

News Release

THE UNOFFICIAL Z COLLECTION REDEFINES LIFESTYLE HOTELS: PEBBLEBROOK'S HOTELS EARN TOP RANKINGS IN THE 2025 CONDÉ NAST TRAVELER READERS' CHOICE AWARDS

Four of the top five hotels in San Francisco and the top hotel in Washington, D.C. belong to one unapologetically bold collection

BETHESDA, MD, OCTOBER 13, 2025 – On October 7, 2025, luxury and lifestyle travel magazine *Condé Nast Traveler* announced its [2025 Readers' Choice Awards](#), with eight Pebblebrook Hotel Trust (NYSE: PEB) ("Pebblebrook") properties recognized among the top hotels and resorts in the world.

There's "boutique," and then there's the **Unofficial Z Collection** — a family of hotels that defy the ordinary and embrace the art, music, and soul of the cities they call home. This year, that individuality paid off in a big way.

Four hotels from Pebblebrook's Unofficial Z Collection—**Hotel Zephyr**, **Hotel Zelos**, **Hotel Zeppelin**, and **Hotel Zena**—were recognized among the best in their regions in the *2025 Condé Nast Traveler Readers' Choice Awards*, securing four of the top five spots across San Francisco and Washington, D.C. In the capital, Hotel Zena, a bold, art-driven tribute to female empowerment, claimed the #1 position. In San Francisco, the trio of Zephyr, Zelos, and Zeppelin took the #2, #3, and #4 spots, a remarkable showing in one of the nation's most competitive hotel markets.



These wins underscore what discerning travelers already know: the Unofficial Z Collection isn't a brand — it's a mindset. Each property moves to its own rhythm. Hotel Zeppelin channels the spirit of rebellion and rock-and-roll. Hotel Zephyr, perched along Fisherman's Wharf, captures the free-spirited energy of San Francisco's active waterfront. Hotel Zelos, situated in the heart of SoMa, offers a cinematic, design-forward refuge for creatives, tech innovators, trendsetters, and visionaries. And Hotel Zena breaks boundaries entirely — a living art gallery that celebrates empowerment in every detail.

"The Unofficial Z Collection was never meant to fit neatly into any box," said Jon Bortz, Chairman and Chief Executive Officer of Pebblebrook Hotel Trust. "It's about heart and individuality — hotels that feel alive, have soul, and have something to say. These awards affirm what we've always believed: authenticity, creativity, and connection never go out of style."



Other Pebblebrook properties honored this year include **L'Auberge Del Mar** on the Southern California coast, **The Nines, a Luxury Collection Hotel** in Portland, and **W Los Angeles – West Beverly Hills**, each continuing to earn praise for their sense of place and effortless sophistication.

Taken together, Pebblebrook's eight award-winning hotels represent a new chapter in the evolution of independent hospitality — one that celebrates character over conformity, experiences over expectations, and a fresh generation of travelers seeking something real.

About the Unofficial Z Collection

The [Unofficial Z Collection](#) is a family of independent lifestyle hotels owned by Pebblebrook Hotel Trust, each inspired by art, music, and self-expression. From Hotel Zena's fearless celebration of female empowerment in Washington, D.C., to Hotel Zags in Portland which embodies the city's creative, outdoor-minded energy, and to San Francisco's eclectic quartet — Hotel Zephyr, Hotel Zelos, Hotel Zetta and Hotel Zeppelin — the Collection captures the soul of its cities through bold design, creative energy, and a touch of the unexpected. Every Z hotel is an original, defined by the people, stories, and style that make it uniquely its own. Together, they represent a new kind of freedom in hospitality: authentic, playful, and proudly "unofficial."

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 46 hotels, totaling approximately 12,000 guest rooms across 13 urban and resort markets. For more information, visit www.pebblebrookhotels.com and follow [@PebblebrookPEB](#).

###

Contact:

Raymond D. Martz, Co-President and Chief Financial Officer, Pebblebrook Hotel Trust - (240) 507-1330

*For additional information or to receive press releases via email, please visit
www.pebblebrookhotels.com*