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INDUSTRY NEWS

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23 November 2016

# Shade Hotel Opens On The Waterfront In Redondo Beach Boosting Visitor Appeal In The Quaint Southern California Beach City

REDONDO BEACH, Calif. -- Shade Hotel in Redondo Beach, Calif., the premier luxury hotel at the forefront of the city's Waterfront Revitalization Project, celebrated its grand opening on November 18, kicking off a new era in the small beach town with a promise to attract new visitors seeking upscale accommodations and services.



With many dates already booked, and dozens of weddings and special events booked in the property's three story waterfront event building, owner Michael Zislis of Manhattan Beach-based Zislis Group, sees the overwhelming interest in the hotel as a strong indicator that continued revitalization efforts in the area will help return the quaint beach town to its once celebrated status as a sought-after vacation destination.

"Los Angeles' South Bay collection of picturesque coastal towns, offer some of the finest beaches and seaside attractions in the world," said Zislis. "Shade Hotel brings a new level of accommodations to the area that appeals to locals and visitors alike. The opening spearheads a broader effort to elevate the visitor experience in Redondo Beach, while maintaining the city's historic charm."

The hotel is the second for the Shade brand. The first opened in nearby Manhattan Beach in November 2005.

With strict service standards and sophisticated accommodations, Shade Hotel Redondo Beach offers 54 oversized guest rooms with state-of-the-art technology, Tempur-Pedic mattresses dressed in Mascioni Linens, and upscale Anderson Lilley amenities. Many feature panoramic views of the marina and large balconies with soaking tubs. A rooftop pool and two conference rooms with private lobbies and patios with views of the marina are also available.

Adjacent to the hotel is a tri-level, 9,034 square foot culinary events building. The first level houses Sea Level Restaurant & Lounge, an upscale waterfront dining destination featuring California Coastal Cuisine with a twist by Executive Chef Aaron Robbins, alongside Executive Chef Greg Hozinsky of the acclaimed Manhattan Beach Restaurant The Strand House. A Horizon Level offers a grand ballroom with floor to ceiling glass doors that open onto a terrace overlooking the harbor. And, a Sky Level offers a magical environment for events under the sun or stars with views from Palos Verdes to Malibu.

The property blends California beach culture with contemporary sophistication, and features a luxurious look and feel, balanced with a cool Southern California vibe.

Redondo Beach, once a bustling tourist destination, has experienced an ebb and flow in popularity. With Shade Hotel spearheading the Waterfront Revitalization Project, the city is reclaiming its place as an idyllic coastal destination.

Located just six and a half miles from LAX, Shade Redondo Beach is a sanctuary for Los Angeles residents and visitors from around the globe.

Shade Hotel Redondo Beach is located at 655 N. Harbor Drive, Redondo Beach, CA 90277. For more information or to make reservations at Sea Level, please call 310-921-8940 or visit [www.shaderb.com](http://www.shaderb.com)

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