than the dramatic spotlighting of modern hotels; the elegant materials favored in the 1920s, including damask and velvet draperies, fruitwood and bronze furnishings; colors that evoke land and sea – elegant golds and greens, shades of blue and apricot with tomato accents; and a sense of serious craftsmanship combined with decorative whimsy. Los Angeles-based Darrel Schmitt Design Associates and Cheryl Rowley Design collaborated on the interior design.

The eight-story property features a brick-and-sandstone façade, red-tile roof, brown-iron balconies, elaborate relief work with escutcheons over the front door, and an array of sculpted figures throughout the façade including cupids, angels and Renaissance personalities. Casa del Mar's exterior was restored to its original state by HLW International, executive architects, in conjunction with affiliate Thomson Design Associates.

GUEST ROOMS:

Hotel Casa del Mar has 129 newly renovated, elegantly appointed guest rooms and suites. Most offer panoramic views of the sand, ocean and the Pacific coastline from Palos Verdes to Malibu and some offer cityscapes of Santa Monica. The renovations designed by Darrell Schmitt Design Associates have created what feels like a chic, romantic beach estate. Each large room, accented with colors of calming, subtle blue, is well proportioned with stately windows adorned with ivory sateen draperies and high ceilings. The center piece, a rich walnut four-poster tester bed, is well accented with luxurious, crisp white linens, an etched and hand-silvered mirror, responsibly harvested white coral, a bisque-colored ceramic garden stool, lush chenille throws and a selection of novels and thoughtfully chosen artifacts. In addition, each room is also outfitted with

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the latest technology including a 42-inch plasma television in the main room as well as a flat screen television in the bathroom, wireless and T1 Internet access and an iPod docking station.

Opulent baths feature white Italian Calacata marble walls and floors, light fixtures finished in silver leaf, white porcelain fixtures, alabaster soap holders and glassware, plush white robes, glass enclosed showers, traditional pedestal sinks and whirlpool tubs with frosted-pane windows opening into the guest rooms and panoramas beyond.

Specially designed rooms to accommodate the needs of the physically challenged are available.

SUITES:

Three extravagant two-story **Penthouse Suites** reminiscent of Italian seaside villas feature eclectic Venetian-designed furniture and furnishings, a living room with fireplace, formal dining area, and either one or two bedrooms with separate sitting areas. In addition, one of the Penthouses features an exercise studio. A single **Presidential Suite** offers two bedrooms, living and dining rooms, guest bath, bar, hydrothermal massage tub, separate shower and vanity. In addition there are three Non Ocean View Suites, two Partial View Suites, and seven Ocean View Suites.

HOTEL SERVICES: Amenities for guests include:

- 24-hour Concierge Desk
- 24-Hour Room Service
- High-Speed Wireless Internet in all guest rooms
- Twice-Daily Maid Service
- Valet Parking
- Some rooms offer in-room fax and other business machines. Other technical support is also available. The Presidential Suite offers a laptop computer and Bang & Olson stereos, while the ocean-view suites offer iPods and speakers.
- The hotel also offers complimentary shoeshine, same-day laundry and dry cleaning, twice-daily maid service, The Cottage gift shop, valet parking and virtual business center.

CONCIERGE:

Casa del Mar's concierge will assist with business needs, restaurant reservations, entertainment, limousines, airline tickets, and sightseeing tours and also provide knowledgeable information about local and regional attractions and cultural events.

RESTAURANTS:

Catch Restaurant and Wine Bar offers innovative "market fresh" cuisine and spectacular views of picturesque sunsets in a comfortably elegant setting. At the center of the restaurant is a large rectangular bar, inlaid with mother of pearl tiles, where wines-by-the-glass and small plates are served. Catch is open for lunch 11:30 a.m. to 2:30 p.m. (11:00 a.m. to 3:00 p.m. Sundays); dinner 6:00 p.m. to 10:30 p.m.

The Veranda is a casual dining and drinking spot serving breakfast from 7:00 a.m. to 11:00 a.m. and brunch on Sunday. After 2:30 p.m., a selection of light California

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Cuisine is available. Diners at this lobby lounge enjoy impressive views of sand and ocean through 20-foot-high windows, as well as a specialty martini menu and live evening entertainment. Open 6:30 a.m. to 12:00 a.m. Sunday-Thursday, 6:30 a.m. to 1:00 a.m. Friday-Saturday.

The Palm Terrace is a pool and garden deck for hotel guests only, serving a light menu and beverages al fresco, with seating for 75 or poolside service. Open 11:00 a.m. to 6:00 p.m. daily.

24-Hour Room Service is available for Breakfast 6:00 a.m. to 11:00 a.m.; All-Day Menu 11:00 a.m. to 10:30 p.m.; Late Night Menu 10:30 p.m. to 6:00 a.m.

THE SPA:

An intimate retreat in an elegant setting, the brand new **Sea Wellness Spa at Hotel Casa del Mar** is on the hotel's fourth floor, it is set to redefine Hotel Casa del Mar as one of the leading spa and wellness retreats at its seaside location in Santa Monica, Calif. Both refreshing and relaxing, this new destination incorporates eco-friendly design, revitalizing and health-benefiting spa treatments, and a variety of fitness programs for mind and body. The completion of the Sea Wellness Spa is the final element of Hotel Casa del Mar's new innovative "Wellness Your Way" program. As travelers have historically visited the ocean for its healing benefits, the new Sea Wellness Spa centers its signature treatments around the ocean-based Voya Organic Seaweed products, which are exclusive to Casa del Mar in the Southern California area. Designed by Rachel Winokur of Etta Designs, formerly of Michael S. Smith Inc., the new Sea Wellness Spa speaks to the elegant comfort of the hotel while featuring the best in eco-luxury. The intimate space offers four treatment rooms, one couples room, a yoga studio and fitness room, and a private hypnotherapy room.

POOL:

The Palm Terrace offers a sparkling plunge pool with Jacuzzi, al fresco dining, chaise lounges and chairs on a deck of Italian granite stone in an ambiance landscaped as a Mediterranean garden. Diners may enjoy poolside service or table seating.

MEETING & EVENT FACILITIES:

Hotel Casa del Mar has 5,100 square feet of meeting space featuring the ornate and elegant Colonnade Ballroom with Venetian glass chandeliers, sculpted ceilings, wall of glass looking out onto the ocean, and beautiful loggia where guests may gather to soak up the views. The 4,000 square foot Colonnade Ballroom can accommodate up to 300 theatre style and 250 for banquets.

The Ballroom can be divided into three separate rooms including the 2,200 square foot Colonnade I, the 900 square foot Colonnade II and the 900 square foot Colonnade III. The 400 square foot Boardroom is for high-level conferences of up to 18 attendees. The 300 square foot Indigo room accommodates up to 24 for banquets and 21 for meetings. The 300 square foot Crimson Room handles 50 for banquets, 35 for meetings. Both the Boardroom and Crimson Room have private, attached living rooms.

For small, informal group events – be they business meetings or social gatherings – the Lobby Lounge offers several venues including: The Library, a semi-private area with

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shelves of books and plush sitting chairs that can accommodate 15-30; rattan-furniture sitting areas for up to 10 people in The Veranda; and an array of atmospheric sitting areas throughout the Lobby Lounge.

**BUSINESS
SERVICES:**

Hotel Casa del Mar has a virtual business center offering use of hotel laptops and wireless high-speed Internet access in all guestrooms and throughout the hotel. A full range of services and support for business travelers are available through the concierge, from copying, faxing and secretarial services to rentals of every type of office equipment to packaging, mailing and courier services.

RECREATION:

Within walking distance or a short drive from Hotel Casa del Mar is the eclectic beach resort town of Santa Monica, renowned for its famous pier, fashionable shopping districts, fine restaurants and art galleries. The wide – and wild – world of Los Angeles lays beyond, with everything from studio tours to high-end shopping to the La Brea Tar Pits to Southern California’s best beaches, as well as a celebrated culture all its own.

CLIMATE

Santa Monica enjoys moderate to warm temperatures year round, averaging in the 70s and 80s most of the year.

CHECK-IN:

4:00 p.m.

CHECK-OUT:

12:00 p.m.

ROOM RATES:

Doubles from \$395
Suites up to \$3,500
(Rates subject to change)

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INFORMATION**

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