

LODGING

OPTIMIZING HOTEL
**RESTAURANT
RETURNS**

THINKING
BIG

TINY HOUSE
HOTEL MAKES
A HUGE IMPACT

50
MANAGEMENT
COMPANY PROFILES

**COST OF
COMMISSIONS**

THE SIGNIFICANT
EXPENSE OF
INTERMEDIARIES

+ PICKING THE BEST
MANAGER FOR
YOUR BRAND

MICHAEL GEORGE
FOUNDER, PRESIDENT,
& CHIEF EXECUTIVE OFFICER
CRESCENT HOTELS & RESORTS

OPENINGS

HOTEL HAYDEN | NEW YORK, N.Y.

AT
FIRST
GLANCE

OPENED
FEBRUARY
2017

ROOMS
122

OWNER
FORTUNA
REALTY
GRUP



BLOCKS OF COLOR



SITUATED IN NORTHERN CHELSEA IN NEW YORK, N.Y., the Hotel Hayden is a contemporary, modern-designed hotel in a prime location. On the corner of 28th Street and 6th Avenue, Hotel Hayden became the first lifestyle-driven, boutique property to open in the Flower District. The new hotel pays tribute to the surrounding neighborhood with its marble-clad lobby and abstract murals of New York City. The 122-room hotel features a rooftop lounge, a full-service restaurant, refreshed guestrooms, and 400 square feet of versatile meeting space. Aside from an energetic and lively atmosphere, the rooftop presents a menu of small plates and a late-night menu of Greek street food. In addition, the hotel's Greek restaurant offers a menu of signature cocktails, traditional Greek meals, and a wine list of nearly 80 Greek wines. A display of fresh seafood, a woven rope curtain that separates the bar from the dining area, and a mural of the Mykonos scenery cre-



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ates an airy and comfortable environment for guests. According to restaurant owner, Yiannis Chatiris, the new restaurant, Mykonos Blue, "will embody the ambiance of the Greek Islands." The restaurant will also include outdoor seating with tables that look out to the surrounding Flower District. The guestrooms provide a relaxing environment with bright, color-blocked headboards and spa-style bathrooms. Other amenities include in-room dining, a complimentary on-site fitness studio, and valet parking. Seeking to provide a true New York experience, the Hayden Hotel offers proximity to boutiques, restaurants, and entertainment options, as well as local landmarks such as the Empire State Building, The Fashion Institute of Technology, and Madison Square Garden. Following the success of Hotel Hugo in SoHo, Fortuna Realty Group unveiled the first of two properties in New York's Chelsea neighborhood with the opening of Hotel Hayden. Hotel Hayden's sister property, Hotel Henri, opened in March.