

## The Time

**Hotel Overview:** The Time hotel is ideally located in the heart of Time Square, providing a tranquil escape from its non-stop energy. Brimming with vivacious color and wit, this midtown hotel is walking distance from Central park and Rockefeller center and is surrounded by world-class shopping on Madison Avenue, the city's best restaurants as well as vibrant nightlife destinations.

**Contact Information:** 224 West 49<sup>th</sup> Street, NYC 10019  
Tel: 212 246 5252  
Reservations: 877 846 3692  
[www.thetimeny.com](http://www.thetimeny.com)

**Key Dates:** Opened April 1999

**Principals:** Vikram Chatwal – Founder & Visionary  
Brendan McNamara – Brand Director  
Adam Tihany – Designer  
Kanvar Singh – General Manager  
Jim McDonnell – Director of Sales & Marketing

**Fitness & Spa:** Hotel comes complete with a state-of-the-art fitness center.

**Business Services:** Fully-equipped, state-of-the-art meeting space accommodates up to 35 people for conferences and 200 for receptions. Suites are also available for smaller meetings.

### Hotel Amenities:

- 18-hour room service from Serafina restaurant
- Concierge service including car rentals, courier service and secretarial service
- Daily housekeeping, full evening service and turn down service
- Same-day laundry, dry cleaning and pressing
- Complimentary overnight hand polished shoeshine
- Limousine and chauffeured driven cars available
- Valet service
- Private fitness center with cardio and weight training equipment
- Personal shopper services

**Restaurants & Bars:** **Serafina:** Among the best New York City Italian restaurants, Serafina's vivacious spirit and wonderful specialties appeal to hard-to-impress new Yorkers and hotel guests alike. This old-world restaurant serves up delicious Northern Italian cuisine with recipes handed down from generations of family cooks. Be

sure to try their famous thin crust pizza as well as their creative pastas and risottos.

**Inc. Lounge:** This Manhattan lounge serves up a heady salute to the legends of 12-inch vinyl. The combination of elegant dark oak and red velvet pool tables mixed with studded cream colored patent leathers turns this lounge into the perfect venue with musical roots.

**Meetings & Events:**

The Time hotel offers unique venues for private parties or corporate events. Private dinners can also be arranged in The Lounge's back billiard room. Available for event space use are the state-of-the-art meeting space, a penthouse suite with glass pavilion, the stylish Serafina restaurant and cocktail lounge, a creative event planning and catering team and 24-hour concierge.

**Guest Rooms:**

164 guest rooms, 29 suites including a triplex penthouse

**Room Rates:**

\$275-\$5,000, varies by date, season and room type

**Special Packages:**

**FELA! at the Time:** "Directed by Tony Award Winner Bill T. Jones (Spring Awakening), FELA! opened in November 2009 to rave reviews at Broadway's Eugene O'Neill Theatre (230 West 49th Street, next to The Time Hotel). Produced by Shawn 'Jay-z' Carter and Will & Jada Pinkett Smith, this new musical is based on the life and works of groundbreaking African composer, performer and activist FELA Anikulapo-Kuti. "

Offer Includes:

- 1 night stay in a King room at The Time
- 2 orchestra/front mezzanine tickets for FELA! the night of your stay
- Pre theatre dinner at Serafina at The Time with specialty FELA! cocktails show memorabilia

Additions:

- African dance lessons for two at Djoniba Dance Center NYC
- \$50 donation to Music for Relief
- Upgrade to premium show seating
- Extend your time with us

*A 20% discount is available to all ticket holders at Inc Lounge and Serafina at The Time the evening of performance. Package must be booked 7 days in advance and does not include tax or gratuity*

**"City Breaks" Package:** This special is the perfect package in order to rest up for another day of adventure while visiting the Big Apple. Enjoy special rates on one of our beautifully designed guest rooms, get a great night's sleep, and fuel up the next morning with a delicious continental breakfast.

Offer Includes:

- Room rates starting at \$194 (plus taxes)
- Continental breakfast

**"Romance" Package:** With the "Romance" package at The Time you create a blissful escape to the romantic and alluring New York City.

Offer Includes:

- Champagne upon arrival
- Room rates starting at \$443 (not including tax)
- Full American breakfast and dinner

**“Rockin Since 1999” Package:** In nod to The Time hotels 10<sup>th</sup> anniversary, this package provides guests with nostalgic rates. Offer Includes:

- Rates starting at \$199 ( not including taxes)

**Press Contact:**

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