

## **Hotel Emblem Sweepstakes Invites Guests To Uncover The Uncensored In San Francisco**

### *Highly-Anticipated Union Square Hotel to Give Away 3-Night Stay Plus Legendary Perks*

Hotel Emblem, formerly known as Hotel Rex and a new member of The Viceroy Urban Retreats, is reopening following an extensive renovation that will take guests back to the rebellious Beat-era San Francisco with creative design elements and modern provocations. To help guests celebrate the grand opening, the hotel is giving away a 3-night stay plus perks:

- A 3-night stay for 2 at Hotel Emblem
- A \$150 dining credit at Hotel Emblem's Obscenity Bar and Lounge
- Black-level Elite status in the Viceroy DISCOVERY loyalty program for 1 year
- An AllSaints leather jacket
- A crystal-guided meditation at Anchor Meditation in San Francisco
- The Paulo Coelho Collection: A boxed set of 13 books including the modern classic *The Alchemist*

"We are very excited to reveal this giveaway for one lucky winner to be among the first to experience Hotel Emblem when it opens in early 2019," said Brad Busby, General Manager. "Hotel Emblem encourages guests to leave the status quo behind with unique local partnerships and amenities, such as live entertainment like poetry slams and jazz performances, writers block programming with local artists, a Book Butler program, Underground Concierge, and on-property meditation services. This giveaway aptly celebrates and complements those distinct and special on-property experiences."

While the winner will enjoy legendary perks as part of the giveaway, all travelers are welcome to experience the warm hospitality that Viceroy guests are accustomed to with an [exclusive offer of 15% off](#) during the grand opening.

To enter the sweepstakes or book this offer, visit: <https://emblem.viceroyhotelsandresorts.com/>

#### **ABOUT HOTEL EMBLEM SAN FRANCISCO**

Hotel Emblem San Francisco is inspired by the literature phenomenon and unfettered spirit of the Beat Generation – San Francisco's most celebrated cultural movement of the 20th century. A member of The Viceroy Urban Retreats, the upscale hotel features discrete touches of luxury alongside modern design, world-class food and beverage concepts, refined accommodations, personalized service, cultural programming, hyper-local partnerships, and expansive spaces for communal gatherings and events. The Viceroy Urban Retreat properties in San Francisco have an independent spirit and bold, eccentric personalities. Paying tribute to past generations and provoking unabridged expression, Hotel Emblem features unique and unexpected design touchpoints. The charming 96-room boutique property is ideally located at the confluence of two storied San Francisco neighborhoods, Union Square and Nob Hill, and is close in proximity to Jackson Square, the historically and culturally rich epicenter of the Beat Generation. For more information, visit [hotelemblem.com](http://hotelemblem.com).

#### **ABOUT VICEROY HOTEL GROUP**

Viceroy Hotel Group inspires travelers with one-of-a-kind authentic lifestyle experiences that bring together provocative design and intuitive service in sought-after locations. A leader in modern luxury, Viceroy's vibed hospitality is guided by the brand promise "Remember to Live," an affirmation to create lifelong memories



for each and every guest. Viceroy destinations are segmented into three distinct portfolio tiers to help travelers find exactly the kind of experience they're looking for. The Viceroy Icon Collection properties include epic hotels and resorts in Los Cabos, Chicago, Dubai, Beverly Hills, Riviera Maya, Snowmass, and St. Lucia, with forthcoming openings in Algarve, Buenos Aires, Panama, and Vietnam. The Viceroy Lifestyle Series hotels and resorts are found in attitude-led destinations including New York and Santa Monica, with a forthcoming opening in Serbia. The Viceroy Urban Retreats in San Francisco have an independent spirit and bold, eccentric personalities. Viceroy Hotel Group is a member of the Global Hotel Alliance (GHA) DISCOVERY, a unique loyalty program offering exclusive benefits and experiences to its members at over 500 hotels around the world. For more information, visit [www.viceroyhotelsandresorts.com](http://www.viceroyhotelsandresorts.com). Follow Viceroy Hotel Group at [facebook.com/viceroyhotelgroup](https://facebook.com/viceroyhotelgroup) and on Instagram and Twitter @viceroyhotels.



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