

PACIFIC EDGE HOTEL ON LAGUNA BEACH APPOINTS
ERIK DAHLERBRUCH GENERAL MANAGER

Laguna Beach, CA (February 3, 2009) – Pacific Edge Hotel on Laguna Beach has named Erik Dahlerbruch General Manager. Dahlerbruch comes to Pacific Edge Hotel with more than 20 years of hospitality experience.

Most recently, Dahlerbruch was the corporate sales and marketing director for Westmont Hospitality Group, one of the largest privately owned hospitality companies in the world with over 400 hotels on three continents. During his time at Westmont, he directed and supported sales and marketing for 15 full-service, boutique and all suites hotels throughout the U.S.

Previously Dahlerbruch was vice president, hotel sales, for LA INC, the Los Angeles Convention and Visitors Bureau. He has also worked for Hilton, Renaissance Hotels International and Marriott Hotels International in a variety of executive positions and been based in Southern California since 1989. He holds a B.S. in Business Administration – Hotel and Restaurant Management from the University of Denver in Colorado.

“Growing up in Southern California, my family used to vacation in Laguna Beach. It’s always been a favorite destination, and my goal is to recreate those fond memories for our future guests. Best of all, I am surrounded by a team hospitality professionals dedicated to excellent service, unique experiences and endless Laguna Beach memories,” said Dahlerbruch.

An undiscovered gem in Orange County’s Gold Coast region, the progressive and affordable oceanfront Pacific Edge Hotel is located beachside in downtown Laguna Beach, just steps from its world-class boutiques and art galleries and acclaimed restaurants and clubs. The hotel is an independently owned and operated retreat featuring one-mile of beachfront, 27 comfortable family suites, 103 deluxe guestrooms, two heated swimming pools, and a private whirlpool spa. For more information or reservations, please call 866.932.2896 or visit www.pacificedgehotel.com.

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