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Porto Vista Hotel & Suites (Porto Vista) has announced the grand opening of its new highline Vespa boutique, Porto Vespa, located in the historic Little Italy neighborhood of downtown San Diego. As the hotel reflects a vibrant 1960s Mediterranean chic, Porto Vespa now offers locals and guests alike an opportunity to play a part in their own Southern California-style Roman Holiday.

"The allure and charm of Little Italy combined with a liberating Vespa ride creates an idyllic day trip," said Greg Keebler, general manager of Porto Vista. "The scooters are truly the perfect touring vehicles to enjoy the San Diego weather and carefree lifestyle while exploring everything the city has to offer."

With new and used scooters available for rent or sale at the boutique, guests and locals are invited to browse, rent or buy a vehicle for an excursion through the Little Italy neighborhood and other exciting destinations. Rental rates start at $69.99 a day with models ranging from Vespa LX50 to the Piaggio MP3 250.

For those looking to buy, Porto Vespa's expansive line of Vespa scooters can be delivered anywhere directly to the customer. The boutique also sells Vespa parts and accessories, as well as Vespa themed novelty items including hats, shirts and beach towels.

Michael Kosakowski, president of Vespa of Little Italy, is eager to introduce the Vespa lifestyle at the new location at the Porto Vista in addition to his dealerships in Oceanside, Kearny Mesa and Newport Beach. He believes the Little Italy neighborhood to be ideal for scooter enthusiasts.

"Porto Vista is a perfect match for our new store in part because of the quaint location, as well as the hotel's period Italian theme, reminiscent of the peak Vespa age," said Kosakowski. "The vintage Vespa models on display in the hotel lobby also create a unique ambience that typifies the era and the spirit of our boutique. You can almost envision Audrey Hepburn and Gregory Peck sitting there sipping a Bellini or Negroni."

Aside from the pure amusement of cruising around aboard a Vespa, the scooters allow for easy parking in San Diego's busy downtown district and also make an excellent green transportation alternative. In response to record high gas prices, many savvy commuters have opted to choose the fuel-efficient vehicles as an alternative transportation option.

Porto Vespa is open Tuesday through Saturday 9:30 a.m. to 6:30 p.m. and Sunday from 11 a.m. to 6 p.m. For more information, visit www.vespaoceanside.com.

With its sexy Mediterranean style and dazzling San Diego Bay views, the newly reimaged Porto Vista Hotel & Suites calls to mind the cool, casual vibe of the 1960s Italian coast. Featuring sexy, stylish guestrooms and suites, the Glass Door restaurant, a rooftop deck, Evolve Salon, Porto Vespa boutique, and modern meeting and event space, the Porto Vista invites guests to stay in style. For more online reservations and information, visit www.portovistasd.com or call (619) 544-0164. Follow Porto Vista Hotel & Suites on Facebook www.facebook.com and Twitter www.twitter.com.