



personality hotels

SAN FRANCISCO

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PERSONALITY HOTELS DEBUTS SAN FRANCISCO'S FIRST EVER HOTEL PACKAGE FOR EXPECTANT MOTHERS

San Francisco's Premier Boutique Hotel Collection Celebrates Motherhood and Paves the Way in the Travel and Hospitality Industry with New **PREGNANT & PAMPERED SF** Getaway

SAN FRANCISCO, CA - (April 7, 2014) - To celebrate motherhood and the exciting and life-changing milestone of becoming a parent, Personality Hotels "delivers" San Francisco's first package devoted to expectant mothers. The **PREGNANT & PAMPERED SF** package provides moms-to-be with the ultimate pre-baby city escape, and features services and products from some favorite local businesses.

Pregnancy is far from easy, and the transition to parenthood can be a bit stressful, which is why Yvonne Lembi-Detert, the Founder and CEO of Personality Hotels, decided to create this original hotel package. "We've seen a trend as of late towards 'babymoons,' which are geared towards couples, but we wanted to do something to honor the mothers-to-be of the world," states Yvonne. "We pride ourselves on our hospitality and our incredible customer service, and just as a mother-to-be welcomes a child to the world, so too would we like to welcome expectant mothers to our hotels."

The three Personality Hotels offering the **PREGNANT & PAMPERED SF** package are Hotel Diva, Kensington Park Hotel and Hotel Union Square. The package is a \$49 add-on to regular room rate, and includes:

- Sparkling Cider upon arrival
- A body pillow to help stay comfortable and well-rested during the stay
- A Massage Therapy Bar made from 100 percent organic cocoa & shea butters from Lush Cosmetics™
- To curb those cravings, a voucher for a free Ice Cream Sundae at the world famous [Ghirardelli Square Ice Cream Chocolate Shop](#)
- A roll of Tums, just in case heartburn strikes!
- A forty dollar-off coupon to [Spa J'Adore](#) for a prenatal massage or facial
- A copy of the popular book, Your Pregnancy Week by Week
- Baby's first keys from [Green Toys™](#), a SF Bay Area company that makes toys from eco-friendly materials
- A twenty percent-off voucher for a future stay in Hotel Union Square's '[Kids' Suite](#)' or Hotel Diva's '[Little Diva Suite](#)'



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In the past, women were encouraged to stay at home when expecting, but in reality, there is no reason why a woman shouldn't be active and mobile throughout her pregnancy, enjoying the outdoors, partaking in light physical activity, and yes, even travelling. In fact, staying mobile and active during pregnancy has several health benefits and can help to provide a shorter and less difficult labor, and burning calories helps to prevent excess weight gain, which can be dangerous for both the mom-to-be and the child. "I'm a mother of two, so I know from my own pregnancy experiences that San Francisco is the perfect city in which to pamper oneself, take a stroll and embrace motherhood," says Lembi-Detert.

"We have three pregnant women in our corporate office right now, and it's been a reminder that the power of pregnancy is what delivers hospitality, and that our mothers-to-be need to be taken care of," continues Yvonne. "Without procreation and women delivering babies, our hospitality world would not be what it is today, with sincere warm welcomes and inherited smiles. The **PREGNANT & PAMPERED SF** package was created to honor the women of the world, to recognize their special months of pregnancy and to treat them to an extra-special Personality Hotels experience."

The package is available beginning April 7, 2014. Rates start at \$179 a night (excluding taxes and based on availability).

Personality Hotels featuring the **PREGNANT & PAMPERED SF** 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 **PREGNANT & PAMPERED SF** 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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