



personality hotels COLLECTION

FOR IMMEDIATE RELEASE

PERSONALITY HOTELS OFFERS A CHEAP DATE AND A LITTLE VAVAVOOM

San Francisco's Original Boutique Hotel Company Debuts Two Sexy (and Quirky) Valentine's Day Specials

SAN FRANCISCO, CA – (January 23, 2013) – This Valentine's Day at Personality Hotels, the aphorism **"OUR PASSION IS YOUR EXPERIENCE"** takes on a whole new meaning. The innovate hotel company – which boasts four supremely sexy boutique hotels in San Francisco – has introduced two innovative packages that will to bring out the lover in all of us. The **CHEAP DATE** will bring out your inner hipster and show your Valentine an audaciously good time while the **VAVAVOOM** takes a more romantic approach with Champagne and Chocolate. With the most romantic day of the year almost upon us (no pressure), make things easy on yourself and book a stay at one of the three properties offering a quirkily endearing lovers package. Bear-shaped bottle of honey, anyone?

Woo your Valentine all month long with the **"Cheap Date"** or **"VaVaVoom"** available at **Hotel Diva, Kensington Park** and **Hotel Union Square**.

CHEAP DATE

Cost for the **"CHEAP DATE"** package is a \$20 add-on to regular room rate. Rates start at \$169 a night.

Package includes:

- 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*)

Valid January 22-February 28, 2013

VAVAVOOM

Cost for the **"VAVAVOOM"** package is a \$35 add-on to regular room rate. Rates start at \$169 a night.

Package includes:

- 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)

Valid January 22-February 28, 2013

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Hotel Diva: 440 Geary Blvd., 415.885.0200, [.hoteldiva.com](http://hoteldiva.com)

Kensington Park: 450 Post St., 415.788.6400, [.kensingtonparkhotel.com](http://kensingtonparkhotel.com)

Hotel Union Square: 114 Powell St., 415.397.3000, [.hotelunionsquare.com](http://hotelunionsquare.com)

As if these sizzling packages weren’t enough to get your romantic juices flowing, the ultra-sexy amenities that await you at each property should seal the deal. And as an added bonus, all three of the locations are within walking distance of Union Square shopping, theaters, restaurants and the bustling Financial District.

"Just as each of our six properties has a distinct ‘personality,’ so too do our guests," states Yvonne Lembi-Detert, Founder, President and CEO of Personality Hotels. "When it comes to creating our special packages, our goal is to offer different options that appeal to all types of guests and represent a multitude of preferences. Essentially, we like to leave no concept unexplored."

For more information or to book reservations, call 800.553.1900 or visit [.personalityhotels.com](http://personalityhotels.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**.

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.

MEDIA CONTACT: Heather Noll | HypeHouse, Inc. | @hypehouse.com | 415.359.9755