

Local Hotels Offer Santa Monica Residents Price Breaks

By Lookout Staff

December 13, 2016 -- If friends or family have suddenly decided to land on your Santa Monica doorstep to celebrate the holidays, more than a dozen hotels in the city are offering to help.

Although it will still cost plenty to be a guest at such luxury hotels as the Shutters on the Beach, Casa Del Mar and the Fairmont Miramar, the "Santa Monica Extra Bedroom" program will slash the normal rates by half, while less ritzy hotels (think Best Western caliber) are offering deep discounts.

Fifteen hotels are participating in the program offered by Santa Monica Travel and Tourism (SMTT) that ends January 20, tourism officials said.

"We hope that our friends and neighbors will take advantage of these fantastic offers to keep their visitors close-by during the holiday season," said Misti Kerns, SMTT president/CEO.

The program, Kerns said, also allows residents to "experience the incredible hotel collection that has contributed to Santa Monica becoming the world-class destination that it is today."

To receive the discounts, residents must mention the program while making the reservation over the phone, then show proof of Santa Monica residency in the form of a California ID or drivers' license at check-in, officials said.

Instead of the \$830 a night a guest would pay to stay at Shutters on the Beach, residents using the program see the cost drop to \$450.

A room at the Casa Del Mar Hotel drops from \$775 a night to \$425 under the annual program. The Fairmont Miramar nightly cost drops to \$299 from its more typical \$556, said Jackie Alvarez, public relations manager for SMTT.

More moderately priced hotels offer rooms at less than \$200 a night. The Best Western Gateway will discount the normal rate of \$279 per night to \$194, she said.

The idea is to accommodate out-of-town visitors without relinquishing all of your "personal space" or breaking holiday budgets, she said.

SMTT also can help guests plan their stay, officials said.

The agency's four Santa Monica Visitors Centers offer the help of "friendly and knowledgeable travel counselors (who) are available throughout the holiday season to assist visitors with itinerary development, attraction and activity suggestions, and public transportation assistance," SMTT officials said.

SMTT visitor centers are located on the Third Street Promenade, in Palisades Park, on the Santa Monica Pier and at 2427 Main Street at the Edgemar Center for the Arts.

For a full list of Santa Monica Extra Bedroom participants and rates, or to book online, visit www.Santamonica.com/extrabedroom.