



what's new
SEVEN4ONE

Written by **Michelle Dobson**

Being eco-friendly has become a high-priority business principle in California, but many still think it means subtracting quality and luxury from the equation. Laguna Beach's newest hotel, SEVEN4ONE, proves otherwise. The incomparable amenities were orchestrated to be very accommodating of people's wants and needs. Each guest is greeted upon arrival by a personal G.E.M. (Guest Experience Manager) — an exceptional combination of a concierge, a butler and a personal assistant who is on call every minute from the guest's time of check-in to time of checkout. Although the hotel's mission is not solely one of eco-consciousness, it has several advanced, environmentally friendly features. SEVEN4ONE, associated with the Green Hotel Association of America and the EPA Waste-Wise Partnership, has

a subtle "go green" approach and utilizes products such as dual-flushing toilets and keypad entries to avoid lost keys that could eventually make their way into the ocean. Guests can also take advantage of the lounge areas outfitted with cozy couches, dine on Chef Jessica Alexander's delectable cuisine or simply sit back and sip martinis while watching a classic black-and-white movie. Combining the look and feel of a luxurious hotel with conservation, SEVEN4ONE is a contemporary hotel that is, on many levels, unsurpassable. Visitors will leave with a new idea of how high the level of guest service can surely be.

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