

TRAVEL AND HOSPITALITY

Four Seasons furthers footprint in San Francisco with second hotel

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Four Seasons is opening its third development in San Francisco. Image courtesy of Four Seasons

By STAFF REPORTS

Hospitality company Four Seasons Hotels and Resorts is expanding its brand in San Francisco with the upcoming opening of an additional development in the Californian city.

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Slated to open in 2020, Four Seasons Hotel San Francisco at Embarcadero will join the brand's existing hotel and Four Seasons' upcoming private residences in the market. Four Seasons is choosing to up its presence in the city as San Francisco's luxury market continues to climb.

"With a rich cultural landscape, unmatched culinary experiences and a market strengthened by the region's renowned tech boom, San Francisco is one of the country's most dynamic, thriving cities," said Bart Carnahan, executive vice president, global business development and portfolio management at Four Seasons Hotels and Resorts, in a statement. "Due in large part to these strong market conditions, we're excited to offer guests a second Four Seasons experience, enhancing our portfolio in the Bay Area."

Changing hands

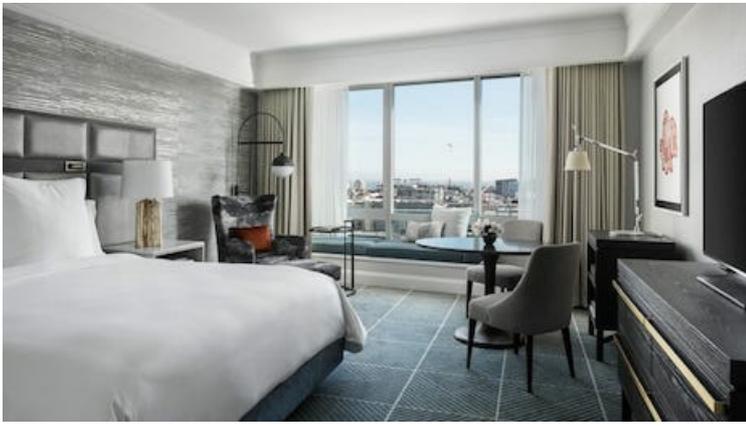
Developer Westbrook Partners chose Four Seasons to manage its hotel, which is currently the Loews Regency San Francisco. The property is located in the financial district in the 345 California Center building.

The 155-room hotel is situated on the top 11 floors of a 48-story building.

In addition to placing guests within the business center of San Francisco, the hotel is within walking distance of attractions such as the SoMa neighborhood and Union Square.

Ahead of the management change and renaming, the hotel will be undergoing renovations to its guest rooms and public areas. The construction will also add a new fitness center.

Four Seasons has an existing relationship with Westbrook Partners. The company owns the Four Seasons hotel on Market Street in San Francisco, and the hospitality brand is also working with Westbrook on its private residences in the city.



Room at Four Seasons Hotel San Francisco on Market Street. Image credit: Four Seasons

"We are proud to partner with one of the world's most esteemed luxury brands, solidifying our position as the leading luxury lifestyle option in the city," said Paul Kazilionis, CEO of Westbrook Partners, in a statement. "San Francisco is a world-class city that continues to grow at a remarkable pace, and we continue to show our belief in this market and the strength of the Four Seasons brand as this new hotel will be our third Four Seasons branded asset in San Francisco."

This property has undergone other management shifts in recent years.

In 2015, Loews Hotels & Resorts acquired the hotel, which was then a Mandarin Oriental property.

The Loews Regency New York was the brand's first hotel in its growing luxury line and after a \$100 million renovation has been drawing more attention from guests. The San Francisco hotel was the second Loews Regency location, expanding its luxury brand to two coasts ([see story](#)).

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