



## personality hotels SAN FRANCISCO

**FOR IMMEDIATE RELEASE**

### **“WHAT’S NEW” AT PERSONALITY HOTELS: SPRING 2013**

*San Francisco’s Original Boutique Hotel Collection Announces Exciting Philanthropic Partnership, Mobile Key Launch, and Three New Lodging Packages!*

**SAN FRANCISCO, CA – (April 23, 2013)**—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 game, and their latest endeavors are no exception (attn: mobile key locks have arrived, along with three fabulous packages for PH guests!). And while they’ve always prided themselves in providing new ways of giving back to the customer, this year, Personality Hotels has decided to give back to the community as well, in the form of a partnership with Family House, a local non-profit organization that

#### **PERSONALITY HOTELS FIRST HOTEL COLLECTION ON WEST COAST TO LAUNCH OPENWAYS MOBILE KEY TECHNOLOGY**

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. The OpenWays® mobile technology implemented by RoamingAround will give guests the option of using their mobile device instead of traditional plastic keys to gain access to their room. Mobile Key will be implemented at two of their four downtown San Francisco properties: Hotel Diva and Union Square Hotel, both located in the heart of Union Square.

"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. "**OpenWays Mobile Key**, deployed through their partner RoamingAround, is a great new technology that enables our tech-savvy guests to arrive at our hotels and experience something special. We want our guests to say "wow" when they are dealing with us - from the moment they choose to stay with us to long after their departure. It is important for us to engage and build each customer relationship, and we know our customers will love the option to use their personal mobile device as the most advanced form of electronic key."

In addition to Mobile Key by OpenWays, RoamingAround delivers mobile branding, mobile offers, 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 mobile business solutions and stay connected with their guests for the ultimate hotel experience. [.RoamingAround.com](http://RoamingAround.com).

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### **PERSONALITY HOTELS PARTNERS WITH FAMILY HOUSE**

Every year, Personality Hotels donates more than \$50,000 in room nights to various non-profit organizations throughout San Francisco, certainly a commendable action in and of itself. In early 2013, president and CEO Yvonne Lembi-Detert decided to take things to the next level and create the first-ever partnership between Personality Hotels and a local not-for-profit organization, **Family House**. The mission of this well-respected entity is to serve as a temporary home away from home for families of children with cancer and other life-threatening illnesses by providing physical comfort and emotional support free from financial concerns. Qualifying families live more than 50 miles from UCSF, and many live at or below the low-income status as determined by UCSF. Their two locations sustain nearly a 100% occupancy rate and can accommodate 107 people per night, and over the course of a year they serve more than 2,000 families. 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 such as Personality Hotels to maintain their vital purpose. With this partnership, Personality Hotels has committed to volunteering its employees' time & services, organizing fundraisers & drives, growing awareness for the Family House brand and providing a level of monetary support.

[://www.familyhouseinc.org/](http://www.familyhouseinc.org/)

### **REST EASY AT HOTEL DIVA WITH THE PILLOW BUTLER PROGRAM**

Hotel Diva guests that are part of the PERKS loyalty program can now take part in the new **Pillow Butler Program**, aptly titled "**Where Will You Dream?**" When PERKS members check in at Hotel Diva, they will be able to choose a Body Pillow, Memory Foam Pillow or Buckwheat Pillow from a special "pillow menu," and then a "pillow butler" will deliver the pillow straight to their door, white gloves and all! The program was dreamt up by Hotel Diva's Manager, Virgil Lopez, who partnered with Down Etc. to ensure PERKS members can snuggle up with the "pillow of their dreams."

[://www.personalityperks.com/](http://www.personalityperks.com/)

### **FROM WINE COUNTRY TO THE BAY, PERSONALITY HOTELS HAS YOU COVERED**

Personality Hotels and Engage Hospitality pair up to bring guests two fabulous travel experiences, "Bay to Grapes" and "Grapes to Bay." With the **Bay to Grapes** program, guests staying at any of the Personality Hotels properties in San Francisco have the option of extending their trip to include a night in Wine Country at Flamingo Conference Resort and Spa in Santa Rosa (Sonoma County). Guests who take advantage of this offer will enjoy a package of special upgrades and discounts to the spa and surrounding wineries. For the **Grapes to Bay** program, guests staying at the Flamingo in Sonoma's Wine Country have the option to stay a night or two in San Francisco at one of the Personality Hotels properties and enjoy VIP hotel treatment and discounts on city activities, dining and more.

To make a reservation for **Bay to Grapes**, call 800-848-8300 and mention "BAY," or visit [.FlamingoResort.com](http://FlamingoResort.com) and type in special code "BAY" when booking. For the **Grapes to Bay** package, call 415-553-1900 and mention "BAY" or visit [.personalityhotels.com](http://personalityhotels.com) and type in special code "BAY" when making your reservation.

### **PERSONALITY HOTELS AND CALIFORNIA ACADEMY OF SCIENCES INVITE YOU TO GO GREEN!**

Both the discriminating traveler and the intrepid explorer will enjoy Personality Hotel's "**GO GREEN**" package, a one-of-a-kind experience that includes a visit to the greenest museum in the world, California Academy of Sciences. Guests can take in the charms of downtown San Francisco upon their check in to one of the Personality Hotels offering the "**GO GREEN**" package (Hotel Diva, Kensington Park and Hotel Union Square), then head over to the Academy and do some exploring of a different nature.

The world’s greenest museum is home to nearly 40,000 animals, from leafy sea dragons, giant octopus and Amazonian piranhas to Borneo fruit bats, leaf-tailed geckos and butterflies. The Academy boasts an aquarium, a planetarium, a 4-story rainforest and a natural history museum.

Package cost is a \$55 add-on to regular room rate (\$80 value) and includes 2 Adult General Admission tickets to the California Academy of Sciences (additional tickets available for purchase at a discount from the hotel front desk), 10% discount at the Academy Store, Academy Photo Desk, Academy Café and Moss Room, a copy of the celebratory book *Architecture in Harmony with Nature* (which explains how humans can live and work in accord with nature) and a re-usable, eco-friendly tote bag. Rates start at \$169 a night (excluding taxes and based on availability). Package valid through June 30, 2013.

[://info.personalityhotels.com/packages](http://info.personalityhotels.com/packages)

### **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 [.personalityhotels.com](http://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. [://engagehospitality.com/](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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