

Hotel Development in NYC

New York City Briefing Sheet 2011 Year End Update

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As 2010 comes to a close we are looking back at one of the most dynamic years in NYC hotel development. Thirty-six properties have opened already or will open their doors to New York City visitors by the end of the year. Over 4,800 rooms have already come on line at 26 new hotels across the city, with another 1,828 due to open by year end. This brings the total of new rooms in 2010 to almost 6,650, a net 8% increase over December 2009. This is in addition to the 7,000 rooms added during 2009 and 2008 period.

Smith Travel Research recently reported that NYC remains at the top of the list of US markets with the highest growth rates for new hotel development opened and in the pipeline.

Over the 3-year period (January 2008-December 2010), the city's hotel capacity has increased by 18%. We will finish the year with 86,800 active rooms in all five boroughs to serve visitors to the city. One aspect of this new development has been the expansion of hotel properties throughout the five boroughs of New York. Almost one in five rooms (18%) in this new inventory has opened in boroughs outside Manhattan (Queens, Brooklyn, the Bronx and Staten Island).

Year-to-date occupancy rates (through October) average 85%, above the 2009 average (81%) in spite of the increases in inventory. Room nights sold on a monthly basis provides a more accurate measure of demand. Through October 2010 room demand is up 9% over 2009, more than 2 million room nights on average sold per month.

The latest properties to open include The Setai New York, Sheraton TriBeCa, The Pearl Hotel, The James, Cassa Hotel, The Chatwal, Best Western Brooklyn and Best Western Arena, Andaz Fifth Avenue, W New York Downtown, InterContinental New York Times Square, Gansevoort Park Avenue, Hotel Eventi, Sheraton Brooklyn, the Holiday Inn Express NYC Wall Street. On the horizon are the Doubletree NYC Financial District, the aloft Harlem, as well as the first Element brand hotel in NYC. Midscale brands are also popular including Fairfield Inn, Courtyard, Holiday Inn Express, Comfort Inn and Four Points by Sheraton.

Looking ahead to 2011 and beyond, the pipeline includes the Mondrian SoHo, the aloft in Brooklyn, Hyatt 48Lex, the Habita Hotel at the High Line, the pod Yotel Hotel, Vikram Chatwal Hotels Group's second Dream Hotel and the city's first Conrad hotel in Lower Manhattan. Currently there are over 30 properties under construction accounting for an additional 5,200 new rooms by the end of 2013 (a potential inventory exceeding 91,000 rooms citywide).

Since our last update in September, we have added 22 new entries, reflecting the dynamism, diversity, geographic distribution and demand for New York City hotels.

*Editor's Note: **This report is for reference only.** Many of the City's new and proposed hotel projects are provided below. Since plans continue to change frequently, please contact hotels directly for additional information. Phone numbers have been provided wherever possible.*

¹ General sources: NYC & Company member hotels; PKF Consulting; PWC Lodging Research Network; Ernst& Young Lodging Investment Advisors Manhattan Report; VMS International; HVS International; Smith Travel Research; The RealDeal.com; *The New York Times*; *Travel Weekly*; *Condé Nast Traveler*; *Business Travel News* among others.

Under Development for 2010 (listed in alphabetical order)

At the time of publication, the list of hotel properties currently under construction were still expected to open on or near their scheduled or projected completion dates. The vagaries of construction permitting and the current pressures of securing financing throughout the construction cycle may have an effect on the actual dates; however, the properties listed here were already permitted, and in most cases demolition and/or excavation had begun. **New** additions to the list are indicated. Unless otherwise indicated properties are in Manhattan.

aloft Harlem—128 rooms
2296 Frederick Douglass Boulevard
Projected opening: late 2010

This property will be operated by Prospera Hotels.

Best Western Plus Prospect Park—99 rooms*
764 4th Avenue
Brooklyn
Projected opening: late 2010

New build is managed by Marshall Hotels & Resorts.

NEW Best Western Staten Island—111 rooms*
290 Wild Avenue
Staten Island
Projected opening: late 2010

Courtyard New York Manhattan/SoHo—120 rooms
181 Varick Street
Projected opening: late 2010

Doubletree NYC Financial District—399 rooms*
8 Stone Street
Projected opening: December 2010

This new property is located in Lower Manhattan and will include a restaurant, bar and board room for meetings. Magna Hospitality Group will manage.

Element New York Times Square West—410 rooms*
311 W. 39th Street
Projected opening: late 2010

Starwood Hotels & Resorts will bring its first Element brand hotel to New York City. This newly created brand, inspired by Westin, features open-flow guest rooms and environmentally-friendly design and will be managed by Magna Hospitality Group.

Fairfield Inn & Suites Manhattan/Chelsea—112 rooms
116 W. 28th Street
Projected opening: late 2010

Fairfield Inn & Suites New York Brooklyn—135 rooms
181 3rd Avenue
Brooklyn, New York
Projected opening: late 2010

New build will be managed by Marshall Hotels & Resorts.

Flatiron Hotel—64 rooms
1141 Broadway
Projected opening: late 2010

The hotel occupies a converted historic building and is managed by Meyer Jabara Hotels.

Holiday Inn Jamaica Queens/JFK Airport—195 rooms
Rockaway Blvd and Brookville Blvd
Queens
Projected opening: late 2010

NEW The Nolitan—55 rooms
30 Kenmare Street
Projected opening: late 2010

This new luxury boutique hotel is independently owned and operated and located in one of Manhattan's exciting neighborhoods near galleries, museums, restaurants and shopping.

Under Development for 2011 and beyond (listed in chronological order of expected opening)

Mondrian SoHo—270 rooms
9 Crosby Street
Projected opening: early 2011

Morgans Hotel Group, along with New York-based developer Cape Advisors Inc., will convert an existing building into a boutique hotel in the popular SoHo neighborhood. The hotel will feature a bar and restaurant.

Sanctuary Hotel (Portland Square Hotel)—115 rooms
132 W. 47th Street
Projected opening/reflagging: early 2011
212-382-0600

A multi-million dollar renovation of this 147 room property was begun in January 2010. Work is expected to reach completion before year-end proving the Times Square area with a cutting-edge, deluxe hotel. Following renovations, Sanctuary will have 115 larger rooms. Meanwhile, the property is open and currently operates as the newly refreshed Portland Square Hotel

aloft Brooklyn—176 rooms*
216 Duffield Street
Brooklyn
Projected opening: early 2011

The Lam's Group is developing this property.

Four Points by Sheraton Long Island City—91 rooms
26-30 39th Avenue
Queens
Projected opening: early 2011

NEW The Jewel Hotel—139 rooms
11 W. 51st Street at Fifth Avenue
212 863-0550

A new full service boutique hotel with access to the adjacent Terrace Club, at Rockefeller Center, opens in early 2011. The property also has 2 meeting rooms.

NEW Hyatt 48Lex—116 rooms*
517 Lexington Avenue at 48th Street
Projected opening: early 2011

Hyatt Hotels Corporation announced that a Hyatt subsidiary and Hersha Development Corporation have signed a franchise agreement for this new build for business and leisure travelers. The new contemporary hotel will have glass curtain walls and in-room technology.

Hotel Indigo—172 rooms*
237 Duffield Street
Brooklyn
Projected opening: early 2011

V3 Hotels is slated to open this new property in downtown Brooklyn. The hotel will be supplemented by more than 150,000 sq. ft. of retail space behind a glass facade designed by Canadian architect Karl Fischer.

Clarion Brooklyn—65 rooms*
1120 36th Street
Brooklyn
Projected opening: early 2011

New build will be managed by Marshall Hotels & Resorts

Hampton Inn—150 rooms*
231 E. 43rd Street (between Second and Third Aves.)
Projected opening: 2011

This is a new build in the Grand Central Terminal area.

NEW Hi Line Hotel— 56 rooms*
W. 27th Street
Projected opening: 2011

The Enrique Norten designed hotel is under construction in the Chelsea area with views of the Hudson River and High Line. It will bring the Habita hotel brand to NYC.

Dream Downtown—316 rooms
346 W. 17th Street
Projected opening: mid 2011

Vikram Chatwal Hotels Group, a division of Hampshire Hotels & Resorts, is set to open its second Dream hotel in Manhattan, which will be located in the former Covenant House building in the Meat Packing District.

Holiday Inn—244 rooms*
50 Trinity Place
Projected opening: mid 2011

This is a new build.

NEW The Yotel—699 rooms*
42nd Street and 10th Avenue
Projected opening: late 2011

The popular UK brand of sleeping pods or cabins is targeting the centrality of Times Square for visitors who seek more than a hostel. The building will house a restaurant, bar, terrace and business lounge.

NoMad Hotel—160 rooms
1170 Broadway at 28th Street
Projected opening: late 2011

A twelve-story French Renaissance building will be converted to a luxury hotel and will be the first LEED certified renovated hotel in New York City. This property will be operated by GFI Hotels.

Hyatt—175 rooms*
132 Fourth Avenue (at E. 13th Street)
Projected opening: late 2011

Hyatt Hotels Corporation announced that a Hyatt subsidiary and Hersha Development Corporation have signed a franchise agreement for this development in the Union Square neighborhood. With a restaurant and lounge it will be located in the historic ground floors on the corner, with new floors above.

NEW Conrad New York—463 rooms
102 North End Avenue
Projected opening: late 2011

Conrad Hotels & Resorts, Hilton Worldwide's global luxury brand, will raise its flag in New York's Financial District in the fourth quarter of 2011. Located on the current site of the Embassy Suites New York, the hotel will offer luxury accommodations, upscale dining and more than 17,000 square feet of meeting space. The Conrad New York will be the brand's fifth property to open in the United States and the first Conrad hotel in New York City.

Cambria Suites Madison Square Garden—239 rooms
325 W. 33rd Street
Projected opening: late 2011

A new property is being developed by Fairchild Properties in the midtown area.

Comfort Inn—48 rooms*
3070 Webster Avenue
The Bronx
Projected opening: late 2011

Another new small hotel slated for the Bronx adds convenience to travelers to NYC.

NEW Hampton Inn—62 rooms
32 Pearl Street
Projected opening: late 2011

McSam Hotel Group LLC is developing this property in Lower Manhattan.

NEW Holiday Inn—131 rooms
150 Delancey Street
Projected opening: early 2012

McSam Hotel Group LLC is developing this property on the dynamic Lower East Side near galleries, clubs, restaurants and shopping.

NEW Holiday Inn Express
538 W. 48th Street
Projected opening: early 2012

McSam Hotel Group LLC is developing this property in midtown.

NEW Hyatt Place—188 rooms
52 W. 36th Street
Projected opening: early 2012

McSam Hotel Group LLC is developing this property just off Fifth Avenue in midtown.

NEW Hyatt Place—229 rooms
206 E. 52nd Street
Projected opening: early 2012

McSam Hotel Group LLC is developing this property.

NEW Unnamed—56 rooms
308 W. 40th Street
Projected opening: mid 2012

McSam Hotel Group LLC is developing this property.

NEW Days Inn—120 rooms
548 W. 48th Street
Projected opening: mid 2012

McSam Hotel Group LLC is developing this property.

The GEM Hotel Union Square—114 rooms*
52-54 W. 13th Street (between Fifth and Sixth Avenues)
Projected opening: mid 2012

This property will be owned and operated by Gemini Real Estate Advisors LLC.

NEW Park Hyatt—210 rooms*
157 W. 57th Street
Projected opening: 2012

This new build project is a joint venture between Hyatt Hotels Corporation and Extell Development Corp. It will be a mixed use building with a luxury hotel, indoor pool and roof top amenities.

NEW Unnamed Hotel—73 rooms
Wythe Avenue & N. 11 Street
Williamsburg, Brooklyn
Projected opening: mid 2012

Two Trees management will build a new hotel in one of the City's up and coming neighborhoods, with a design in keeping with the area's history and architecture.

aloft Chelsea—170 rooms*
815 Sixth Avenue
Projected opening: 2013

Four Seasons Downtown—175 rooms*
99 Church Street
Projected opening: TBD

The hotel will occupy 22 stories of this 80-story residential condominium tower being developed by Larry Silverstein on the site of the former Moody's building in TriBeCa.

NEW Unnamed Hotel—114 rooms*
218-222 W. 50th Street
Projected opening: 2013

With construction to begin in Q1-2011, this new hostelry will be developed by Brack Capital Real Estate, the team behind the recently opened James New York SoHo Hotel.

2010 Openings to Date (listed in reverse chronological order)

The Setai New York—157 rooms and 57 suites*
400 Fifth Avenue
Open November 2010

Bizzi Partners LLC and The Setai Group developed this luxury mixed-use property which includes 190 residential units. Property managed by Capella Hotels & Resorts features a Michael White restaurant (Ai Fiori), the Bar on Fifth, a spa & salon, and meeting facilities.

Sheraton TriBeCa New York Hotel—360 rooms*
370 Canal Street
Open October 2010

Developed by FC Canal, LLC this newly built property is near Chinatown, SoHo and TriBeCa.

NEW The Gotham Hotel—66 rooms*
16 E. 46th Street
Open October 2010

Built on the site of the historic Gotham Book Mart, this 22 story new build in midtown adds to the city's boutique inventory.

NEW The Pearl Hotel—94 rooms
233 W. 49th Street
Open October 2010

NEW Comfort Inn—32 rooms*
136 Ludlow Street near E. Houston
(212) 260-4141
Open September 2010

Located on the Lower East Side, this new build hotel opened in the heart of the food, arts and shopping destination neighborhood.

NEW The Condor—35 rooms
56 Franklin Avenue
Williamsburg, Brooklyn
Open September 2010

This stylish, mid-price hotel in a repurposed building is providing design features, services and amenities that will cater to the Orthodox Jewish visitor to New York City. There is also a 3000 sq. ft. ballroom for Kosher catered parties and events.

The James New York Hotel—114 rooms*
27 Grand Street at Thompson Street
Open September 2010

This boutique hotel in the SoHo neighborhood was developed by Brack Capital Real Estate. The James New York, designed by the Office for Design and Architecture (ODA) in collaboration with Perkins Eastman and The James Design team, blends elements of artistry and community. Features include an urban garden and a rooftop pool deck and bar, complete with 360-degree views of the Manhattan skyline.

The Chatwal—88 rooms
130 W. 44th Street
Open: August 2010

Conversion of the landmark 1904 Stanford White-designed Lamb's Club recreates the iconic glamour and style of the 1930's. The Chatwal Hotel New York is the vision of Mr. Sant Chatwal, entrepreneur and CEO of Hampshire Hotels & Resorts. This property marks the launch of Mr. Chatwal's new luxury hotel brand with plans in the works for additional properties outside of London and India. The property is host to the Lamb's Club restaurant.

Cassa Hotel—166 rooms*
70 West 45th Street
Open August 2010

This is a mixed-use 50 story property with hotel and residential units. It is the third property in New York City managed by Desires Hotels, which also operates Hotel Mela and The MAve Hotel.

W New York Downtown—217 rooms and suites*
123 Washington Street
Open August 2010

The Moinian Group developed this 57 story mixed-use property—which includes residential units and meeting space near the World Trade Center site. The Gwathmey Siegel designed building is Starwood Hotels & Resorts' fourth W in New York City.

Holiday Inn Express Staten Island West—95 rooms
300 Wild Avenue
Staten Island
Open: August 2010

Gansevoort Park Avenue Hotel—220 rooms
420 Park Avenue South
Open August 2010

Gansevoort Hotel Group has expanded their brand with a new property in the Madison Square/Flatiron district.

Comfort Inn—77 rooms*
349 38th Street (between Third and Fourth Aves.)
Brooklyn
Open August 2010

Andaz 5th Avenue—184 rooms
485 Fifth Avenue (at 41st Street)
Open July 2010

Global Hyatt's second Andaz property in New York City, this upscale hotel is located in Midtown Manhattan across from the New York Public Library with a new lounge and amenities.

InterContinental New York Times Square—607 rooms*
300 W. 44th Street (at Eighth Avenue)
Open July 2010

Tishman Hotel & Realty developed the second InterContinental Hotel for New York City. This upscale, full-service property features a duplex presidential suite, meeting facilities, signature restaurant and retail spaces.

Holiday Inn Express NYC Wall Street—112 rooms*
126 Water Street
Open July 2010

McSam Hotel Group LLC developed this newly built property close to Wall Street and South Street Seaport.

Hotel Eventi—287 rooms*
839 Sixth Avenue (W. 29th and W. 30th Sts)
Open June 2010

San Francisco-based Kimpton Hotel and Restaurant Group LLC developed this luxury full-service hotel in a new glass-exterior tower. This hotel includes a multi-level bar and restaurant, over 15,000 square feet of meeting space including three outdoor terraces, a gym and separate spa along with an outdoor public plaza.

Sheraton Hotel Brooklyn—321 rooms*
228 Duffield Street
Brooklyn
Open June 2010

The Lam's Group developed and manages this full-service property in downtown Brooklyn. The property features meeting rooms, restaurants, and a swimming pool.

Staybridge Suites Times Square —310 rooms
340 W. 40th Street
Open May 2010

This is the first Staybridge Suites for New York City, a brand under the InterContinental Hotel Group. The property features studio accommodations including kitchens with full-size appliances.

NEW Red Roof Inn Flushing—33 rooms
36-31 Prince Street
Queens
Open May 2010

Fashion 26 A Wyndham Hotel—280 rooms*
152 W. 26th Street
Open April 2010

Trump SoHo —391 rooms*
246 Spring Street (between Varick Street and Sixth Avenue)
Open April 2010
212-842-5500

Donald Trump, in partnership with Bayrock Group and Tamir Sapir, has opened a new luxury hotel with ownership opportunities for each of the hotel rooms. The property has an outdoor pool, a screening room, restaurant and cocktail lounge, library and event space.

World Center Hotel—171 rooms
144 Washington Street
Open February 2010

Located on the southern edge of the World Trade Center site overlooking the rising Freedom Tower. Hotel features a year-round indoor/outdoor dining venue on the top floor.

Andaz Wall Street—253 rooms/suites
75 Wall Street
Open February 2010

The Hakimian Organization transformed the former JPMorgan headquarters in Lower Manhattan into a 42-story upscale hotel and residential condominium designed by the Rockwell Group. Global Hyatt will manage the hotel as the city's first Andaz, a new lifestyle brand. The hotel includes a new bar and restaurant (Wall and Water) and an outdoor Farmer's Market on Saturday.

Distrikt Hotel New York City—155 rooms*
342 W 40th Street
Open January 2010

This newly built property is 32 stories tall, offering views of the cityscape and Hudson River.

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