



PRESS RELEASE

For Immediate Release

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DOWNTOWN LOYALTY STORE PAIRS EXCLUSIVE STAYCATIONS WITH COMMUNITY DEVELOPMENT

Program Could Direct More Than \$25,000 to Struggling Hospitality Industry

SAN DIEGO – Dec. 10, 2020 – In its newest sale to promote the economic vitality of our urban center, the Downtown San Diego Partnership’s Downtown Loyalty program is pairing serious community benefit with the gift that so many are looking for this holiday season – a safe trip away from home to look forward to!

Since its inception earlier this year, Downtown Loyalty has already directed nearly \$50,000 of investment to the restaurants, bars, retail and service-providers that help make Downtown’s neighborhoods unique. This next iteration of Downtown Loyalty is supporting another part of that vibrant hospitality industry – Downtown hotels.

Downtown Loyalty is celebrating the holidays in style with exclusive discounted buy now, stay later staycation packages to some of those great hotels. Participating hotels include The Bristol Hotel San Diego, Carte Hotel, Courtyard by Marriott San Diego Downtown, Kimpton Hotel Palomar San Diego, Manchester Grand Hyatt San Diego, The Sofia Hotel and The US GRANT Hotel.

The third sale launches at noon on Thursday, Dec. 10. to create immediate support for these businesses in our hospitality industry that are struggling as a result of COVID-19.

Created by the Downtown Partnership and City Center Business District, the store mobilizes philanthropic funding to create exclusive discounts for Downtown Loyalty customers. When that funding and customer purchases are paired together this revenue is sent directly to the businesses that have had to adapt, pivot their services, or temporarily close over the past year.

Customers can grab their whole family for a Downtown adventure or enjoy a solo trip or couple's retreat to unwind. A dream staycation is waiting for the Downtown Loyal to experience all that Downtown has to offer at a discount.

The sale begins at noon on Dec. 10 and can be found at downtownsandiego.org/downtown-loyalty.

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*The **Downtown San Diego Partnership** is a nonprofit organization that serves as the principal voice and driving force behind the economic and cultural prosperity of Downtown San Diego through membership, advocacy and public services. It also serves as the managing organization for several special districts including the Clean & Safe program that provide essential public services in the 275 blocks of Downtown. For more information, visit downtownsandiego.org.*

*The **City Center Business District** provides the resources necessary to improve the quality of life and create a vibrant destination for shopping, dining, nightlife and tourism in the 53 blocks of the district.*