



## Ivy Hotel Changes; Nightlife Remains

Article By: [Bryan Bass](#) - March 3, 2010

While the Ivy has long been one of San Diego's most successful nightlife haunts, it was a success that didn't transfer over to the hotel side of the property. It was hardly a big surprise, then, that last week the Ivy announced it was being rebranded as the **Andaz San Diego**. The Andaz brand had quick success in competitive metropolitan markets like New York, London and Hollywood, so San Diego might be a somewhat easy turn-around.



The 159-room property will remain relatively unchanged, although new general manager **Rusty Middleton** says they have added “unintuitive and fun” treats and amenities for the guests like the patented ‘Host’ check-in process, which uses hand-held technology and combines the roles of front desk, concierge and bell attendant.

On the nightlife side, **Ivy Nightclub**, **Ivy Rooftop** and **Ivy Wine Bar** will retain their Ivy monikers and management. The basement nightclub will continue to promote bottle service and feature top talent DJs that have helped make the Ivy competitive with local hotspots **Stingaree** and the **Hard Rock Hotel**.

“The concept behind Andaz was born out of the belief that today’s travelers are in search of hotels that offer warm and friendly service but also have a unique design aesthetic,” Middleton said in a statement. “We are excited to offer them that experience here in San Diego, one of the most appealing destinations in Southern California.”