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HOSPITALITY & FOOD

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Michael Baier of the historic Stanford Court Hotel shows off the new tech center.

Hotels seek the geeks

San Francisco hotels are ditching the well-known brands and reinventing themselves to attract younger, hipper and more tech-savvy travelers.

They include the former Hotel Milano in San Francisco's Soma neighborhood, which was transformed into the gadget and fun-filled Hotel Zetta at the beginning of the year, and the Hilton Fisherman's Wharf, which was rebranded as Pier 2620. There's also Nob Hill's historic Stanford Court Hotel, which recently

shed its Marriott flag and is undergoing a major brand change, with new features that include iPads in the lobby, an electric car charging station, local spirits on tap at the bar and a tech center where visitors can test out new gadgets.

The Radisson Fisherman's Wharf will likely go the same way next year, as it was recently acquired by Pebblebrook Hotel Trust — owner of the Argonaut and Hotel Zetta — which promises to pour \$20 million into renovations. ■