

PRG Announces Acquisition of Casa Laguna Inn & Spa in Laguna Beach

Los Angeles, CA, February 12, 2015—PRG Investment & Management announced the acquisition of Casa Laguna Inn & Spa in Laguna Beach, California. The original hotel was constructed in the 1920s and boasts Spanish architecture throughout with sweeping views of the Pacific Ocean. The property is comprised of 22 guest rooms and situated on sprawling grounds with a pool, spa and restaurant.

“Casa Laguna is an extremely rare combination of a historic property with irreplaceable character and an exceptional location with ocean views,” said Britten Shuford, President-Managing Partner of PRG. “Laguna Beach is widely recognized as the artist district in Orange County and we have believed for some time that discerning guests would appreciate a historic boutique hotel in this area. We are excited about our plans to honor the historic nature of this property while executing a redesign of the guest rooms and lobby.”

Casa Laguna Inn & Spa has received notable accolades including the Traveler’s Choice Award by TripAdvisor for Top 25 Small Hotels in the US and as one of the Top 10 Historic Hotels in the United States by AAA. The property is recognized on the Historic Registry of Laguna Beach.

“This hotel fits squarely into our focus area of well located, historically significant hotels in California,” said David Dittmer, Managing Partner-PRG. “We strongly believe that a growing number of guests prefer an aspirational experience and seek to explore the history of California through their lodging experiences.”

Atlas Hospitality represented both the buyer and seller in the transaction. “We selected PRG due their track record and proven performance. It was very important to the seller to deal with a company that was very experienced in the boutique hotel sector,” said Alan X. Reay, President of Atlas Hospitality Group.