



personality hotels
SAN FRANCISCO

FOR IMMEDIATE RELEASE

**PERSONALITY HOTELS LAUNCHES NEW PACKAGE, EXCLUSIVELY
FOR THE GIRLS
*CITY GIRL GETAWAY***

San Francisco's Premier Boutique Hotel Collection Offers Ladies the Perfect Reason to Pack Their Bags for an Escape to the City by the Bay

SAN FRANCISCO, CA - (July 23, 2014) - Just in time for summer in San Francisco, when the days are warm and the nights are long, [Personality Hotels](#) presents a City-style Girls' Getaway full of glamour, fun, food, and libations, all in celebration of sisterhood. From old to young, career women to housewives, and single ladies to brides-to-be, this package offers something for every woman. So pack your bags and get ready, because San Francisco's premier boutique hotel collection is pleased to present its newest package, **CITY GIRL GETAWAY**, available for booking beginning July 23, 2014.

For ladies who fancy a getaway, or even locals in need of a "staycation," **CITY GIRL GETAWAY** is designed to be an all-encompassing experience, allowing girlfriends to get together and enjoy a night out in the heart of San Francisco, mixed in with a little (or a lot!) of shopping and relaxation. Catching up, glamming up, indulgent days and exciting nights are all in store for ladies who partake in the **CITY GIRL GETAWAY** package. And after adventuring around town, Personality Hotels offers some of the most comfortable beds for sleeping like a princess. Memorable group selfies are sure to be had, documenting all the moments a girl and her gal pals are bound to experience with this special offer.

"Women love to escape with their closest friends," says Founder and CEO of Personality Hotels, Yvonne Lembi-Detert. "And when they do, they almost always look for a fun getaway with a mix of nightlife, shopping, entertainment, and relaxation. Our CITY GIRL GETAWAY package was designed to include all of these elements," states Lembi-Detert. "And as we love to cater to 'divas,' we wanted to put together something that honored our lady friends, while showcasing our own unique personality."

The three Personality Hotels offering the **CITY GIRL GETAWAY** package are **Hotel Diva**, **Kensington Park Hotel** and **Hotel Union Square**. The package is a \$35 add-on to regular room rate, and includes:

- **Complimentary makeovers** at [Bobbi Brown Cosmetics](#), located inside Neiman Marcus, just steps away from each hotel, right on Union Square.
- **Two-for-One Vouchers** to start or end the evening with indulgent cocktails from two of San Francisco's most well-known bars - [Tradition](#) and [Swig](#)
- From San Francisco-based skin care company **Lush Cosmetics™**, a [Mask of Magnaminty](#) face mask (4.4 oz) for prepping before heading out or for rejuvenating the morning after.

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- **(2) Sephora two-piece mini nail polish sets** featuring complementary shades in red, silver, and gold. One in matte, one in glitter.
- **A \$30 credit off your first ride with UBER.** Ride in style, you deserve it!
- **A curated itinerary** for the ultimate night-on-the-town, with a list of the hottest spots to eat, dance, and recover the day after – created by the Marketing Babes of Personality Hotels

“In addition to being a great girlfriend getaway package, it’s also the perfect add-on to a bachelorette party weekend, or a reunion with your lifelong girlfriends,” continues Lembi-Detert. “Our goal here is to provide an experience that brings out the inner diva in all of us.”

The package is available July 22 through December 31, 2014. Rates will vary throughout the remainder of 2014, so please visit www.personalityhotels.com to check rates for your specific dates. Rates do not include taxes and are based on availability.

Personality Hotels featuring the CITY GIRL GETAWAY package:

- **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

To book the **CITY GIRL GETAWAY** package at a Personality Hotels property, please visit <http://info.personalityhotels.com/packages> or call 800.553.1900.

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 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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