



VICEROY HOTELS & RESORTS ANNOUNCES APPOINTMENT OF SIETSE NABBEN AS AREA GENERAL MANAGER OF VICEROY SANTA MONICA AND LE MERIDIEN DELFINA SANTA MONICA

The hospitality veteran of over 25 years will oversee all operational and financial aspects of the two iconic Santa Monica properties



New Viceroy Hotels & Resorts Area General Manager Sietse Nabben

(SANTA MONICA, CA; June 26, 2023)—[Viceroy Hotels & Resorts](#) and [Pebblebrook Hotel Trust](#) are pleased to announce the appointment of Sietse Nabben as area general manager of [Viceroy Santa Monica](#) and [Le Meridien Delfina Santa Monica](#). Nabben brings almost 25 years of global hotel management experience to his new role, with a deep background in food and beverage operations.

The role is his second with Viceroy Hotels & Resorts, as he previously served as general manager for the brand's San Francisco property, Hotel Zelos and its Dirty Habit restaurant, from 2015 to 2018. At Hotel Zelos, he was responsible for a multi-million-dollar operating budget and successfully transitioned the hotel through two management contract changes. He was awarded the Pebby Award for "Best Directing" by Pebblebrook Hotel Trust in 2017 for his efforts. Prior to his return to Viceroy Hotels & Resorts, Nabben spent 5 years in the New York City market. Most recently as the opening general manager for Canopy by Hilton, Jersey City, for four years, in addition to opening Hotel Hendricks in New York City and working as managing director for Royalton Park Avenue (formerly Gansevoort).

He comes to Viceroy Santa Monica fresh off the hotel's \$21 million renovation, complete with all-new guestrooms and suites, newly designed common areas, an expansive outdoor space, and a signature restaurant and bar, [Sugar Palm](#). The enhancement also added a new art collection including commissioned works and interactive augmented reality pieces from various local artists.

"I am thrilled to join the Viceroy Santa Monica and Le Meridien Delfina Santa Monica teams and continue my tenure with Viceroy Hotels & Resorts," says Nabben. "It is an exciting time for the Santa Monica

community as we experience a true revival of hospitality, from complete renovations to hotel openings on the horizon. I look forward to creating unforgettable experiences alongside these amazing teams at Viceroy and sharing this special destination with each guest that walks through our doors."

While growing up in The Netherlands, Nabben began his foray into the hospitality industry as the founder and owner of Jobline, a temp agency responsible for providing staff to various catering companies and hotels in his home country. He then served in various hotel food and beverage and operational leadership roles in Boston, Munich, and Chicago before accepting his first general manager position in California with Joie de Vivre Hotels in the San Francisco Bay area. During his tenure in the Bay area, Nabben oversaw a variety of hotel renovations of lifestyle hotels and resorts as well as restaurant re-positioning projects. Since 2010, Nabben has overseen operations and finances at many luxury and urban destinations as general manager with great success. However, his true yardstick for success is facilitating growth and success in the employees he oversees.

After studying mechanical engineering for four years, Nabben pivoted to pursue his passion for the hospitality industry and received his bachelor's degree in hotel management from Hotel and Catering College in Heerlen, The Netherlands. In 2018, he also received a hotel real estate and asset management certificate from Cornell University. In his free time, the Marina Del Rey, California, resident enjoys travelling and vacationing with his wife, playing the occasional round of golf, and working out.

ABOUT VICEROY SANTA MONICA

Viceroy Santa Monica located at the crossroads of Ocean Avenue and Pico Boulevard in one of the most desirable neighborhoods in the city features 169 beautifully appointed guestrooms/suites, an all-new poolside experience with an expansive patio and open-air cabanas, a re-stylized lounge, and is steps away from an array of upscale shopping, dining, and entertainment, including the historic Santa Monica Pier. The hotel completed a \$21 million renovation in 2023 led by award-winning, San Francisco-based design firm EDG. In partnership with [Kind Traveler & Santa Monica CARES](#), Tourism Supporting the Community, Viceroy Santa Monica proudly empowers travelers to give back and make a positive impact within the Santa Monica community. Viceroy Hotels & Resorts inspire 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 vibe-led hospitality is guided by the brand promise "Remember to Live," an affirmation to create lifelong memories for each and every guest. For more information, visit Viceroy Santa Monica on [Facebook](#) and [Instagram](#).

ABOUT VICEROY HOTELS & RESORTS

Viceroy Hotels & Resorts is a global modern luxury brand, inspiring travelers with one-of-a-kind, authentic experiences that bring together provocative design and intuitive service. Dynamic destinations immersed in the local community and culture are at the core of the Viceroy guest experience, and to better serve travelers the brand has established three unique hotel categories consisting of the [Icon Collection](#) composed of unparalleled properties furnishing lavish experiences, the [Lifestyle Series](#) offering energizing stays in vibrant locales, and [Urban Retreats](#) based in bold, eccentric cities. Viceroy's portfolio of hotels and resorts can be found in a diverse array of breathtaking and inspiring destinations, including Los Cabos, Santa Monica, Chicago, Riviera Maya, Snowmass, San Francisco, Washington D.C. and St. Lucia. Viceroy is growing its international portfolio with the recent opening of Viceroy Kopaonik Serbia and looking ahead with Viceroy at Ombria Resort Algarve (Portugal) in 2023 and Viceroy Bocas Del Toro Panama in 2024. Additionally, Viceroy was named in the top ten of 'Top 25 Hotel Brands' on *Travel + Leisure* World's Best Awards 2022.

Viceroy is a member of the Global Hotel Alliance (GHA) DISCOVERY, a unique loyalty program offering exclusive benefits and experiences to its members at over 800 hotels around the world. For more information, visit www.viceroyhotelsandresorts.com. Follow Viceroy on [Facebook](#) and [Instagram](#).

ABOUT LE MERIDIEN® HOTELS & RESORTS

Born in 1960's Paris during an era of glamorous travel, Le Méridien Hotels & Resorts continues to celebrate cultures around the world through the distinctly European spirit of savoring the good life. With over 110 hotels and resorts in more than 30 countries and territories, spanning from Maldives to Monaco and from Santa Monica to Sichuan, Le Méridien's engaging mid-century designed spaces coupled with chic signature programs put a playful twist on art, coffee, sparkling cocktails, summer, family, and inspire creative-minded travelers to explore the world in style. For more information, please visit www.lemeridien.com, and stay

connected on Facebook, Instagram, and Twitter. Le Méridien is proud to participate in Marriott Bonvoy®, the global travel program from Marriott International. The program offers members an extraordinary portfolio of global brands, exclusive experiences on Marriott Bonvoy Moments and unparalleled benefits including free nights and Elite status recognition. To enroll for free or for more information about the program, visit marriottbonvoy.com.

ABOUT PEBBLEBROOK HOTEL TRUST

Pebblebrook Hotel Trust (NYSE: PEB) is a publicly traded real estate investment trust ("REIT") and the largest owner of urban and resort lifestyle hotels in the United States. The Company owns 49 hotels, totaling approximately 12,500 guest rooms across 14 urban and resort markets. For more information, visit www.pebblebrookhotels.com and follow us at @PebblebrookPEB.

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