

# LA JOLLA SHORES HOTEL

## LA JOLLA SHORES HOTEL

La Jolla, California

In 1967, the Kellogg family began work on the La Jolla Shores Hotel, a companion property owned and operated by La Jolla Beach & Tennis Club, Inc. Opened in 1970, the hotel originally included only 101 rooms and 27 rooms were added in 1981 – expanding the capacity to allow for the constant flow of guests.

Since opening in 1970, the La Jolla Shores Hotel has welcomed vacationers, business travelers and occasional luminaries. A pebble's throw from the Pacific, the La Jolla Shores Hotel guests come for the one-of-a-kind, front-row views of sand, surf and sunsets from balconies and courtyards. Plus, the hotel is adjacent to Kellogg Park, a seven-acre public beachfront park donated to the city of San Diego in 1951 by Florence Scripps Kellogg.

The beachfront location one of the La Jolla Shores Hotel's greatest benefits. Guest rooms feature views of the coastline, enhanced only by San Diego's idyllic weather and sunny skies.

In addition to location, guests relish the hotel's unique Hacienda-style exteriors. Lush open-air courtyards, red-tile walkways, and roofs and balusters constructed of Mexican paver only add to the hotel's Old World charm.

Today, the La Jolla Shores Hotel is renowned for its location, architecture, guest rooms and service. For more than 40 years, its welcomed guests from around the world who come for the accommodations and stay for the beach.

# # #

### **Media Contacts:**

Kristin Ferguson, Director of Marketing  
La Jolla Beach & Tennis Club, Inc.  
(858) 551.4669  
[KFerguson@ljbtc.com](mailto:KFerguson@ljbtc.com)

Lindsey Suda, Marketing Coordinator  
La Jolla Beach & Tennis Club, Inc.  
(858) 551.4639  
[LSuda@ljbtc.com](mailto:LSuda@ljbtc.com)