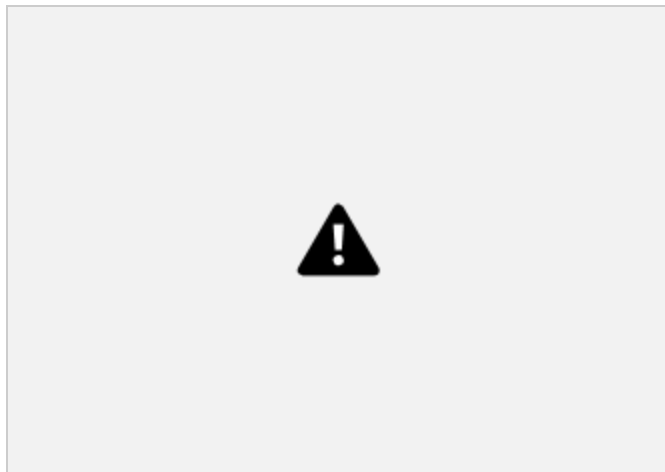
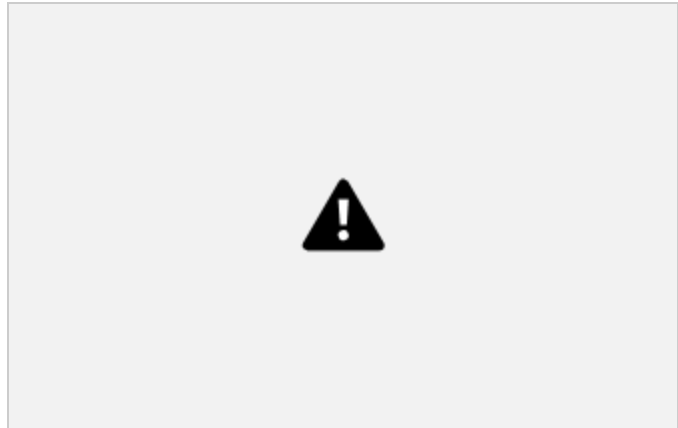


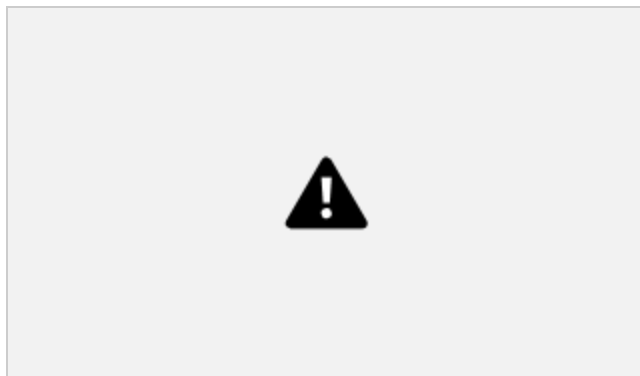
**BOUTIQUE AT ITS' FINEST:  
The Laurel Inn Dressed to Impress**  
By Carmen Wei & Annie Li

When you first think of a hotel, a big, fancy image of the Hilton will probably pop up in your head. But how does this compare to the smaller, less well-known boutiques like The Phoenix Hotel or the Laurel Inn. We had the opportunity to visit one of Chip Conley's Joie de Vivre's hotel, the Laurel Inn, who owns 28% of it and learned more about what they had to offer.



While doing research on the Laurel Inn, we found out the place has its very own unique aspect that is different than any other boutique hotels. This hotel isn't big like a regular traditional hotel, only having 49 rooms. Their customers include patients in a hospital that is linked to the Laurel Inn. When you go book one of the rooms, you will see a turquoise chair and a great view of SF or you can have the street view of SF. Laurel Inn has two builds facing two

different ways. One is facing the streets of SF, where you can see the people passing by all day and the other one is a view of the the whole SF, if you want a nice picture of how SF looks like or just look at how great the view looks like. We initially felt like this hotel would be like any other boutique hotels, not really giving it much interest or thought. But we later thought otherwise after giving it a visit.



After visiting the actual hotel and taking a little tour, we found that the Laurel Inn exceeded our overall impressions of it before we went. Right when we entered the front doors, we noticed a small coffee station and sitting area that included games to keep you busy. The rooms and bright color did not

disappoint, as it looks just like the pictures on their website. We were able to tour the rooms, which were very nice and tidy, with a great view of San Francisco. Not only did we find the hotel, itself, aesthetically pleasing, but the staffs and employee were very welcoming and kind. We saw that every bed had a card that shows some places to visit if you're in SF and don't know where to go or do. What caught our attention that most was the fact that they replaced name tags with heart pins that signifies that they worked there. This allowed conversations to be exchanged with stayers and staffs, and the start to a more intimate stay. The Laurel Inn makes it's priority to make their guest feel comfortable and homey, ultimately differentiating them from other hotels and boutiques around the city. We would definitely recommend giving the Laurel Inn a stay if you are planning to visit San Francisco. It's located in a good area for exploring, with a room that will make you feel right at home, at a very affordable price!