



Why NJFPR
Careers
Contact Us

ABOUT US CAPABILITIES METHODOLOGY CASE STUDIES CLIENTS

Current Clients

Past Clients

Client News

Testimonials

News You Can Use

< Previous | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | Next >



Pod Hotel, NYC

Let your fingers do the walking. Guests checking in to the high-tech Pod Hotel can now stroll up to the lobby's three-dimensional virtual map of Manhattan, touch its interactive screen to pull up a neighborhood-by-neighborhood bird's-eye view of restaurants, shops and shows, then keep touching to drill down for up-to-the-minute details about whatever most intrigues. The system's info base is updated continually through a partnership with social mapping service Mapcidy, which gathers data from an editorial team of bloggers totally plugged into doings around the city. The ultra-hip Pod Hotel caters to stylish spendthrift travelers; Reuters newswire's blogger community voted it one of the planet's Top Ten tech hotels. (www.thepodhotel.com; Nicole@njfpr.com)



Hyatt Regency Aruba Resort & Casino

In the mood. The only thing better than curling up with a good romance novel is having your sweetheart cuddled next to you with an equally good romance novel of his or her own. That's the heart of the idea behind a new lovers' package called Rekindle with Amour," available now through April 30, exclusively at the Hyatt Regency Aruba Resort & Casino. Takers receive a complimentary Kindle e-book to download published works ranging from the steamy to the sublime; they also receive one bottle of chilled champagne, an assortment of chocolate-covered strawberries, a 50-minute couples massage, one dinner for two, and more. (aruba.hyatt.com; Jaclyn@njfpr.com)



Cooperstown, NY

Sugar and spice. See how they make that heavenly Otsego County maple syrup every Sunday in March at The Farmers' Museum located in Cooperstown, New York. Sugaring Off Sundays" will demonstrate the time-honored art and science of transforming sap harvested from local maple trees into sugary delights. Of course, learning is no fun without sampling, so an out-of-this-world pancake breakfast will be served. After having your fill, swing on over to the nearby Baseball Hall of Fame to reminisce about player greats who really knew how to give 'em the ol' pepper over the plate. (www.cooperstowngetaway.org; Jaclyn@njfpr.com)



The Bowery Hotel, NYC

Diamond from the rough. Revitalized neighborhoods sometimes far surpass the grace and charm they originally possessed before their precipitous decline. Case in point: New York City's Bowery. Located in the Lower East Side of Manhattan, the Bowery started in the mid-1600s as a center of culture and refinement, then slid from respectability a couple of centuries later and eventually ended up as a rough-and-tumble slum. It was reborn in the 1990s and now is the

bejeweled home of exclusive boutiques, glamour-powered nightclubs, and incomparable restaurants – for instance, Gemma, where rustic Italian fare prepared with “unlabored panache” (as the New York Times puts it) by top chef Chris D’Amico is served daily. Gemma is located in The Bowery Hotel, an inn so classically appointed (take a gander at its ornate artisan fireplace to start with) that a stay there is almost like stepping back in time for a taste of life in the historic neighborhood during its initial heyday. (www.boweryhotel.com; Jenna@njfpr.com)



Borgata Hotel Casino & Spa / The Water Club, Atlantic City, NJ

Elegant fine-dining on a budget. Consumers thinking twice about how they spend on entertainment these days need only think once when they drop in Sunday through Friday at the celebrity-chef restaurants on the grounds of Borgata Hotel Casino & Spa in Atlantic City. Just launched: easy-on-the-pocketbook menus at Wolfgang Puck’s American Grille, Michael Schulson’s Japanese-style pub Izakaya, and Michael Mina’s Seablue. Three-course meals on the special menus offered by each are locked in at \$39. Later in the year, when outdoor temperatures rise, patrons can also enjoy music, signature cocktails, gourmet frozen treats from fresh fruit purees, and a fashionable crowd at The Water Club’s outdoor pools. But for now, The Water Club is the place to be for an after-dinner time of cozying in front of the crackling fireplace while sipping a cup of spiked hot chocolate. (www.theborgata.com; Jacyn@njfpr.com)



La Concha, Puerto Rico

Suite you off your feet. Now open at the La Concha resort in Puerto Rico is a dazzling \$100-million all-suite guest tower near the water’s edge along San Juan’s glorious Condado Beach. Each marvelously sleek and stylish suite features a full balcony, pullout couch and high-tech amenities. Added recently as well are “spa suites” which include an outdoor terrace hot tub. La Concha earns Four Diamonds from the AAA ratings book, and is considered a nightlife destination among the island’s in-crowd. The resort even has its own sound, available on the new “Candela by La Concha” CD (a seductive collection of remixed popular local music). (www.laconcharesort.com; Tanya@njfpr.com)

MORE HOTEL NEWS BLURBS BY RICH SMITH ON NEXT PAGE

BECOME A FAN:

FOLLOW US:



Why NJFPR
 Careers
 Contact Us

- ABOUT US
- CAPABILITIES
- METHODOLOGY
- CASE STUDIES
- CLIENTS

- Current Clients
- Past Clients
- Client News
- Testimonials

News You Can Use

< Previous | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | Next >



Isla Verde Beach Resort, Puerto Rico

Beep! Beep! Anytime check-in now offered at ocean front oasis. The unsurpassed Isla Verde Beach Resort in San Juan, Puerto Rico is now proud to offer an anytime check-in policy. Here's how it works: Early birds are invited to change into more suitable attire in a supplied private dressing room, then place their bags in the care of staff before heading out to indulge in carefree, leisurely exploration of the extensive beachfront oasis property and possibly partake in some of the complimentary programming offered, such as cooking classes. Once their room is ready, they'll be immediately alerted by means of a beeping personal pager given to them at the front desk when first they arrived. (www.sjcourtyard.com; Tanya@njfpr.com)



Condado Vanderbilt, Puerto Rico

Revamped historic hotel to open in fall. Two stately, 11-story guestroom towers are currently being built adjacent the historic Condado Vanderbilt in San Juan, Puerto Rico. The new towers and a major restoration of the original hotel are scheduled for a fall debut. Owners expect the reopened Condado Vanderbilt to set standards for style, sophistication and service exceeding even those in effect when the hotel designed by New York Grand Central Station architect Whitney Warren originally opened in 1919. For example, each suite will have assigned to it a butler and there will be an onsite full-service spa (a first in the Condado family of hotels). (www.condadovanderbillhotel.com; Aschinder@njfpr.com)



Hotel El Convento, Puerto Rico

Lock in those wedding plans now. Hotel El Convento in Old San Juan, Puerto Rico is an enduringly popular destination wedding location because of its rich, vibrant history and exquisite architectural beauty. Many couples prefer forming their unions in the hotel's extraordinary Salon Campeche, originally a chapel during the storied age of Spanish colonies when the hotel was a Carmelite convent. The salon largest of six on the property accommodates up to 250 guests. (www.elconvento.com; Amanda@njfpr.com)



The DoubleTree Hotel, San Juan, Puerto Rico

Swinging in the rain. The DoubleTree Hotel in San Juan, Puerto Rico currently offers its guests a choice of inspiring eco-adventures and exotic terrain. One is a half-day excursion up into the El Yunque Rainforest, which entails hiking, kayaking and a heart-pounding swing across a gorge by means of an impossibly long aerial zipline. The other is a full-day hiking tour of the San Salvador Rainforest nestled in the emerald green Caguas Mountains however, in this adventure, there are three monster ziplines to traverse plus a chance to rappel 80 feet down into a softly mist-shrouded waterfall canyon. (www.sanjuandoubletree.com)

Amanda@njfpr.com)



Maritime Hotel, NYC

Going up with the ship. The unsinkable Maritime Hotel on Ninth Avenue in New York City's West Chelsea district has been the subject of much talk over the years for behaving both nautically and nice, but now is sailing straight for a tidal wave of fresh buzz thanks to the doings of the chef helming its onboard restaurant, Matsuri. Tadashi Ono has authored a bold new cookbook, The Japanese Grill, wherein the Tokyo-born master-chef reveals tricks galore for marrying open-flame brazing with an array of Asian ingredients to produce tantalizing Japanese dishes as well as more familiar American fare and succulent fusions of the two. The Maritime Hotel is so named because it occupies a seafarer union's former landmark headquarters building architecturally themed to connote a ship, inside and out. (www.themaritimehotel.com;
Matthew@njfpr.com)



JW Marriott Desert Springs Resort & Spa, Desert Springs, CA

Un'believably regenerative experience. There's something about a gently warmed length of exotic bamboo placed in the tender, caring hands of a skilled massage therapist that causes muscle stiffness to melt away like nothing else. At the Spa Desert Springs in Palm Desert, Calif., the newest treatment offered is called the Bamboo Fusion Massage 90 minutes of heaven on earth, and it's exclusive to this establishment. The Bamboo Fusion Massage is designed to reduce tension, improve skin suppleness, relieve muscle and tendon tightness, stimulate blood and lymph flow, relax the mind, and create an overall sense of well-being. The Spa Desert Springs located on the grounds of the JW Marriot Desert Springs Resort & Spa is now the largest spa in Southern California.
(www.desertspringsresort.com; Nicole@njfpr.com)

MORE HOTEL NEWS BLURBS BY RICH SMITH ON NEXT PAGE

BECOME A FAN:

FOLLOW US:



Why NJFPR
 Careers
 Contact Us

- ABOUT US
- CAPABILITIES
- METHODOLOGY
- CASE STUDIES
- CLIENTS

- Current Clients
- Past Clients
- Client News
- Testimonials

News You Can Use

< Previous | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | Next >



Gansevoort Park Ave, NYC
 Manhattan's Most Comprehensive Urban Resort.
 The first urban resort of its kind to hit Manhattan, Gansevoort Park Avenue NYC is New York's newest and most comprehensive hotel destination.

This Gotham City hotspot offers a tri-level rooftop with bars and lounges, the city's first indoor/outdoor rooftop pool, complimentary transportation in a 2011 Porsche Panamera 4S, a Lacoste retail store, exhale Spa, Outlier Salon; views of the Empire State Building; and Asellina, an Italian trattoria, all under one roof.
www.gansevoortpark.com; Emily@njfpr.com



Grand Hyatt New York, NYC
 Rocker chefs hit Grand Hyatt. New York Central, the new restaurant in Grand Hyatt New York, brought in two heavy hitters to command the kitchen. The tough, tattooed executive chef,

Christian Ragano, comes from almost a decade at Chicago's famed NoMi to inject some excitement and refinement to the contemporary restaurant. Chef Ragano means business and he snagged his head pastry chef, Katzie Hamilton from The Breslin in NYC. Not only did Hamilton open the critically acclaimed Breslin, but she spent four years at Wolfgang Puck's Spago. Since the restaurant's recent opening, this dynamic duo has proven successful in luring discriminating gourmards away from the city's immortal non-hotel dining establishments and into New York Central's engagingly energized 220-seat mezzanine dining room.
www.grandhyattnewyork.com; Matthew@njfpr.com



The Elysian, Chicago
 Fashion disasters averted at The Elysian. Nightmare scenario: you're visiting Chicago and have just finished dressing for an important night out in the Windy City when you accidentally spill

wine all over your best clothes. No time for dry cleaning, no time to shop for suitable replacement attire. At The Elysian, Chicago's premier luxury hotel, guests in a bind can now purchase an official Emergency Style Kit containing a select ensemble of high-fashion apparel from some of the best-loved designer brands, including (for women) Donna Karan, Jimmy Choo, Wolford, and Lanvin, and (for men) Zegna, Hermes, David Yurman and Gucci. Meanwhile, renowned stylist Eric Himel maintains appointment availability to privately advise guests about putting kit elements to best effect, or to discuss other fashion concerns. www.elysianhotels.com; Courtney@njfpr.com



Westin Hotels & Resorts
 Out of the bag. The average traveler who likes to exercise while away typically brings along enough fitness gear to fill almost half an airline carry-on bag. Travelers can now stay at any Westin Hotels & Resorts property and leave the space-eating gear at home! A

recently formed partnership with New Balance allows Westin to lend its guests complimentary fitness wear, including tank tops, pants, accessories, and shoes with disposable inserts.
(www.westinnewbalance.com; Courtney@njfpr.com)



St. Petersburg - Clearwater, FL

Not Your Grandmother's Florida. Known for its pristine beaches and 361 days of sun a year, St. Petersburg-Clearwater is also fast becoming the cultural center of Florida. The new \$36 million, 66,450 square-foot Dali Museum opened 1/11/11 and boasts the largest Dali collection outside of Spain. Another notable addition to the area is The Dale Chihuly collection at the Morean Arts Center, a stunning permanent collection of world-renowned artist Dale Chihuly's exquisite glass art installations.
(www.visitpeteclearwater.com; Courtney@njfpr.com)



JW Marriott Camelback Inn Resort & Spa, Scottsdale, AZ

Drinking up knowledge. The secret of creating a truly lip-smacking Bloody Mary isn't to be found in the vodka or the tomato juice. It's in the freshness of the basil. That's just one of many insights to be shared with participants in a cocktail-making mini-course offered free to guests staying at Scottsdale's JW Marriott Camelback Inn Resort & Spa. As part of the instruction, enrollees guided by a resident horticulturist will tour the resort's organic herb gardens and learn about desert botanicals, then will pick their own herbs for use in cocktails they'll later prepare under the tutelage of a Camelback Inn mixology star.
(www.camelbackinn.com; Nicole@njfpr.com)

MORE HOTEL NEWS BLURBS BY RICH SMITH ON NEXT PAGE

BECOME A FAN:

FOLLOW US:



Why NJFPR
 Careers
 Contact Us

- ABOUT US
- CAPABILITIES
- METHODOLOGY
- CASE STUDIES
- CLIENTS

- Current Clients
- Past Clients
- Client News
- Testimonials

News You Can Use

< Previous | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | Next >



Gansevoort Turks + Caicos
 Jet (Blue) to Turks + Caicos. Already blue skies become jetBlue in February thanks to new direct flights to the island group's largest city. jetBlue airlines will provide direct service to Providenciales from New York, Boston, Dallas and Atlanta in addition to existing flights from Delta, US Air and American airlines. Book now and escape to the turquoise waters and white sand of Gansevoort Turks + Caicos on Grace Bay and take advantage of jetBlue's low introductory rates. More direct flights means more time at the Gansevoort for spa treatments and classes at exhale, or bites and beverages at Bagatelle Bistrot. (www.gansevoortto.com; Amanda@njfpr.com)



Gansevoort Meatpacking, NYC
 "Mile High" activities just as fun on the ground. Gansevoort Meatpacking hotel in downtown Manhattan introduces its arousing "Naughty But Nice" package. Included with the luxury accommodations are chilled bottle of Veuve Cliquot champagne, fresh straw berries and yummy chocolate body frosting. Also provided is a "Mile High" kit containing a playfully sizzling assortment of pleasures. Then, as an added measure to keep passions ablaze all night long, a copy of The Kama Sutra: Book of Erotic Games is left at bedside (as are chocolate truffles at turndown). Afterward, couples can cool off with a complimentary beverage served poolside, and enjoy a continental breakfast at the hotel's Tanuki Tavern restaurant. (www.hotelgansevoort.com; Tanya@njfpr.com)



The Jane, NYC
 Rock bottom rates at trendy micro-hotel in West Village. In case you've ever wondered how upscale rail travelers in real life were able to slumber like babies and awake refreshed in such close quarters, you'll get your answer when you spend the night at The Jane Hotel in New York City's West Village. Geared to guests with more dash than cash, this edgy, 159-room micro-hotel has newly cut its already low rates on all cabins including the Captain's Cabins coming in at 250 square feet and the Standard and Bunk Cabins, both measuring 50 square feet in size, which is roughly the same amount of space found aboard the most opulent of vintage trains like the fabled Orient Express. Despite the compactness, designers managed to outfit each cabin with a pleasing array of essential amenities, including a 23-inch LCD television with DVD player, an iPod dock, and more. Rooms starting at \$79. (www.thejanenyc.com; Matthew@njfpr.com)



Spring Creek Ranch, Jackson Hole, Wyoming
 Where eagles dare. Spring Creek Ranch of Jackson Hole, Wyo., now offers its guests a way to get climber-strong and -sharp after just seven days of pulsating fun in the snow-capped Teton

Mountains. The elite resort in partnership with three world-renowned Jackson Hole outdoor companies has put together what it calls a High Altitude and Adrenaline™ package. First, participants scale those imposing Tetons. Next, they receive intensive instruction and practice in the sport of extreme snow skiing. Much more follows to test and refine their mettle. Resort officials say that guests who sign up and complete the adventure depart with their mountaineering and back-country survival skills exponentially enhanced. (www.springcreekranch.com; Matthew@njfpr.com)



Liberty Hotel, Boston, MA

Up on the Catwalk. Boston's Liberty Hotel, built in 1851 as the famed Charles Street Jail, keeps guests under lock and key; drawing them back with free events every night of the week. Instead of being thrown in cells, today's guests are running to the hotel's Catwalk, the amply named new bar hovering above the hotel's lobby on one of the original catwalks that encircle the property's rotunda. It's a perfect spot to do time while awaiting the Thursday start of a hotel-hosted fashion show called Fashionably Late." (www.libertyhotel.com; Matthew@njfpr.com)



Sheraton Hotels & Resorts

Made in China. A major beneficiary of the booming economy in China is tourism. Sheraton, Starwood Hotels & Resorts' largest brand, continues to dominate the hotel industry in China, and is investing \$5 billion to build 29 additional Sheratons to join the 35 existing properties. China is Starwood's second largest hotel market, after the U.S. (www.sheraton.com; Amanda@njfpr.com)

[< Previous](#) | [1](#) | [2](#) | [3](#) | [4](#) | [5](#) | [6](#) | [7](#) | [8](#) | [9](#) | [10](#) | [11](#) | [Next >](#)

BECOME A FAN:

FOLLOW US: