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## **FOR IMMEDIATE RELEASE**

### **Pier 2620 Hotel Completes \$17 Million Remodel**

*Full renovation of 233 rooms creates contemporary hotel in Fisherman's Wharf*

SAN FRANCISCO, CA, NOVEMBER 10, 2015 – Pier 2620 Hotel announced the completion of a \$17 million renovation to its 233 updated guest rooms, with the exterior revitalization planned for 2016. The hotel is located in the heart of San Francisco, at the crossroads of Historic North Beach and renowned Fisherman's Wharf.

Now operated and managed by Fillmore Hospitality, LLC, the former San Francisco Hilton Fisherman's Wharf has been renovated to embody the vibrant qualities and diverse experiences that people associate with the city.

"We're thrilled to have undergone such an expansive remodel," said David Eisenbraun, General Manager. "Our goal is to live and breathe all that San Francisco has to offer, and our newly revitalized rooms are directly representative of San Francisco's seafaring history."

Chicago-based Laurie Miller of Anderson/Miller, Ltd. designed Pier 2620 Hotel's new look, with custom touches throughout the rooms – from furniture to artwork to décor – all inspired by the city's industrial waterfront.

"We looked at every element, every item in the room with a strategic eye to the hotel's place on the wharf," said Miller. "Our goal was to create an authentic, San Francisco feel with industrial details that we believe will resonate with the hotel's visitors."

Pier 2620 Hotel is a tech-friendly, welcoming environment that blurs the lines between the stereotypical "hotel" experience and the quintessential San Francisco home. "We want to share the best our great city has to offer," added Eisenbraun. "It starts with giving guests a highly personalized and truly memorable experience. But we also provide local insights tailored to their needs to help them enjoy an authentic taste of San Francisco culture. Our staff does so much more than simply manage hotel room inventory."

Pier 2620 Hotel is a member of the Preferred Hotels & Resorts Connect Collection, an international portfolio of hotels that connect people to friends and family, business associates, and interesting neighborhoods. Inspired by local culture, the smart, well-

appointed, eclectic, and welcoming hotels within this collection seamlessly combine value with comfort and convenience to relax the guest's busy, on-the-road life.

### **About Pier 2620 Hotel**

Located in the heart of San Francisco, at the crossroads of Historic North Beach and renowned Fisherman's Wharf, Pier 2620 Hotel prides itself on speaking the language of the locals, and sharing the best that San Francisco has to offer. Newly revitalized in 2015 by a \$17 million renovation, Pier 2620 Hotel is designed to make every aspect of the guest experience warm, colorful, and memorable through the intuitive use of technology throughout the guests' stay to personalize their experience, combined with seamless integration into the San Francisco culture.

Previously the San Francisco Hilton Fisherman's Wharf, the hotel's operations and management were acquired by Fillmore Hospitality, LLC and reopened in late 2013. Pier 2620 Hotel offers 233 stylish and contemporary guest rooms with free Wi-Fi, a well-equipped, glass-enclosed fitness center overlooking the courtyard, and multiple meeting and event spaces. The hotel also boasts a wide selection of world-class wines available at its EvenKeel Lounge.

Visit Pier 2620 Hotel at 2620 Jones St., San Francisco, CA.  
[Pier2620Hotel.com](http://Pier2620Hotel.com)

### **About Fillmore Hospitality, LLC**

Fillmore Hospitality provides a full spectrum of investment management and property management services to owners of hotels and resorts throughout North America. The company brings an extensive background of 25+ years in the hospitality industry, and a valuable perspective that provides a comprehensive understanding of assets needed to make a venture successful. Fillmore Hospitality entirely embodies the elements of hospitality, and maintains that providing high quality customer experiences is of the highest priority.

[FillmoreHospitality.com](http://FillmoreHospitality.com)

### **About Preferred Hotels & Resorts Connect Collection**

Pier 2620 Hotel is a member of the Preferred Hotels & Resorts Connect Collection. All guests of Pier 2620 Hotel are eligible to enroll in the iPrefer guest loyalty program, which extends points redeemable for cash-value Reward Certificates, elite status, and special benefits such as complimentary Internet to members upon every stay at more than 550 participating Preferred Hotels & Resorts locations worldwide.

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