One long ago rainy day*, in Victoria, British Columbia, an enterprising hotelier who grew up in her family’s hotel biz and eventually became its president and CEO, asked herself: Where have all the fun toys gone in hotels? Where’s the kickass colour, the eclectically cool, the ridiculous, the edgy, especially the unordinary?? Alas, no answers to those questions born of curiosity poured from the darkened skies. Just refreshing raindrops.

This epiphany – that she had a retro-recipe stirring up a different kind of home-away-from-home – was the first hint she had that she was destined to rebel against the ordinary.

Travel in time a few years later, and our hospitality heroine is looking up under the dated ‘80s awnings surrounding her generic independent hotel, an original Slumber Lodge the company had purchased in the ‘90s. Meanwhile, just down the street is the flagship property of BC-based Accent Inns, her founding family’s business’ value-based and community-focused five-hotel chain.

But, like the rebel it was also destined to be, this property first proved to not fit the Accent mold, and so it underwent a rebranding into the limited-service Blue Ridge Inn. Our slumber superstar also always had a penchant for retro-style motels and a plan to preserve mid-century architecture, but the Blue Ridge Inn in its unremarkable state simply didn’t seem to fit her bill, until – epiphany numero deux – she saw, to her amazement, some really funky mid-century modern features under the generic awnings, and loads of cool dripping out of the two-storey structure! Her inner stylist knew she’d finally spotted a diamond-in-the-rough in the city she saw as the perfect place to cook up her sense of edgy-eclectic, in down-to-earth accommodations.

And so, the recipe slowly became a reality. Family business partners eventually came to the table full of creative contributions, much to our marketing maven’s amazement – again. And so she led the team into converting the ideas into the uninhibited, innovative spirit of Zed she had been brewing up all along. Comic books. A Ping Pong lounge, and a vinyl-record playing station to boot. A waterslide, an indoor/outdoor pool, a hot tub, a sauna. Free bikes to get from Zed’s mid-town ‘hood to downtown – in minutes. An authentic 1960s VW bus to shuttle you around. And that was just the beginning of the ridiculously fun, energetically exciting, awesome adventure of bringing Zed to fruition.

Transforming the property began with designing the rooms around our design diva’s two key vintage pieces – funky rotary dial phones and vintage steel Tanker desks, both entirely refurbished and totally stunning, complete with a high-tech media hub and 40” flat screen on top. Zed’s interior designer then created a sleek and modern room, amped up with lots of colour – and on the outside, even higher-voltage colours blow a few brain cells and challenge you to find a favourite.

Love of laughter, an eye for style, a passion for people – this is Zed’s entrepreneurial genesis and genius, like nothing you’ve ever seen before – and all in one place. Zed, as the last-but-not-least letter in the alphabet, is a natural-born rebel against the ordinary, like us. And Zed is truly our ‘hood and home, according to Canada Post – V8Z. We’re proud of our Zeds and our Ehs!

We want you to get to Zed, because Zed is the flow of fun in your heart. The curiosity for which there’s no cure. No need to say what you don’t mean. Just sing songs that stream from your rebel soul and live life to its fullest. Go Zed or go home.

*only one rainy day a year here. It was that day. Just so you know.