

Wake up and smell  
the Illy coffee at Hotel  
Zetta, San Francisco

# QBusiness.

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## San Francisco shakes it up

California's Golden City mixes a perfect cocktail of business and pleasure.



# STAY

## ST REGIS SAN FRANCISCO

📍 125 3rd Street, SoMa  
 🌐 [stregissanfrancisco.com](http://stregissanfrancisco.com)

St Regis inserted itself into the heart of San Francisco in 2005 when it opened St Regis Museum Tower in the centre of the city's arts and cultural precinct. The hotel, which incorporates the Museum of the African Diaspora, is next to the San Francisco Museum of Modern Art (SFMoMA) and across the road from the Yerba Buena Gardens and the Moscone Center. *Fortune* magazine dubbed the building "the tower of power" because of its influential tenants (including former vice-president Al Gore and talent agent Michael Ovitz).

**Business facilities** The St Regis has a 24-hour business centre and meeting rooms of all sizes so it can host major events.  
**Wi-fi** Standard wi-fi is complimentary but you pay for high-speed internet.  
**Food and wine** The hotel's one-Michelin-starred dinner restaurant, Ame, is exceptional. Breakfast and lunch are served at Vitrine, which offers a menu based on fresh local ingredients.



Both venues provide a refined atmosphere for entertaining.

**Fitness and wellbeing** There's a fitness centre, yoga studio, spa and 15-metre lap pool (open 24 hours).

**Run route** Head south-east along 3rd Street to AT&T Park, turn left onto the Embarcadero and move down onto the San Francisco Bay Trail shortly thereafter. Stop for a coffee at the Ferry Building then return to the hotel by Mission Street for a 4.5-kilometre run.

A painting by Raymond Saunders overlooks the Yerba Buena Terrace at the St Regis San Francisco (opposite); play Plinko at Hotel Zetta (above); the St Regis's plush lobby (below)



FLIGHT PATH

# SFO

Qantas flies to San Francisco direct from Sydney and via Los Angeles from Brisbane and Melbourne, with connections from other Australian capital cities.  
[qantas.com](http://qantas.com)

## HOTEL ZETTA

📍 55 5th Street, SoMa  
 🌐 [viceroymotelsandresorts.com](http://viceroymotelsandresorts.com)

Hotel Zetta has San Francisco's cultural, entrepreneurial and tech-savvy communities in its sights. The art and décor reflect the hotel's focus on fusing local and recycled materials with technology while still looking sharp. You'll notice this the moment you step through the door, past the hotel dog (a sculpture made from recycled machine parts), and look across to the "Alcatraz wall", the lobby's backlit laminated glass montage created from the mugshots of prisoners held captive on that infamous island. A games room overlooking the lobby features pool and ping-pong tables, giant Jenga and multiple game consoles. If you need a casual meeting point before heading out, try the terrific lobby bar.

**Business facilities** The Lumen room suits conferences and the Demo room is perfect for press launches and product pitches, while the Playroom is designed for brainstorming sessions. All three spaces have built-in audiovisual facilities, corkboard walls and whiteboards.  
**Wi-fi** Complimentary but you pay a fee if you have multiple devices or need high-speed internet.

**Food and wine** As well as British-style brasserie The Cavalier (see page 112), be sure to pop into S&R Lounge. Short for "salvage and rescue", the bar serves inventive cocktails such as smoked Manhattans.

**Fitness and wellbeing** There's a 24-hour fitness centre and guests can also use the Burke Williams day spa next door.

**Run route** If you have half an hour, head south-east along 5th and then onto 4th Street through industrial SoMa. After the 4th Street Bridge, turn right onto Channel Street, running with parklands to your left and charming houseboats to your right. It's 2.5 kilometres when you reach the overpass.