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For Immediate Release

## **Radisson Hotel La Jolla Becomes Sheraton La Jolla Hotel April 4**

**Starwood Hotels Loyalty Programs cited as key benefit to hotel's clientele**

**Switch to Sheraton accompanied by \$5.5 million remodel**

La Jolla, CA - The Radisson Hotel La Jolla will become The Sheraton La Jolla Hotel on Wednesday, April 4 after nearly two years of planning and remodeling.

In announcing the switch to Sheraton, Richard Bartell, general partner of Bartell Hotels who owns this property said, "We are very excited about our association with Starwood which is a brand leader in our industry. The Sheraton name is the perfect complement to both Bartell Hotels portfolio of distinctive properties and to our hotel's beautiful setting in La Jolla".

"Located in one of San Diego's most appealing neighborhoods, this hotel is a fantastic addition to our fast-growing portfolio of Sheraton hotels in California," said Hoyt Harper, senior vice president, Sheraton Hotels. "Sheraton La Jolla Hotel extends a warm welcome to its guests, offering a cozy atmosphere and personal services and amenities, designed to make them feel like they belong."

According to Craig Reber, General Manager of the property, "We believe we have created a great match between our clientele and Starwood/Sheraton. Bartell Hotels has owned this property since 1988 and we know our customers well. The Starwood Loyalty Programs offered by Sheraton will allow our customers to redeem their points at over 850 hotels and resorts in nearly 95 countries."

"We are confident that our hotel and restaurant guests will be delighted with the improvements made to the property and the high level of service for which Starwood is well known", added Bartell.

The Sheraton La Jolla Hotel is popular with corporate and business travelers due to its close proximity to world renowned bio-tech, research and Fortune 500 facilities in La Jolla's Torrey Pines area

and the University of California at San Diego, the village of La Jolla - as well as easy access to downtown San Diego just 15 minutes away.

"Our clientele are sophisticated world travelers who appreciate the added benefit of earning points for future travel," added Reber. The Starwood Preferred Guest program offers a family of seven celebrated hotel brands (Sheraton, Four Points, St. Regis, Luxury Collection, Le Meridien, W Hotels and Westin) that has been voted hotel "Program of the Year" by frequent travelers for six straight years with no blackout dates or restrictions on free night awards.

In preparation for the switch to Sheraton, Bartell Hotels has invested \$5.5 million in a major remodel of the entrance, lobby, meeting rooms, lounge, restaurant, sleeping rooms, public space, pool and gardens. The porte-cochere and adjacent patio have upgraded surfaces and are lined with turquoise river rocks. The lobby features new wall coverings, travertine tile floorings, furnishings and artwork while the meeting and banquet rooms all have new carpets, wall coverings, draperies, banquet chairs and linens. The color palette is soft neutrals with a tropical flair creating a relaxed and uncluttered look and feel for the property.

Designed to maximize guest productivity and comfort, the freshly decorated guest rooms feature new plantation shutters, lighting fixtures, artwork, linens, expansive work areas, flat screen televisions and high speed Internet access. Guests will feel a sense of profound comfort as they sink into Sheraton's trademark Sweet Sleeper® beds.

Two new elevators have been added to improve access to second floor rooms throughout the property. The California Modern design building exteriors have been resurfaced and the gardens are punctuated with bright yellow and orange blooms.

Also receiving a makeover are Shooters Bar and Grill and Humphrey's La Jolla restaurant, both located on-premise. Shooters Bar and Grill has an intimate club feel and features entertainment nightly. The contemporary fixtures send light patterns across distinctive red walls and the comfortable furnishings offer a relaxed respite after a busy day.

The new décor at the award winning Humphrey's La Jolla Restaurant has an art deco modern feel with new furnishings, carpet, wallcoverings and art. The Humphrey's La Jolla Restaurant menu reflects Coastal California Cuisine – featuring fresh seafood, locally grown produce, artisan cheeses and breads, Angus beef from California ranches and an extensive wine list.

Architect for the project is internationally renowned Joseph Wong of Joseph Wong Design; interiors by Liz Bartell Designs; and construction by Sundt, Inc.

### About Bartell Hotels

Bartell Hotels is one of the largest independent hotel owners in San Diego. In addition to The Sheraton La Jolla Hotel, Bartell owns Humphrey's Half Moon Inn and Suites, including Humphrey's Restaurant and Humphrey's Concerts by the Bay (Shelter Island), Pacific Terrace Hotel (Pacific Beach), The Dana on Mission Bay (Mission Bay), Island Palms Hotel & Marina (Shelter Island), Holiday Inn Bayside (North Harbor Drive) and Days Inn-Hotel Circle. Additional information on Bartell Hotels can be found at [www.bartellhotels.com](http://www.bartellhotels.com).

### About Sheraton

Sheraton, the largest brand of Starwood Hotels & Resorts Worldwide, Inc. (NYSE:HOT) has more than 394 hotels in 65 countries. Starwood Hotels & Resorts is one of the leading hotel and leisure companies in the world with approximately 850 properties in more than 95 countries and 145,000 employees at its owned and managed properties. Starwood® Hotels is a fully integrated owner, operator and franchisor of hotels and resorts with the following internationally renowned brands: St. Regis®, The Luxury Collection®, Sheraton®, Westin®, Four Points® by Sheraton, W®, Le Méridien® and the recently announced Aloft<sup>SM</sup> and Element Hotels<sup>SM</sup>. Starwood Hotels also owns Starwood Vacation Ownership, Inc., one of the premier developers and operators of high quality vacation interval ownership resorts. For more information, please visit [www.starwoodhotels.com](http://www.starwoodhotels.com).

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