



Dream Hotel Group unveils plans to open two hotels in New York City

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Dream Midtown, 210 West 55th St. and Broadway - Manhattan, NY

Manhattan, NY Hotel brand and management company Dream Hotel Group, home to its Dream Hotels, Unscripted Hotels, The Chatwal and new By Dream Hotel Group brands, unveiled plans to reopen its Dream Midtown and Dream Downtown hotels in the city, bringing the brand's award-winning hospitality back to the Big Apple. Both Dream Midtown in the Theater District, and Dream Downtown in the Meatpacking District plan to open by the end of this month.

"We are ready!" said Dream Hotel Group CEO Jay Stein. "Today's announcement to reopen Dream Midtown and Dream Downtown marks a major milestone for our company and New York City, as we continue on the road to recovery. We couldn't be more thrilled to reopen our doors and welcome our guests and the community back to experience the forward-thinking, one-of-a-kind hospitality for which our Dream brand is known, and in the place where it all started – New York City."

Dream Downtown, 355 West 16th Street - Manhattan, NY

In preparation for reopening, Dream Hotel Group developed a comprehensive health and cleanliness plan for all of its hotels, restaurants and bars that supplements the American Hotel & Lodging Association's Safe Stay guidelines and is based on recommendations and requirements of the Centers for Disease Control (CDC) and World Health Org. (WHO), as well as other federal, state and local agencies, to minimize risk and enhance safety for its guests and associates.

With new health and safety protocols strictly in place, Dream Midtown and Dream Downtown join sister properties Dream Nashville in Tennessee, Dream Hollywood in California and Dream South Beach in Florida, and sister brand Unscripted Durham in North Carolina, which are all open now.

"Getting our teams back to work and providing a safe environment for our employees and our guests remain top priority," said Stein. "We will continue to monitor business trends and look forward to

sharing news about additional hotel re-openings in New York City soon.”

Situated in the Theater District at 210 West 55th St. and Broadway, walking distance of landmarks Columbus Circle, Times Sq. and Central Park, Dream Midtown is the original address of the design-driven lifestyle brand, Dream Hotels. The 1895 Beaux Arts flatiron building recently underwent a \$20 million renovation creating a cohesive design across 220 guestrooms and suites, including the addition of The GuestHouse, a 1,500 s/f, three-bedroom Presidential Suite. The boutique hotel evokes a new and vibrant energy with a bevy of dining and nightlife venues in partnership with renowned TAO Group Hospitality, including a chic, multi-level all-season rooftop lounge PHD Terrace, subterranean FISHBOWL bar and play lounge, and The Rickey craft cocktail lobby bar. Additionally, Serafina restaurant brings classic New York Italian fare and serves as the hotel’s in-room service. PHD Terrace and Serafina restaurant are open and accepting reservations now.

Set between the Meatpacking District and Chelsea neighborhood at 355 West 16th St., Dream Downtown embodies full-service luxury with design, amenities and on-site dining and nightlife venues in partnership with TAO Group Hospitality, including The Beach, a 5,000 s/f rooftop pool scene with a sand beach. Inspired by modern artist Anish Kapoor’s Sky Mirror, the building’s stainless-steel exterior and porthole windows reflect a storied maritime past. The hotel’s 315 loft-style guestrooms and suites were designed to evoke an industrial-chic aesthetic, capturing the essence of downtown art legend Andy Warhol’s Factory. The two-story GuestHouse presidential suite features a 2,500-square-foot garden terrace, glass-bottom Jacuzzi and exclusive VIP guest amenities. Dream Downtown is also home to upscale Mexican restaurant Bodega Negra; California-inspired Natura Café and Philippe Chow serving modern Chinese cuisine; as well as exclusive nightlife venues PHD Rooftop Lounge, the ultimate outdoor penthouse offering skyline views of the Hudson River and Empire State Building and late-night hot spot The Electric Room. The BENJAMIN salon and a rotating art gallery spotlighting local artists round out the unrivaled Dream Downtown experience. PHD Rooftop Lounge is open and accepting reservations now. The Beach at Dream Downtown reopens on Thursday, May 27, 2021.

Due to new safety measures, some hotel facilities, services and amenities may be closed or currently operating in a limited capacity. For the most up-to-date information on what services and amenities are currently available at Dream Midtown or to make a reservation, visit www.dreamhotels.com/midtown. For the latest update on what is available at Dream Downtown or to make a reservation, visit www.dreamhotels.com/downtown.

As a thank you, Dream Hotel Group is offering guests up to 20% off future stays at Dream Midtown and Dream Downtown when they book directly using promo code BOOKNYC. Offer includes complimentary room upgrade, early check-in and late check-out based upon availability at the time of check-in. Blackout dates and restrictions may apply.

“We are equally excited to bring back some of our incredible team members and associates, many of whom have been on furlough for over a year now,” added Stein. “This is one of many highly anticipated steps forward for Dream Hotel Group. We still have a long way to go, but we are

optimistic about the future and remain steadfast in our commitment to deliver safe and memorable experiences for our guests and community.”

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