



personality hotels

SAN FRANCISCO

FOR IMMEDIATE RELEASE

“WHAT’S NEW” AT PERSONALITY HOTELS: WINTER 2014

San Francisco’s Original Boutique Hotel Collection Announces the addition of Its Newest Property, Two Sizzling Valentine’s Day Packages, Innovative Social Media Promotions, and a Mobile Key Launch at Two of its San Francisco Hotels

SAN FRANCISCO, CA - (January 29, 2014) –When it comes to implementing new and forward-thinking initiatives in the realm of boutique hotel hospitality and customer service, Personality Hotels has always been ahead of the curve, and their latest endeavors are no exception. With the start of a New Year, Personality Hotels is pleased to announce the exciting happenings and developments taking place at its San Francisco hotels and surrounding Bay Area region, including:

PERSONALITY HOTELS WELCOMES THE MILLWOOD INN AT SFO TO ITS COLLECTION

Personality Hotels is excited to welcome the newest addition to their collection of Boutique Hotels. Rated one of the highest hotels in the area for its accommodations, The Millwood Inn at SFO offers travelers a boutique ambiance and distinctive taste at an exceptional value. Located in Millbrae, Calif., The Millwood Inn at SFO is located next to San Francisco’s International Airport and offers packages to get you to and from the airport or to take trips into the city or wine country.

“We are excited to have added The Millwood to our portfolio of hotels,” said Yvonne Lembi-Detert, Personality Hotels’ president and CEO. “The San Francisco International Airport serves as a major hub for many of our loyal customers, and now we can offer them a place to stay in close proximity to the airport if they need to rest their heads before an early morning flight or to catch some rest after a late arrival before heading to their final destination. The addition of The Millwood Inn at SFO to our collection of hotels is a perfect complement to our collection.”

The Millbrae Inn at SFO offers guests’ comfortable rooms and suites designed with custom furnishings, stylish décor, and contemporary lifestyle amenities. The casual yet modern environment is designed for working and unwinding while staying connected and entertained with the latest technology and comforts of home, including a full and delicious breakfast. The hotel is easily accessible by car to downtown San Francisco, Silicon Valley and Santa Clara for those traveling for business. <http://www.millwoodinn.com/>

SEASONAL HOTEL PACKAGES

Back by popular demand, Personality Hotels is offering two Valentine’s Day-inspired packages offered at **Hotel Diva**, **Kensington Park**, and **Hotel Union Square**. Guests can bring out their inner hipster with the **Cheap Date** and show their Valentine an audaciously good time, while the **VAVAVOOM** takes a sexier approach with Champagne and Chocolate and a little something. Packages are available for booking February 1 – March 1, 2014. Components of each package are as follows:

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CHEAP DATE

Cost is a \$15 add-on to regular room rate. Rates start at \$149 a night and include:

- Bottle of Andre Champagne (*a slightly sweet and people pleasing bubbly*)
- Bear-shaped Bottle of Honey (*let your imagination run wild*)
- Box of Conversation Hearts
- Jack-in-the-Box Coupons (*for that romantic dinner*)
- A little Romance Kit (*includes all the necessities like toilettes, condoms and more...*)
- 2 Blank Valentine’s Day Cards (*so you don’t have to run to Walgreens last minute*)

VAVAVOOM

Cost is a \$35 add-on to regular room rate. Rates start at \$149 a night and include:

- Intimacy Kit to unleash the lover in us all
- Bottle of Le Grand Courtâge Sparkling Wine (*translated this means “The Great Courtship”*)
- Heart-shaped box full of Ghirardelli chocolate
- Late Check-out (*who wants to leave early?*)
- 2 Blank Valentine’s Day Cards (*to leave sweet messages for each other*)

More info on the packages at: <http://info.personalityhotels.com/packages>

Hotel Diva: 440 Geary Blvd., 415.885.0200, www.hoteldiva.com

Kensington Park: 450 Post St., 415.788.6400, www.kensingtonparkhotel.com

Hotel Union Square: 114 Powell St., 415.397.3000, www.hotelunionsquare.com

SOCIAL MEDIA PROMOTIONS

Starting February 1, Personality Hotels will be launching three social media promotions: two Instagram and one Foursquare-based. Here’s how they work:

- **Instagram Promotions:** This two-part promotion allows Instagram users with 15,000 followers or more to receive a free night’s stay at one of Personality Hotels three San Francisco properties – **Hotel Diva, Hotel Union Square, and Kensington Park**. For eligibility, the user must follow @personalityhotels and must take at least one photograph during their stay. Their photo must be geotagged as well as tagged @personalityhotels. This promotion is open to personal Instagramers only, no businesses or affiliations.
- Additionally, Personality Hotels is running a monthly campaign where hotel guests can take a photograph during their stay at **Hotel Diva, Hotel Union Square or Kensington Park** and post to Instagram. Each month, hotel personnel will choose a favorite photograph. The monthly winner will receive a digital voucher for a free night stay at the hotel of their choice; valid for use within a year of the issue date. As with the other Instagram promotion, only personal Instagram users are eligible and must hashtag #personalityhotels to be automatically entered to win.
- **Foursquare Promotion:** To further leverage its partnership with **Family House** (www.FamilyHouse.org), a local, non-profit organization that houses the families of children with cancer, Personality Hotels will donate \$1 to the organization for each guest that checks-in to any San Francisco Personality Hotel property on the social media platform. Family House is an independent organization led by a professional staff and board of directors who rely *solely* on the generous contributions of individuals and corporations – this promotion is another way Personality Hotels and its guests to continue to support such a needed cause and make a direct impact with just a click of a button.

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HOTEL DIVA AND HOTEL UNION SQUARE GO MOBILE

New this month, Personality Hotels is pleased to announce its partnership with Boston-based **RoamingAround**, a boutique technology expert with a range of solutions specific to the hotel sector. This mobile technology allows guests the option of using their mobile device instead of traditional plastic keys to gain access to their room. **Mobile Key** has been implemented in both **Hotel Diva** and **Union Square Hotel**.

“Our customers demand high levels of service and they want something a bit different when they stay with us,” explains Yvonne Lembi-Detert, Personality Hotels’ president and CEO. “That is why we are the first and only San Francisco hotel collection to offer our guests the option to enter their hotel room using their smartphone. No more worrying about lost keys.”

In addition to Mobile Key by OpenWays, RoamingAround delivers mobile device applications, cell phone signal enhancement and mobile guest communications and payment capabilities. As hoteliers, RoamingAround understands the importance of staying current and the beneficial effect of innovative technology. RoamingAround helps clients identify business solutions and stay connected with their guests for the ultimate hotel experience. <http://www.roamingaround.com/>

About Personality Hotels

In 1982, Personality Hotels founder Yvonne Lembi-Detert established a revolutionary new approach to style, service and amenities that forever changed the hospitality industry. Energizing the Northern California market with a collection of metropolitan urban retreats, Personality Hotels is widely credited with putting the “BOUTIQUE” in hotels. Personality Hotels is an affiliate of Engage Hospitality, the management company of its four Eclectic San Francisco boutique properties, **SEXY Hotel Diva**, **GRAND Kensington Park Hotel**, **AUTHENTIC Hotel Union Square** and **TIMELESS Steinhart Hotel**; one Monterey property, **SERENE Mariposa Inn & Suites**; and one Wine Country property, **HISTORIC Flamingo Conference Resort and Spa**. For more information or to book reservations, call 800.553.1900 or visit www.personalityhotels.com.

About Engage Hospitality

Engage Hospitality is a full service hotel management company that services a range of hospitality clients, from branded hotels to individually owned lifestyle boutique hotels. Launched by Yvonne Lembi-Detert, Engage Hospitality works directly with hotel owners and operators to achieve success and increase profitability. <http://engagehospitality.com/>

More about Yvonne Lembi-Detert, President and CEO of Personality Hotels

With endless passion for the hotel industry, Yvonne Lembi-Detert is the visionary behind Personality Hotels. A true pioneer of boutique chic, Yvonne made her mark with the opening of San Francisco’s first boutique hotel more than 25 years ago. Fresh out of the Rudolph Shaffer School of Design and while attending San Francisco State University in 1982, her talents were enlisted to remodel and convert a prewar hotel building into the Hotel Union Square. Yvonne eventually acquired the property, and it ultimately became San Francisco’s first boutique hotel. Yvonne has been innovating the hospitality industry ever since.

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