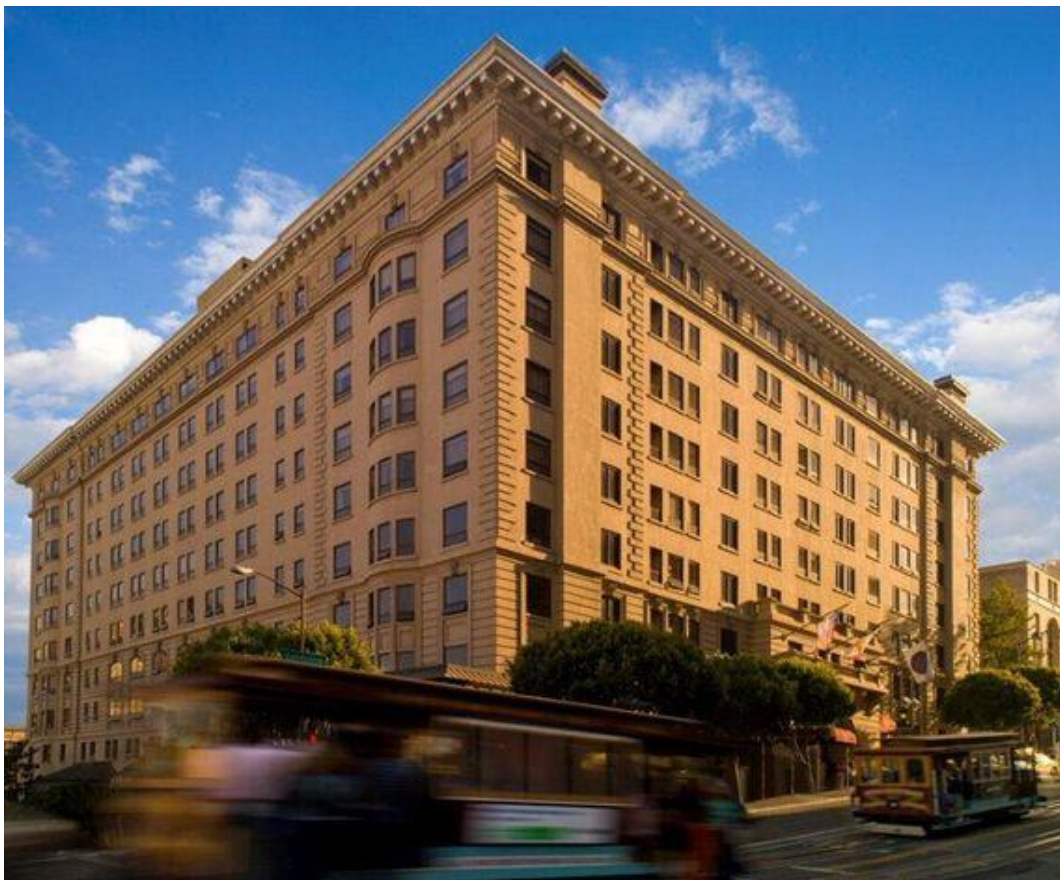


The Stanford Court Hotel - Contemporary Nob Hill Luxury in Old World San Francisco

By Nicholas Kontis

In 1882 the author Robert Louis Stevenson, perhaps described it best naming Nob Hill, "The Hill of Palaces." Later, the great crooner Tony Bennett sang of "To be where little cable cars climb halfway to the stars." Tony Bennett might not have been from San Francisco, but surely had San Francisco's Nob Hill neighborhood in mind. As so many before him, clearly Bennett, "left his heart in San Francisco."

For over 100 years, mired deep into San Francisco's history, perched high above Union Square and the Financial District, Nob Hill has been associated with an affluent, well-to-do San Francisco. A certain "joie de vivre" has always surrounded one of San Francisco's most opulent areas.



Knowledgeable and helpful staff will give you their recommendations on where to eat and play in "the city by bay."

In 1973, a new masterpiece was added to the Nob Hill quartet of prize winning elegance and extravagance, when Stanford Court was added to the local landscape. Located on California Street, at the intersection of Powell Street, where three of the cities Cable Car lines intersect.

The Stanford Court's history dates back nearly 140 years to post gold rush days, when Leland Stanford governor of California, U.S. senator, and founder of famed Stanford University along with his fellow "Big Four" railroad moguls, connected San Francisco with the U.S. by train, and selecting San Francisco's iconic Nob Hill as the setting for their opulent homes. In 1876, Stanford built an exquisitely appointed residence on the southwest corner of California and Powell streets Constructed for the extraordinary sum of \$2 million (over \$43 million in today's dollars). Stanford's mansion was considered one of the most elegant in the entire nation.



A San Francisco classic - The perfect home like hotel stay in any season

Most of Nob Hill burned to the ground after the 1906 Earthquake. The Stanford Court Apartments, opened in 1912, was subsequently erected on the site of Stanford's Mansion. The apartments were among the most luxurious San Francisco had ever seen with each unit boasting a servant's quarters. The mammoth edifice rose nine stories and featured an elegant motor court domed in stained glass.

The property was purchased in 1968 and redeveloped into the Stanford Court Hotel. The building was gutted and rebuilt from the inside out and the five-star hotel emerged in 1972. The independent Stanford Court Hotel boasted impeccable service, tasteful décor and the attention to detail one would expect in such a grand location. The hotel was purchased by the Stouffer Hotel Company in 1988 and became the Stouffer Stanford Court. During 1996 the Renaissance Hotel Company acquired Stouffer; Marriott acquired Renaissance in 1997 and the hotel became the Renaissance Stanford Court. Marriott managed the Stanford Court from 1997 until its return to an independent hotel in the summer of 2013."

San Francisco's bravado and swank hotel scene leaves visitors to the city by the bay with many options to choose from. San Francisco, being one of the most visited cities in the world attracts both tourist, and Bay Area locals, seeking a weekend getaway of dining and shopping in a fun packed Union Square and the surrounding locale. Few hotels close to downtown San Francisco blend Nob Hill's charm with top of the line décor, spacious, large home like rooms, in a picturesque setting, and within close proximity of everything that San Francisco has to offer.



Cozy and filled with small local touches to make the guest feel right in their own home

Today the contemporary hotel caters to a wider variety of guests. Many tech savvy visitors looking to get inspired during their stay are seeking out new neighborhoods, as they come to a greater understanding and exploration looking for a native San Francisco experience. One can ask any concierge or staff questions about where to eat and play in the city by the bay, to get off the tourist map, recommendations, and insider tips on where to explore



Spacious bedrooms for a cozy stay in the heart of San Francisco



Breathtaking downtown city views

The gorgeous rooms offer plenty of space for all the luggage you might bring to feel right at home, complete with sweeping panoramic views of downtown San Francisco and the bay. Guests will enjoy the 24-hour fitness facility and the complimentary Wi-Fi.

Business guests will appreciate the free printing in the business center and the spacious desk in the guest room. The prime location will win you over with a wide array of popular sites and attractions, including Union Square and around breathtaking Nob Hill. Guests will appreciate the convenience and ambiance of the on-site restaurant Aurea Cafe and Lounge open for breakfast and dinner and the lounge is open until midnight. The sustainable Stanford Court sources food and coffee from local farms and vendors. The hotel staff is extremely helpful, and the bilingual hospitality gems cater to your every whim. In a fast paced city, Stanford Court is a relaxing retreat from the hustle and bustle of the busy outside world.

At the Stanford Court, clearly the guest comes first. The business center and lobby area are equipped with Macbooks and iPads, ideal for business or pleasure. Inside guest quarters you will find climate controlled rooms, Carrera marble bathrooms, and heated towel racks. Amenities that will make any guest feel right at home.

Being a responsible hotel, the Stanford Court even has an electric car charging station. Guests also have the opportunity to tour San Francisco by Bicycle. Following the mantra of being ecologically friendly, a bike sharing program is in place. Six on site on bikes are available to guests to use during their stay



Guests can visit San Francisco by the hotel's bike sharing program



Guests with electric cars can "juice up" at the Juice Bar - car charging station

To delve further into the philosophy of the Stanford Court, I sit down with the hotel's personable general manager, Michael Baier who informs me, "We want to tell a story whenever possible." "You may have noticed that when you enter the hotel you see Ipads with the staffs name on them and some of their favorite places and recommendations for our guests." "If you notice as you enter the hotel you see four skateboards with images of San Francisco painted on" "artwork by local artists and artisans is something that we believe in."

"In the elevators we play music from local Bay Area bands and musicians." "We want to tell a local story whenever possible." "We tell the story of Levis' jeans created in San Francisco on our key cards, and we use local spirits like 209 Gin." "We cater to an age group of 35-42, high tech travelers and repeat visitors seeking local experiences." "Our guests want fast wifi, and are concerned less about room service or loyalty reward points."



Michael Baier - Stanford Court General Manager

Baier, who took on the general manager role in June 2013 when Highgate Hotels took over the management of the Marriott brand, has spent over 25 years in the hospitality business.

I'm reminded, as Baier says, "We have three big ideas for marketing and knowing what our guests expect: High tech, great food, and beverages. Our guests want excellent cuisine, and health, wellness and sustainability."



Local artwork can be found throughout the property creating a homey San Francisco feel

I ask Baier about how the staff might steer a guest in the right direction or perhaps to a more hidden San Francisco. Baier mentions, "our guests do not want to go to Fisherman's Wharf." "We try to send them to local neighbourhoods for a meal or a local more local experience like: North beach for pizza, or to explore Hayes Valley which is filled with hidden gem, or to a local tacqueria in The Mission.

So where does a leading hospitality GM go to relax and unwind I ask. Baier recommends - Smuggler's Cove and White Chapel Ba



Three Stanford Court hospitality gems - Herman Fong, Mason Ino, Jessie Garcia

Herman Fong - loves working at the Stanford Court because management empowers its employees to make the best decisions to create the best guest experience possible.

Mason Ino - Loves the hotels diversity and sense of Community.

Jessie Garcia - recommends taking a cable car or walking down Powell Street to Union Square. Garcia just loves Barney's for a clothing splurge.



Mixologists - Jeffrey Linschoten and Teri London

Jeffrey Linschoten - loves to entertain guests, making them feel right at home. Jeff is proud of the historic location in which he works. As for eateries, Jeff recommends Harris' Steakhouse and House of Prime Rib.

Teri London - calls Stanford Court "a classy SF staple." She loves the tech crowd and good vibes throughout the hotel. Two of her favourite restaurants are Ryoko Sushi and Burgermeister.

Guests of Stanford Court have many options to eat and play, and explore in America's culture capital of San Francisco.