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Hot Openings: 'Rebellious' hotel in San Fran

By [Brittany Farb Gruber](#) on 7/6/2016

Previously The Prescott, a Kimpton Hotel, and housed in the former Cecil Hotel and Press Club of San Francisco, the Hotel Zeppelin opened in San Francisco's Union Square in March. Designed by Dawson Design Associates, owned by Pebblebrook Hotel Trust and operated by Viceroy Hotel Group, the hotel experience was designed for "revolutionaries, dreamers and visionaries, guests who are rule-breakers with a little spark or mischief, who aren't satisfied with what is, but yearn for what could be."



Peace, the game room at Hotel Zeppelin

Zeppelin's 196 rooms and suites are appointed with eclectic furnishings as well as vintage-inspired record players in select rooms. The 1,800-square-foot (545.6-square-meter) Presidential Suite includes a wet bar, media room and outdoor deck. The hotel's 1,300-square-foot (396.24-square-meter) gameroom, Peace, offers skeeball, shuffleboard, an oversized Bingo board, a quick-shot basketball wall and communal areas for events and group meetings.

Partnering with Scout, Hotel Zeppelin's concierge aims to the "tech-savvy crowd," allowing guests to contact the concierge from anywhere at anytime from a downloadable app or via SMS text.



“With careful consideration poured into each and every detail, Hotel Zeppelin is the ultimate celebration of San Francisco’s long and storied counter-culture tradition,” said Antonio Flores, general manager at Hotel Zeppelin. “Our provocative design and rebellious nature promotes the non-conformist experience San Francisco has been patiently waiting for.”





