



the sofia hotel

## FOR IMMEDIATE RELEASE

### The Sofia Hotel Celebrates a Century of Hospitality in Downtown San Diego

*Historic boutique hotel launches year-long centennial celebration, unveiling special guest experiences, commemorative offers, and new ways to celebrate throughout the year.*

**SAN DIEGO, CA — June 2026** — The Sofia Hotel, one of downtown San Diego's most enduring historic hotels, is proud to celebrate its Centennial Anniversary throughout 2026. Originally opened in 1926 as the Pickwick Terminal Hotel, the property has welcomed generations of travelers and remains a vibrant part of the city's evolving story.

To mark this historic milestone, The Sofia Hotel has launched a year-long Centennial Celebration featuring exclusive guest experiences, special offers, commemorative activities, and events designed to honor the past while looking toward the future.

#### **Highlights of the Centennial Celebration include:**

- A Two-Night Centennial Getaway Giveaway, which launched the celebration by inviting guests to experience The Sofia's historic charm and downtown location.
- The Sofia Centennial Suite Celebration, featuring exclusive anniversary accommodations and special guest amenities.
- This fall, guests can look forward to new opportunities to explore and celebrate the hotel's rich history and enduring legacy.
- Special holiday programming and seasonal experiences planned later this year will provide additional ways for guests and the community to join the celebration.
- Additional centennial experiences and commemorative offerings will be unveiled throughout the year.

For 100 years, The Sofia Hotel has stood at the crossroads of San Diego's history and hospitality. From its beginnings as the Pickwick Terminal Hotel, serving travelers arriving in a rapidly growing city, to its present-day role as a boutique hotel in the heart of downtown, The Sofia continues to provide guests with an authentic connection to San Diego.

"Reaching 100 years is an extraordinary milestone and a testament to the enduring spirit of this property," said John Maclean, Manager of The Sofia Hotel. "Throughout the year, we look forward to welcoming guests, celebrating our shared history, and creating new experiences that honor the past while embracing the future."

Located in the heart of downtown San Diego, The Sofia Hotel combines historic character with contemporary comfort, offering convenient access to the Gaslamp Quarter, Little Italy, the waterfront, Balboa Park, and many of the city's most celebrated attractions.

#### **About The Sofia Hotel**

The Sofia Hotel is a historic boutique hotel located at 150 W. Broadway in downtown San Diego, steps from the Gaslamp Quarter. The 211-room property offers a 24-hour fitness and yoga studio, spa services, bike rentals, and convenient access to the San Diego Convention Center, USS Midway Museum, and downtown attractions.

#### **MEDIA CONTACT**

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