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## **SHADE-CATION: The New Definition of Getaway Luxury**

**Shade Hotel**, the Manhattan Beach überdestination in Los Angeles created by entrepreneur-restaurateur-hotelier Michael Zislis, has been prime “hot list” material since it opened in the winter of 2005. This sophisticated boutique hotel scored top billing in prestige style and travel bibles including **Conde Nast Traveler’s Hot List**, **Citysearch**, **Hospitality Design** and other key travel and hospitality media. But now **Shade** is more: it is the site for “Shade-cation”, the contemporary expression of the local vacation which offers all of the benefits of an out-of-town getaway without the downside.

A pinched economy, rising gas prices and global warming are only part of the reasons for the success of the “Shade-cation”, Zislis’ take on the “stay-cation” concept. A traditional vacation involving travel requires planning, coordination, downtime, jet-lag and adjustment, all of which can make the outing seem more work than play. By contrast, a “Shade-cation” for Los Angelites offers a sense of escape without ever having to pass through airport security, contend with crowds, fret about a missed flight or rely on a packet of mini-pretzels to stave off mile-high hunger-pangs.

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“The beauty of the Shade-cation is that there’s no hassle,” says Zislis. “A conventional vacation happens once a year for most people. With a stay-cation, you don’t have to begin the booking and planning process months ahead. You don’t have to change currency, find your passport, or get vaccinated. You just pack a light bag, toss your Blackberry in a dresser drawer, and get yourself here in time for the sunset. We like to tell the client, this is your sanctuary, and it’s here waiting for you, whenever you want it.” Zislis adds, "Manhattan Beach is one of the finest beaches in the country, our environment epitomizes the Southern California lifestyle, locals are very friendly, and we have a strong sense of community. Spending time here evokes a similar feeling of being in a village or being on an island. The fresh spirit of our surfers, volleyball players and beach goers is simply infectious."

Shade Hotel, located in downtown Manhattan Beach, offers 38 guestrooms including five distinctive suites. The hotel’s popular Zinc Lounge and Skydeck roof terrace offer settings for both intimate conversation and casual camaraderie, serving original cocktails and small plates. Furthermore, the “Shade-cation” is eco-friendly. Guests can have fun during their entire stay by exploring the town either on foot or by the complimentary strand cruisers available from the hotel's bicycle fleet.

The cornerstone of Shade’s philosophy is one of service. "Inspirational people providing excellence" is their mission statement. Like his other Manhattan Beach properties located walking distance from the hotel, ROCKN’FISH (with a second location coming soon to downtown LA) and Mucho restaurants, are defined by Zislis’ signature style: unpretentious, relaxed, yet decidedly deluxe. “We’re all about world-class service,” says Zislis. “We create a client experience where the sense of being cared-for is seamless and unbroken. We achieve this with a team that is relentless about getting every detail right, every time.”

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Shade Hotel

Shade Hotel is located at 1221 N Valley Drive, Manhattan Beach, CA 90266. Rooms range from \$295 per night for a Deluxe Spa Room to \$900 for the Penthouse or Bridal Suite. The “Shade-cation” package includes a 3 night stay starting at \$675 for the total package and includes a \$50 credit at Zinc Lounge, a chilled bottle of Gloria Ferrar sparkling wine upon arrival, Beach Breakfast Buffet every morning and free parking for the entire stay for a total savings of \$145. Complimentary amenities also include access to the strand cruisers, Equinox Gym and Wi-Fi.

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