

Hyatt

→ from page 3

The color scheme is a mix of white, tan, brown and blue.

The desk was moved forward from where the old front desk was to make it more visible and accessible, Fairchild said.

Columns that weren't load bearing were removed to give the lobby a more open feel and the furniture was replaced with plug and play pieces

A new and larger Market La Jolla of about 500 square feet was added adjacent to the lobby, with quick breakfast offerings and gelato.

There was a market before the renovation, but it was small and people were lining up to get in, Fairchild said.

A Shor restaurant is slated to open in the summer with traditional breakfast dishes.

The lobby flooring and the flooring in the Regency Foyer off the lobby also was replaced with limestone porcelain tiles.

Bookshelves of natural walnut, metal and colored glass were added to the lobby to create a mini-library stocked with books on the surrounding area, surfing, California beach culture, and architecture. The library has already been a hit with visitors, Fairchild said.

The lobby color scheme was inspired by the colors of La Cove Beach at dusk.

Guest Rooms

"The concept for the interior is merging the balance of architecture with nature," according to Looney & Associates.

New furnishings were added to all of the hotel's 416 guest rooms, which include four VIP suites of 1,000 to 1,400 square



Photo courtesy of Hyatt Regency La Jolla at Aventine

The Hyatt Regency La Jolla at Aventine presents a new look with a color scheme that goes from tan and terra cotta to blues and whites

feet and 12 studio suites of 650 square feet.

The rooms themselves were renovated in 2015 with new carpeting and mosaic tiles, Fairchild said.

"This updated the design to match the new experience in the lobby," Fairchild said.

Ten custom glass chandeliers were added in the Regency Ballroom, backed by sconces with LED lighting that can change colors to match a particular event — perhaps the dresses of bridesmaids at a wedding reception, Fairchild said.

The chandeliers themselves are designed to resemble floating flower petals, Fairchild said.

A garden outside of the La Jolla Ballroom was updated with new plants that are more drought resistant.

Timing

The hotel was acquired in July 2019 by **Gaw Capital Partners** based in Hong Kong for \$136 million as part of a two-building portfolio, according to CoStar, a real estate research firm.

"They saw a lot of potential to enhance the current building and as consumer behaviors change and continue to evolve and as we welcome guests back after the COVID-19 pandemic, there's different expectations from what they (guests) want

to see with the product," Fairchild said. "It was the right time."

Like most hotels, the Hyatt Regency La Jolla had a rough ride in the early days of the pandemic. The hotel shut down in April and May 2020.

Since then, traffic has steadily increased, especially among people traveling for leisure.

March was strong with Spring Break vacationers and the hotel was sold out for Memorial Day weekend.

"What we're starting to see is a return of the business traveler and group traveler kind of tied in with the state reopening," Fairchild said. "We're starting to see a return of all segments." ■

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New Hire



Marcel Ocampo

Marcel Ocampo has joined the Partner team at Nava, a new kind of healthcare benefits brokerage leveraging technology and benefits innovation to tackle the rising costs of healthcare. Throughout his 18-year career in healthcare, Marcel has been consistently recognized as one of the top benefits brokers in CA and the US (#1 producer in SD in 2020). With a background spanning employee benefits, retirement plans, and CEBS studies, he's a thought leader in bringing innovative solutions to his clients while acting as a relentless advocate for their interests.

But this is more than just business for Marcel. Like too many Americans, he has personally experienced the failures of the healthcare industry.

"For my family, that failure was our child's severe allergic reactions and our challenges navigating the complex, nonsensical bills that followed her treatments. If I — as someone who's been in the industry for almost two decades, who's designing self-insured plans to employers, who is a Certified Employee Benefits Specialist — had a hard time making sense of our claims and how to resolve them... what chance does a regular employee have?"

Fueled by that experience, Marcel made it his professional mission to find new ways to deliver better healthcare at lower costs for employers of all sizes. Nava's cutting-edge innovation and first-rate talent give him a platform from which to do so.

"I joined Nava because the company is making a bold bet— not only on tech innovation, but also on a new breed of talent to drive change in an arena where few have been successful. There's massive potential in this country to innovate and find better ways to serve employers and their employees, and Nava is committed to making that happen."

Nava could not be more thrilled to have Marcel join the team and our mission to provide high-quality, affordable access to healthcare to all Americans.

You can get in touch with Marcel at marcel@nava.io or visit nava.io to learn more about our mission.

