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# NYC'S HOTEL

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THE CITY  
THAT  
NEVER  
SLEEPS IS  
MEETING  
ITS  
TOURISM  
GROWTH  
WITH  
MORE  
HOTELS.

By  
Morgan  
Halaska





1 Hotel Brooklyn Bridge

**NEW YORK CITY,**

for nine consecutive years, has continued to see steady growth in tourism. In 2018, 65.2 million people visited New York City, as compared to 62.8 million visitors in 2017. NYC & Company is predicting more than 67 million visitors in 2019.

As tourism continues to rise in New York City, so does the demand for accommodations.

“New York City has the most active hotel development pipeline in the nation with an active inventory of 118,900 rooms at the end of 2018 and another 13,300 rooms expected to hit the market in 2019,” says Jerry Cito, senior vice president, convention development at NYC & Company.

Cito notes that average occupancy rates are at 88 percent, also the highest in the country. “Demand continues to outpace supply, with occupancy remaining at a steady level and one that exceeds national averages,” he says. While occupancy is not forecasted, it is expected to grow accordingly with the record-breaking visitation that’s occurred for nearly a decade. “Developers continue to flock to the city because the demand is matching the growing inventory.”

With the increased inventory comes diversity. “New York City has something for everyone: from family-friendly accommodations, to budget and mid-tier offerings, splurge-worthy luxury stays, boutique, design-centric hotels and big-box, brand name properties with a wealth of meetings space,” says Cito. “Business travelers and meetings delegates of every taste at every price-point will find an option perfectly suited to their needs.”

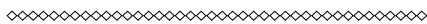
New brands like Public, MOXY and Hoxton hotels were big hits in 2018, according to Cito. “EDITION

PHOTOS: 1 HOTEL BROOKLYN; (OPPOSITE) JAMES BAIGRIE

## 2018 TOURISM BY THE NUMBERS

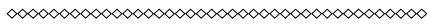
**65.2** million visitors, comprising  
**51.6** million domestic visitors and  
**13.5** million international visitors

**37.7** million hotel room nights  
were sold citywide, generating  
**\$623** million in estimated hotel  
occupancy tax revenues



### TOP 5 INTERNATIONAL MARKETS:

- UK (**1.24 million**)
- China (**1.1 million**)
- Canada (**1 million**)
- Brazil (**920,000**)
- France (**807,000**)



Times Square and TWA are highly anticipated for 2019 while Aman, Pestana, Sister City (part of ACE), RH New York, Virgin and the first-ever Equinox hotel (debuting at Hudson Yards) are all buzzy planned developments in the near future.”

One of NYC & Company’s tasks is to spread the economic benefits of leisure tourism and convention travel across the five boroughs. “Our hotel zone map is a preliminary tool that planners can reference to determine how many rooms a given borough has and how much square footage for meetings, then narrow it down further to properties of interest within the existing inventory, as they begin exploring holding a convention here,” says Cito. “It’s a great online hub and I encourage planners to then take it a step further by contacting one of our unbiased, expert team members who can offer destination insights, assist with the RFP process and kick-start the planning process for a future convention.”

### Get Connected

NYC & COMPANY | [nycgo.com/makeitnyc](http://nycgo.com/makeitnyc)



## 1 Hotel Brooklyn Bridge

**OPENED:** February 2017

**ROOMS/SUITES:** 195

**LOCATION:** On the waterfront of Brooklyn Bridge Park along the East River

**DESIGN:** Inspired by the industrial history of the neighborhood, with an interior outfitted by local artists, Brooklyn-made furnishings, native plants (including a floor-to-ceiling green wall in the lobby) and reclaimed materials (including original heart pine beams from the former Domino Sugar Factory)

**RESTAURANTS:** The Osprey features market-driven American comfort food; Neighbors Café is stocked with Brooklyn products and serves coffee, tea, smoothies and grab-and-go options; Brooklyn Heights Social Club, the hotel’s 10th-floor lounge, serves signature cocktails and light bites; and the 1 Rooftop Garden & Bar, open seasonally, offers fresh cocktails and summer-inspired snacks.

**MEETING & EVENT SPACE:** 20,000 total square feet of indoor and outdoor space; the Screening Room seats 50 and features an 84-inch-by-140-inch screen with full HD digital projection; the Meadow Rue Event Space and Social Space offers almost 12,000 square feet of combined indoor and outdoor space for reception-style events up to 1,000 guests

**WEBSITE:** [1hotels.com/brooklyn-bridge](http://1hotels.com/brooklyn-bridge)



## AC Hotel New York Times Square

**OPENED:** April 2018

**ROOMS/SUITES:** 290

**LOCATION:** Near the Garment District and a half-block from the Times Square public transportation hub

**DESIGN:** The hotel brings travelers the best of contemporary European architecture infused with the design-forward spirit of the NYC Fashion District, as interpreted by Helpert Architects; the purposeful design features a collection of artwork ranging from sculptures to abstract painting; the entrance lobby is 23 feet high with a large, open staircase illuminated by a skylight shed roof.

**RESTAURANTS:** The beloved NYC restaurant Boqueria features a location-specific breakfast menu, large rotisserie, and time-honored lunch and dinner favorites from Catalan chef Marc Vidal; Castell, a year-round rooftop lounge, serves shareable plates, happy hour rituals and cocktails.

**AMENITIES:** Fresh lavender sachets at turn-down (freshly made each day), a 24-hour fitness center an AC Market featuring locally sourced items such as Hell's Kitchen Hot Sauces

**MEETING & EVENT SPACE:** 3,765 square feet

**WEBSITE:** [achoteltimesquare.com](http://achoteltimesquare.com)

PHOTOS: DYLAN CROSS/DAGONFLY IMAGE PARTNERS; CACHET BOUTIQUE NYC HOTEL; (OPPOSITE) ADRIAN GAUT; CHRIS SANDERS

## AC Hotel New York Downtown

**OPENED:** October 2018

**ROOMS:** 274

**LOCATION:** Financial District of New York City

**DESIGN:** Architect Peter Poon was inspired by the movement of the East River, resulting in a geometric design in the hotel's façade; the interior design by Kyi Gyaw, Philip Poon and Jude Smith reflects the personality of the neighborhood and includes a suspended Italian marble staircase at the entry and art installations by local artists Rachel Weiss and Thomas Hammer.

**RESTAURANTS:** AC Kitchen serves a fresh European-influenced breakfast featuring signature baked croissants, artisan-cured meats, fresh fruit, Nespresso coffee, Spanish tapas and more; AC Lounge is an open and communal space serving handcrafted cocktails.

**MEETING SPACE:** 150-square-foot Board Room

**WEBSITE:** [marriott.com/hotels/travel/nyclf-ac-hotel-new-york-downtown](http://marriott.com/hotels/travel/nyclf-ac-hotel-new-york-downtown)

## Cachet Boutique NYC Hotel

**OPENED:** September 2017

**ROOMS:** 105

**LOCATION:** A few blocks from Hudson Yards, Gotham West Market, the High Line, Javits Center and Times Square

**RESTAURANT:** Beer is at the center of TREADWELL PARK, the signature restaurant and bar. Food includes soft pretzels, burgers, pulled pork and jerk chicken.

**MEETING & EVENT SPACE:** Nearly 8,000 square feet of indoor and outdoor meeting and event space; Retreat (pictured) is a glass enclosed space with an atrium ceiling and outdoor terrace that can seat 60 or accommodate 80 cocktail-style (120 with terrace); Black Box is a raw, flexible space that can host 220 guests seated and 432 guests reception-style; Sky Deck is a discreet outdoor garden (75 seated, 150 cocktail-style); Bocce Club is an outdoor space with oversized games (25 seated, 50 cocktail-style)

**WEBSITE:** [cachethotels.com/boutique-newyork-events@cachetboutiquenyc.com](http://cachethotels.com/boutique-newyork-events@cachetboutiquenyc.com)





## Hotel 50 Bowery, a Joie de Vivre Hotel

**OPENED:** May 2017

**ROOMS/SUITES:** 229

**LOCATION:** Chinatown

**DESIGN:** All rooms feature a contemporary aesthetic with subtle touches of Asian heritage. The hotel boasts abstract artwork from local, Lower Manhattan artists curated by Exhibition A as well as vintage black-and-white photographs of Chinatown from Museum of Chinese in America (MOCA) collection.

**RESTAURANTS:** The Crown on the 21st floor of the hotel serves Asian-centric cocktails and globally inspired small bites; Rice & Gold serves Asian-American fare.

**AMENITIES:** MOCA installed a permanent exhibit located on the hotel's second floor in The Gallery. The 1,500-square-foot exhibit, called the Heart of Chinatown, explores the history of Chinatown's core streets and showcases many of the artifacts that were found at the hotel's construction site.

**MEETING & EVENT SPACE:** 6,900 square feet of flexible event spaces; Bowery Common is a semiprivate, multifunctional space for up to 12 guests; The Gallery is also ideal for intimate gatherings and meetings, and the adjacent 5,000-square-foot outdoor space Atlantic Garden, named after the historic beer hall that occupied the site in the 1850s, provides an ideal environment for monumental occasions with picturesque views of the Manhattan Bridge; The Crown, a rooftop bar nestled 21 stories above Chinatown, boasts a swanky setting for cocktail receptions.

**WEBSITE:** [jdvhotels.com/hotels/new-york/nyc/hotel-50-bowery-nyc/meetings](http://jdvhotels.com/hotels/new-york/nyc/hotel-50-bowery-nyc/meetings)

## Freehand New York

**OPENED:** January 2018

**ROOMS/SUITES:** 395

**LOCATION:** Manhattan's Flatiron District (housed in the former George Washington Hotel)

**DESIGN:** Designers Roman and Williams bridged the gap between past and future, layering the work of emerging artists selected for Bard's Freehand Art Commissions over the building's meticulously restored interiors.

**RESTAURANTS:** Simon & The Whale is a lively neighborhood joint; Studio is an all-day restaurant and café; The George Washington Bar features small bites for every taste; Smile To Go, the off-shoot of the popular NoHo café, features a healthy, seasonal menu rooted in Mediterranean flavors; and Broken Shaker New York, located on the 18th-floor rooftop, features an eclectic assortment of handcrafted cocktails.

**MEETING & EVENT SPACE:** There are six spaces available for private event use: Broken Shaker (225 standing and 156 seated); Simon & The Whale (65 seated or 70 cocktail-style); Studio (80 seated or 150 cocktail-style); George Washington Bar (25 seated or 50 cocktail-style); and Gallery and Game Room (30 and 25 respectively). The hotel can also host a full buyout of the entire Mezzanine level (2nd floor) for up to 300 guests which would include Studio, Gallery, Game Room and George Washington Bar.

**WEBSITE:** [freehandhotels.com/new-york](http://freehandhotels.com/new-york)

## Aliz Hotel Times Square

**OPENED:** October 2018

**ROOMS:** 287

**LOCATION:** Midtown

**RESTAURANTS:** Farm to Burger by Yves Jadot Restaurant Group on the main floor; Dear Irving on Hudson, a rooftop

bar on the 40th and 41st floors, also by Yves Jadot Restaurant Group

**AMENITIES:** Cycling studio featuring Peloton, high-speed Elevators (1,000 feet per minute)

**WEBSITE:** [alizhotel.com](http://alizhotel.com)





## Hotel Hendricks

**OPENING:** Slated to open in spring 2019

**ROOMS/SUITES:** 176

**LOCATION:** Midtown, close to the Fashion District and Bryant Park

**DESIGN:** Industrial-chic

**RESTAURANTS:** Carbonara, the Latin-inspired restaurant; two rooftop bars

**MEETING & EVENT SPACE:** Ideal for events of up to 120 guests; venues include rooftop bars and a charming garden; full on-site catering will be available.

**WEBSITE:** [hotelhendricksny.com](http://hotelhendricksny.com)

## The James New York – NoMad

**OPENED:** June 2017

**ROOMS/SUITES:** 337 guest rooms, 25 suites and two Penthouses

**LOCATION:** On the corner of 29th street and Madison Avenue

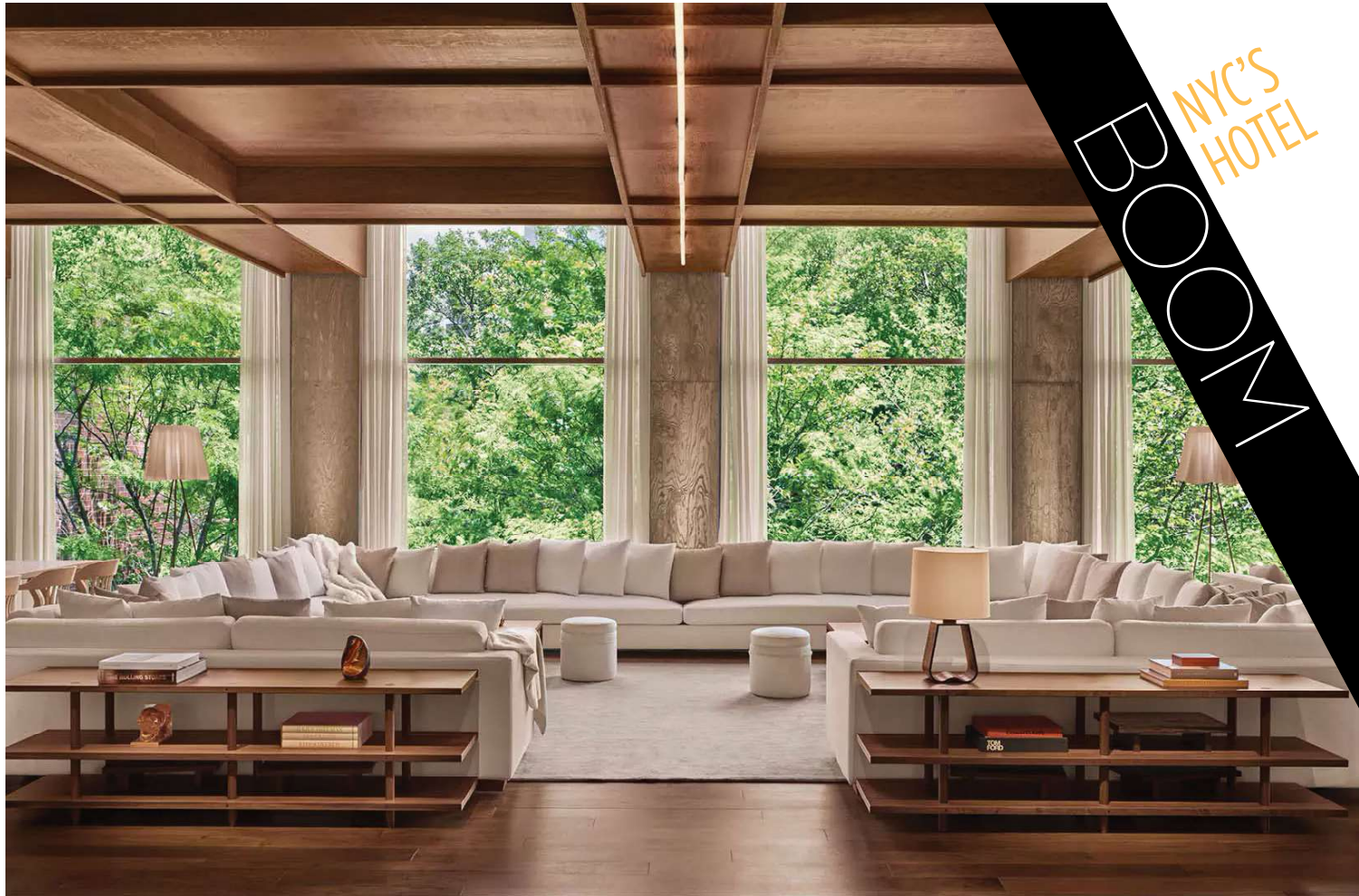
**RESTAURANTS:** Scarpetta is LDV Hospitality's signature restaurant concept now residing at The James New York – NoMad. The new Scarpetta features all its signature classics as well as menu enhancements and an expansive bar and café. The Seville is a new craft cocktail lounge serving up classic cocktails with a twist, light bites, and live music performances and DJ sets nightly.

**MEETING & EVENT SPACE:** 5,000 square feet of prime event space ideal for intimate business meetings, power lunches or large social gatherings. Four private meeting rooms as well as a Great Room that can accommodate up to 250 guests are available.

**WEBSITE:** [jameshotels.com](http://jameshotels.com)



PHOTOS: HOTEL HENDRICKS, THE JAMES; (OPPOSITE) PUBLIC; STAYPINEAPPLE



## PUBLIC

**OPENED:** June 2017

**ROOMS/SUITES:** 367

**LOCATION:** Lower East Side

**DESIGN:** "It's not shabby chic, retro, industrial, reclaimed or the ubiquitous Brooklyn look ... it's simplicity as the ultimate sophistication."  
—Ian Schrager

**RESTAURANTS:** PUBLIC Kitchen is the hotel's main restaurant featuring a smoker, wood burning oven and wood burning grill. LOUIS, part grocery, luncheonette, coffee shop and market, is the alternative, serving "slow food" in a casual way via counter service. The three bars, Diego, The Roof and Lobby Bar, each have its own vibe.

**MEETING & EVENT SPACE:** Sophia is the 17th-floor private event venue (1,650 square feet); Ava (850 square feet) is ideal for breakout meetings, intimate dinners and cocktail receptions and is connected to the 1,472-square-foot Sunrise Terrace; PUBLIC Kitchen is available for banquets (150) and receptions (125); Bowery Garden (2,000 square feet) is an expansive open-air terrace inspired by Tuileries Garden in Paris; Sal 1 (390 square feet) & Sal 2 (340 square feet) can be used separately or combined; and PUBLIC Arts (3,117 square feet) is an avant-garde multimedia performance space ideal for screenings, presentations, live performances and receptions.

**WEBSITE:** [publichotels.com](http://publichotels.com)



## Staypineapple, An Artful Hotel, Midtown New York

**OPENED:** January 2019

**ROOMS/SUITES:** 89

**LOCATION:** Midtown

**MEETING & EVENT SPACE:** Two rooms with connecting terraces can be rented.

**WEBSITE:** [staypineapple.com](http://staypineapple.com)





**Moxy NYC Chelsea**  
 opened January 2019 and Moxy East Village is slated to open fall 2019.

*Marriott Courtyard New York Manhattan/ Midtown West*

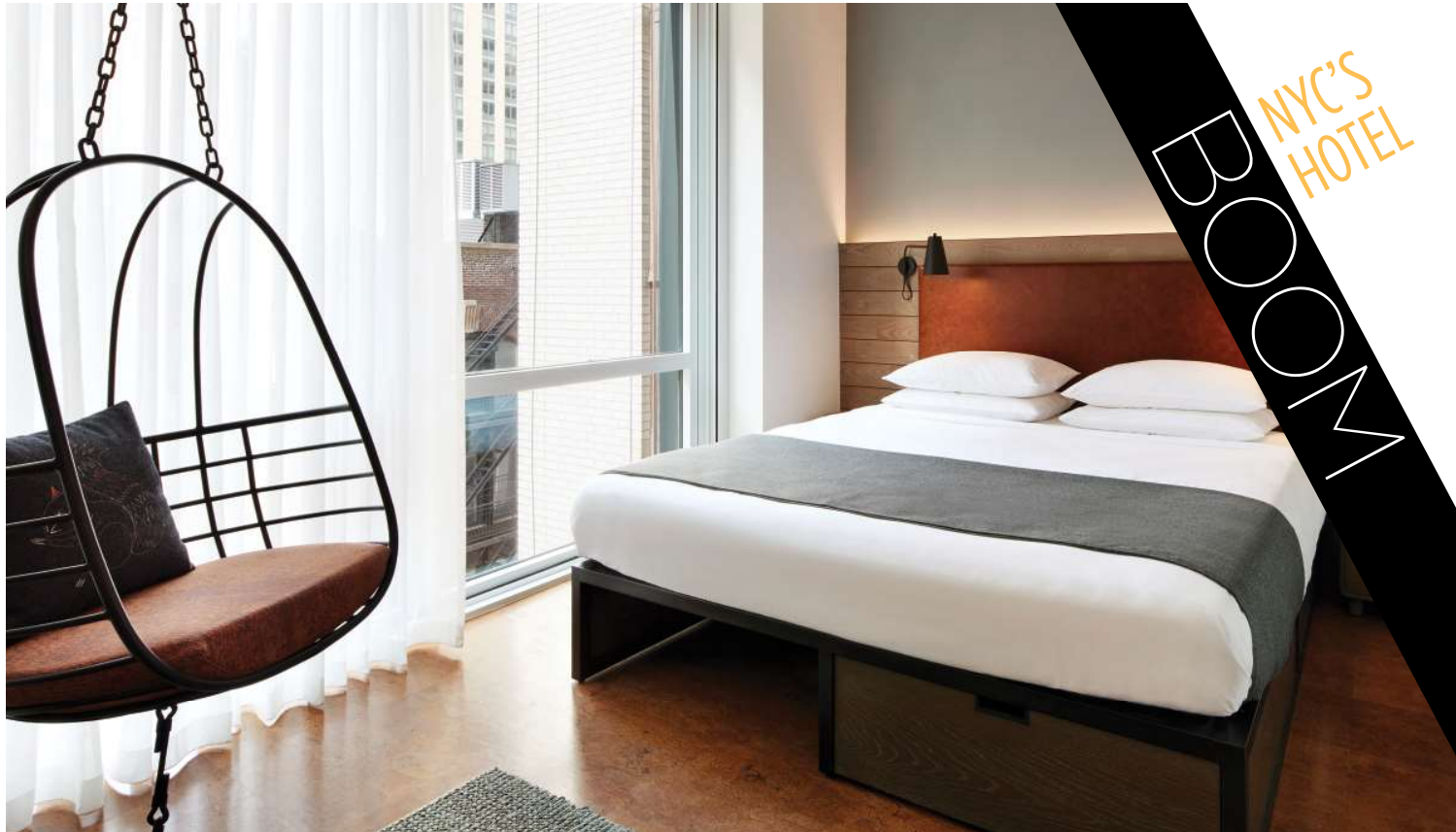
**OPENING:** Spring 2019  
**ROOMS/SUITES:** 399  
**LOCATION:** Across from Hudson Yards, New York's up-and-coming project referred to as the "city within the city"  
**MEETING & EVENT SPACE:** 1,700 square feet of meeting space  
**WEBSITE:** marriott.com



PHOTOS: EMILY GILBERT; MARRIOTT; (OPPOSITE) DAVID MITCHELL; WARREN JÄGGER

**TWA Hotel**

**OPENING:** Spring 2019  
**ROOMS/SUITES:** 512  
**LOCATION:** JFK Airport; connected to JetBlue Terminal 5  
**DESIGN:** The hotel will preserve the iconic Saarinen terminal, restoring the landmark to its 1962 glory. Built by world-renowned architect Eero Saarinen, the TWA Flight Center opened in 1962 ushering in a new era of jet air travel. Unable to support the size of modern aircraft, the terminal was closed in 2001 and has remained dark for the last 16 years. The terminal was designated an NYC Landmark in 1994 and listed on the National Register of Historic Places and the New York State Register of Historic Places in 2005.  
**RESTAURANTS:** Six restaurants and eight bars  
**MEETING & EVENT SPACE:** 50,000 square feet of conference, event and meeting space for up to 1,600 people; 200,000 square feet of flexible space in the former TWA terminal; 45 flexible event rooms  
**WEBSITE:** twahotel.com



*Moxy NYC Downtown*



*LEGASEA*

## Moxy NYC Times Square

**OPENED:** September 2017

**ROOMS/SUITES:** 612

**LOCATION:** South of Times Square

**DESIGN:** Polished concrete floors, exposed concrete columns, distressed brick walls, open ceilings, and beautiful millwork marry original historic elements with fresh and refined finishes. Communal public spaces are multipurpose, flexible, reconfigurable and furnished with an eclectic mix of bespoke Yabu Pushelberg-designed leather and canvas furniture. Bedrooms intermix style with functionality with multipurpose custom furniture that folds away, allowing guests to personalize their rooms for working, eating and entertaining.

**RESTAURANTS:** Magic Hour Rooftop Bar & Lounge is NYC's largest indoor/outdoor hotel rooftop lounge and bar features an "urban amusement park" concept; LEGASEA is a seafood dining outlet; Egghead is an egg-centric sandwich shop; Bar Moxy has an all-day menu of small bites and cocktails; and The Pickup offers on-the-go options.

**MEETING & EVENT SPACE:** 22,000 square feet of flexible events and meeting space; three 270-square-foot Studios framed in glass and copper can be combined for meetings, events or private parties; the custom Yabu Pushelberg-designed furniture in the Bar Moxy Lounge, also on the mezzanine, can be moved and reconfigured to adapt to a group's size and purpose; LEGASEA features a private dining room that seats up to 20 guests; Magic Hour Rooftop Bar & Lounge includes 10,000 square feet of all-season indoor/outdoor event space.

**WEBSITE:** moxytimesquare.com

## Moxy NYC Downtown

**OPENED:** November 2018

**ROOMS/SUITES:** 298

**LOCATION:** Financial District

**DESIGN:** "At a time of exciting change and revitalization in the Financial District, we wanted to celebrate by looking back to the grunge and glamor of Downtown New York of the '70s and '80s, paying homage to the legendary downtown nightclubs and restaurants where the likes of Andy Warhol, Patti Smith and David Bowie went to hang out," says Toni Stoeckl, global brand leader, Moxy Hotels; and vice president, distinctive select brands, Marriott International.

**RESTAURANTS:** Recreation from restaurateur and nightlife operator Jon Neidich of Golden Age Hospitality is a communal co-working space by day and a bar by night.

**MEETING & EVENT SPACE:** 5,000-square-foot play space and a 750-square-foot high school gym space

**WEBSITE:** moxynycdowntown.com