



MEDIA CONTACTS:

KTCpr

Telephone: (516) 594-4100

Leigh-Mary Kearney / LM.Kearney@KTCpr.com

Theresa M. Oakes / T.Oakes@KTCpr.com

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**THE NEW YORKER HOTEL:
A STORIED HISTORY OF STYLE, GRANDEUR & CHARACTER**

NEW YORK, NY – The storied history of the nearly 80-year-old New Yorker Hotel (<http://www.NewYorkerHotel.com>), located in the heart of midtown Manhattan, showcases the style and character of one of the largest art deco buildings in New York City. As the hotel enters a new chapter in its life, marked by a massive \$70 million renovation and refurbishment, The New Yorker Hotel has recaptured its former grandeur and appeal and is set to build on its rich history.

When the property first opened its doors on Jan. 2, 1930, it was the largest hotel in Manhattan with 2,500 rooms. The New Yorker Hotel quickly gained popularity by playing host to “Big Bands” of the classic era and became the hotel of choice for many of society’s rich, famous and powerful leaders.

In the 1960’s, the hotel experienced a series of lows and new ownership that impacted the tourism infrastructure of the property and forced the property to close its doors in 1972. In 1994, a new management company, under the ownership of the Holy Spirit Association, took over the reigns of The New Yorker Hotel and focused its efforts on restoring the property back to the glory days of its early beginnings. Today, The New Yorker Hotel has been revitalized to keep pace with the extensive development taking place on the West Side of Manhattan and has re-emerged on the scene as a hotel in demand.

Classic Era

Situated in Manhattan at 34th Street and Eighth Avenue, The New Yorker Hotel was the largest hotel in New York when it opened in 1930 rising 43 stories and comprised of one million square feet. The New Yorker Hotel featured 2,500 guestrooms, two grand ballrooms, 10 private dining “salons” and five restaurants that employed 35 master cooks. The barber shop was one of the largest in the world with 42 chairs and 20 manicurists. There were 92 telephone operators and 150 laundry staff who washed 350,000 items daily. This was all supported by America’s largest private power plant located in the sub-basements of the property. When it was erected in 1929, the hotel cost \$20 million to be constructed.

With the arrival of the “Big Bands,” the stage was set for the ‘heyday’ of The New Yorker Hotel. Society’s elite as well as political figures, business leaders, business travelers and tourists all gathered at the hotel to listen to entertainment from famous musicians including Benny Goodman, Woody Herman and Tommy and Jimmy Dorsey. The Brooklyn Dodgers and manager Leo Durocher chose The New Yorker Hotel as its headquarters during the 1941 World Series. New York Yankees great Joe DiMaggio once lived at the hotel when rehabilitating an injury during the baseball season.

The New Yorker Hotel was the epitome of luxury and first-class service when it opened. Guests were greeted by hotel bellman when they arrived at Pennsylvania Station on the B & O railroad and were guided through underground tunnels to the hotel’s grand lobby. Staff members were always on hand to meet the needs of its guests.

Famous Guests

Since its inception, The New Yorker Hotel has welcomed many famous people over the years. In addition to celebrities from the early years of its history, The New Yorker Hotel hosted President John F. Kennedy (when he was a Senator and running for the presidency), boxer Muhammad Ali (after his controversial fight with Sony Liston in 1965), and Cuban leader Fidel Castro (who stayed there the last time he visited Manhattan). More recently, Academy Award winning actress Jennifer Hudson from “Dreamgirls” stayed at The New Yorker Hotel in December 2006 and presidential hopeful Senator Hillary Clinton used The New Yorker Hotel’s ballroom as her campaign headquarters on Super Tuesday, February 5, 2008.

Hotel Closing

Although The New Yorker Hotel had a glorious beginning, it was faced with a downturn in business during the 1950's and 60's and as a result the hotel closed its doors to tourists in 1972. Over the next 20 years, the hotel passed through the hands of several owners who had plans to reopen the property as a hotel, a mixed-use building or a residence however nothing came to fruition and The New Yorker Hotel remained closed.

New Owners, New Management Company, New Millennium

In 1994, The New Yorker Hotel was purchased by the Holy Spirit Association for \$5 million and then The New Yorker Hotel Management Company, Inc. was formed. The management company hired a team of professionals who redeveloped the hotel's tourism infrastructure and officially re-opened The New Yorker Hotel on June 1, 1994 with 178 rooms.

Over the course of the next five years, The New Yorker Hotel underwent a renovation program that was befitting of the hotel's grand history and increased the number of rooms to 860. In addition to restoring the hotel's room inventory, the management company created dining establishments for its guests. Additionally, a catering department was created to service the hotel's two grand ballrooms and 14 meeting and convention rooms.

At the turn of the new millennium, The New Yorker Hotel became a franchisee of the Ramada Worldwide chain on Jan. 3, 2000 and was called The New Yorker Hotel, a Ramada Inn and Plaza.

New Beginnings -- Renovations and Remodeling

The owners, recognizing the value of the hotel's glorious past history, embarked on an ambitious \$70 million renovation project in 2007 to both restore its art deco reputation and add the modern edge and style that today's guests demand. The project was completed in late 2008 and now features 912 guest rooms, all re-styled and remodeled, located on the top 21 floors of the building – floors 19 to 40 (the first 18 floors are dedicated to commercial tenants and university housing).

With its 80th birthday less than a year away, The New Yorker Hotel is embarking on a new beginning, which will bring the hotel into the modern era while paying homage to its

glorious past. Since the completion of the renovations, The New Yorker Hotel has begun a new chapter in its life and continue adding to its colorful history.

The New Yorker Hotel

Conveniently located at 34th Street and Eighth Avenue in Manhattan, across from Madison Square Garden, The New Yorker Hotel is one of the largest art deco buildings in New York City.

Well-suited for groups, business and leisure travelers as well as anyone seeking a great value and an unrivaled location in Manhattan, The New Yorker Hotel features 912 guest rooms (several with terraces and all offering spectacular views), 25,000 square feet of meeting space (two stately ballrooms and 12 meeting and conference rooms), an award-winning catering department, the 24-hour Tick Tock Diner and Cooper's Tavern, a complimentary Fitness Center, and a fully-equipped Business Center.

For story ideas and other press-related material, check out The New Yorker Hotel's online press room <http://www.NewYorkerHotel.com/pressroom.html>. For a full selection of photos, visit <http://www.ktcpr.com/hosted/TheNewYorkerHotelPhotos.zip>

For more information about The New Yorker Hotel, contact toll-free in the U.S. and Canada 866-800-3088 or visit <http://www.NewYorkerHotel.com>.

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