

One hotel, one story

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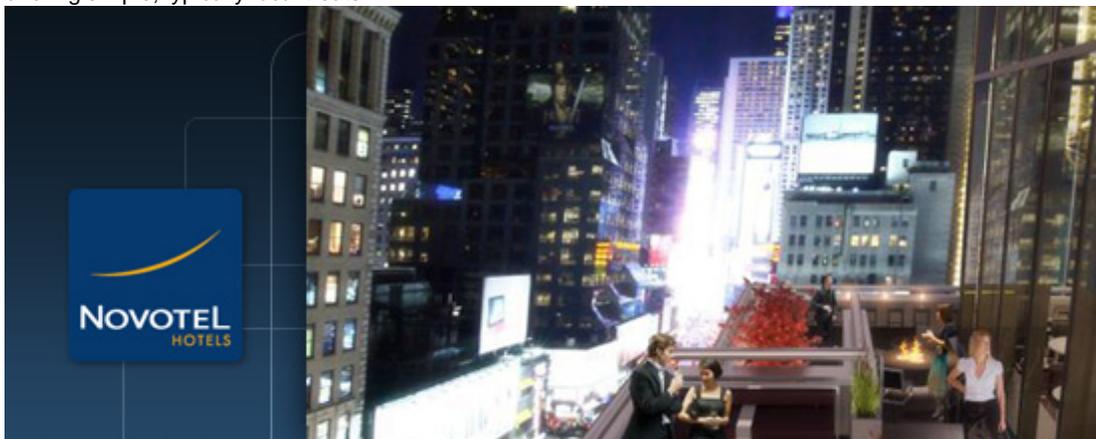
Novotel Times Square New York: "The show must go on!"

The Novotel Times Square is in the hustling heart of Times Square, throbs to the beat of the nearby musicals and is brimming with New York's electrifying atmosphere. It will be up-to-the-minute when it emerges from its Metamorphosis this summer, and a new doughnut cart, breathtaking terrace, interactive gaming zone and new décor will all be part of its brand new start. We toured it with its General Manager Marc Sternagel.

"Guests will soon have new Doughnut Cart to customize their doughnut with flavor and the topping of their choice (powdered sugar, chocolate syrup, hazelnuts, whatever they want," relishes Novotel Times Square New York General Manager Marc Sternagel. Saying that doughnuts are very popular in the US is an understatement and their place in this Group hotel will be befittingly prominent. There is also something mythical about this hotel: the fact that it was Accor's first Novotel on American soil and its enviable location right in the middle of New York's tourist hotspot make it something of a pioneer. This 34-story building on the corner of 52nd Street and Broadway has been undergoing renovation since January 2013.

Iridescent neon lights and musicals

The stunning musicals, dazzling lights and non-stop buzz make Times Square the spot that no tourist wants to miss. "The new outside signage will be very prominent and high powered LED lights with additional strobe lights will draw attention to the building. It will be a real eye-catcher and blend into Times Square. All the public areas will have a modern feel to them. The atmosphere here in this area is actually what inspired the decoration," Marc Sternagel explains. The new Supernova Bar will be where the restaurant was and the view over Broadway and Times Square will be stunning. The Supernova Restaurant on the 7th floor is being refurbished and will have a stage resembling the ones in the theaters featuring musicals nearby. It will also have an all-new Casual American Food menu, self-explanatorily offering simple, typically local treats.



An impressive makeover

"The work will last nine months. We are renovating all the floors, one by one." The first 20-room floor was finished at the end of March. The General Manager is expecting to "reopen one floor a week from now until the summer." To keep the hotel running smoothly and avoid inconveniencing guests, construction crews use an entirely separate circuit and a purpose-built outside hoist on the façade to carry building materials. "We are tearing the rooms apart: the walls, the plumbing, the electricity, and the bathroom. All TV's and phones are running over IP, the latest technology." The new Novotel Times Square should be finished this August.

New, modern rooms

The hotel will have as many rooms as it had before – 480 – but they will look nothing like they did before. The new rooms have been designed to treat guests to the full Times Square experience, with backlit headboards, chic lighting, 46-inch flat TV screen and soundproof windows. The sleek surfaces in the bathrooms will add to the contemporary design, along with the subdued lighting and spacious glass areas enclosing rain showers. "Our customers wanted us to get rid of the bathtubs in the King Rooms. We will have 42 additional Double Rooms to follow our current booking trends."

Thrilling and chilling

This hotel is all about the ultimate guest experience. "90% of our guests come from outside the US," Marc Sternagel points out. Visitors principally come from Brazil, France, the UK and Germany. A new area in the lobby on the 7th floor will delight young and young-at-heart guests: "Our social area will have Microsoft Surface Tables, flat screens and Xbox consoles with game seats. There will also be cozy chairs and dimmed lights, to provide an inviting atmosphere and fun experience in the hotel." Customers still love the terrace, which is also

on the 7th floor and right outside the Supernova Restaurant. “It goes all the way around the building and looks straight out onto Times Square. When it reopens, it will have designer furniture, dividing walls to create private areas, and plants. Highlight will be a fire pit and private cabanas. There is no better way to experience Times Square with all your senses. We need modern leisure facilities for tourists staying here,” the General Manager adds. Another of New York’s distinctive features is its cool attitude: “Customer service here is laid-back. We have a young team that jokes and chats with guests. That what this city is all about.”



New-Year frenzy

The bustle at this hotel peaks at that time of year. Everyone – from the receptionists to the maids and of course on to guests – is excited when the New Year is coming around. “New Year’s Eve is the most amazing time of the year. We’re right there where the action is on Times Square. You need to get here early to find a good spot to enjoy the countdown and fireworks!”

At the Novotel Times Square New York, you can count on one thing: the other City of Lights is also the city that doesn’t sleep!

Check out the Metamorphosis of Novotel New York with all the renderings and news updates at:

novotelmetamorphosis.com

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