

Real Estate Journal

THE LARGEST WEEKLY COMMERCIAL/INVESTMENT NEWSPAPER COVERING THE STATE

The Marrakech Hotel NYC welcomes new Thai restaurant, Sookk



Sookk Bar



Hank Fried

Sookk, a Thai restaurant from the same team behind the borough's Klong and Room Service, has just opened at the Marrakech Hotel NYC, located on Broadway and the corner of 103rd St. The restaurant, which signed a 10-year lease for their 1,200 s/f space, features cuisine inspired by the Yaowarat District of Bangkok.

Sookk, which means happiness in Thai, features eclectic Yaowarat cuisine, fusing Thai, Szechuan, and Cantonese influences, in a setting reminiscent of Bangkok's Chinatown.

By early next month, guests of Marrakech, which is owned and operated by New York-based hospitality real estate firm Impulsive Group, will be able to enjoy the Sookk menu at the Kazbar Lounge, a bar/lounge located in the lobby of the hotel, as well as through room service.

"Sookk is in keeping with the unique and eclectic quality that the hotel is known for," says owner Hank Fried, president and CEO of the Impulsive Group. "There is great synergy between our guests who hail from all over the world and Sookk, a window into this very old neighborhood in Far East Asia."

Sookk joins more than 50 other restaurants in a three-block radius of the Marrakech Hotel. The leasing transaction for Sookk was handled internally.

Since opening in May of 2006, the Marrakech has been very well received with an average occupancy rate of 92%. In addition to comfortable and stylish accommodations, the Marrakech's success can also be attributed to its low rates.

The Impulsive Group specializes in luxurious and chic hospitality real estate. The hotel group recently completed an upgrade of its Broadway Hotel and Hostel at 101st St. and Broadway, and is now developing a four-star boutique hotel at 47th St. and Times Sq., to be called Sanctuary. Other New York City projects include the expansion of the Ameritania hotel at 54th and Broadway. Impulsive Group also owns several charter yachts—a 120-ft. Norship in the Mediterranean and an 82-ft. Sunseeker Predator in the Caribbean and the Bahamas.