

# SAN FRANCISCO BUSINESS TIMES

## Hilton, Four Seasons delay reopening S.F. hotels as others set opening dates



The Handlery Hotel at Union Square is reopening next week and appealing to guests on promotional packages and amenities such as its heated pool.

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As a few more of San Francisco largest hotels get set to reopen in the next week, others are pushing back target opening dates as demand for rooms continues to lag.

The region's largest hotel, the 1,921-room Hilton San Francisco Union Square, doesn't have rooms available until May 10, starting at \$168, but that could change.

A Hilton spokesperson told me in an email Thursday that the hotel's opening date is being evaluated weekly based on travel demand.

"The travel and hospitality industry has been impacted by the Covid-19 pandemic and we have seen unprecedented business challenges across the globe," the spokesperson said. "As a result Hilton San Francisco Union Square continues to temporarily suspend hotel operations."

Hilton's Parc 55 Hotel, the Bay Area's fourth-largest hotel with 1,024 rooms, delayed its opening from [May 2](#) to June 27, per its [website](#).

The 5-star Four Seasons San Francisco and Four Seasons San Francisco at Embarcadero have both pushed their early May target dates to early June, management said on their websites.

Despite the greater availability of activities under the [expanded orange tier](#), hotel demand has still been marginal, and that might be keeping the largest ones, with extra startup costs and staffing needs, from jumping in immediately.

Hotel occupancy for the San Francisco and San Mateo area (factoring in airport-adjacent stays) was 40.2% in March, according to data from STR released this week. While that's a 33.4% improvement year-over-year, it's just a five-point bump from February.

Still, there are several major hotels planning to reopen:

- Handlery Hotels announced it would open its property in Union Square on April 30. The hotel owner and operator is offering promotions that include free parking, late checkout, discounts at Macy's, and the ability to lock-in the room rate (starting at \$150) for any trip in 2021.
- The last Viceroy hotel in San Francisco to open, the 196-room Hotel Zeppelin, is reopening April 29, after scuttling its initial target of April 1.
- The 4-star Marriott Union Square Hotel has rooms available starting May 6, and the Marriott Palace San Francisco is available on May 27th.
- The Sir Francis Drake, while still mum on an opening date on its website, has rooms available through third-party websites on June 1 for around \$167 per night. The hotel sold earlier this year and is no longer managed by Kimpton.
- Kimpton's new hotel at Fisherman's Wharf, [The Alton](#), announced its grand opening May 14.

Small in-person conferences are allowed for hotels to host as of last week, with a maximum of 150 people — including any staff who aren't fully vaccinated — and with all guests providing a proof of vaccination or a negative Covid-19 test, according to the city's [latest guidance](#).

The Fairmont began [advertising events packages](#) last month prior to the state's timeline on group event allowances.

The Ritz-Carlton [reopened](#) for the first time since March 2020 last Thursday, bracing for about 20% initial occupancy and aspirations of 50-60% bookings by the end of June.

[https://www.bizjournals.com/sanfrancisco/news/2021/04/23/sf-luxury-hotel-reopening-closed-delay-covid.html?utm\\_source=st&utm\\_medium=en&utm\\_campaign=me&utm\\_content=fr&ana=e\\_fr\\_me&j=23630621&senddate=2021-04-23](https://www.bizjournals.com/sanfrancisco/news/2021/04/23/sf-luxury-hotel-reopening-closed-delay-covid.html?utm_source=st&utm_medium=en&utm_campaign=me&utm_content=fr&ana=e_fr_me&j=23630621&senddate=2021-04-23)