



Soho Properties' Margaritaville Resort Times Square honored by USA Today

January 11, 2022 - Front Section

New York, NY Margaritaville Resort Times Square, developed and owned by real estate and investment firm Soho Properties, landed top honors as "Best New Hotel" on USA Today's 10Best Readers' Choice Awards. Nominated by a panel of industry experts and voted the winner by readers, the highly-anticipated resort in New York City opened in June 2021. This designation is the third for Margaritaville; the first time in the contest's history that one brand has claimed the "Best New Hotel" accolade more than once.

"This award, and initial nomination by tourism professionals, is proof of our dedication to exceptional guest service for locals and visitors alike. At Margaritaville Resort Times Square, we are committed to creating a casual, yet elevated, experience and escape in the heart of Manhattan," said Kori Yoran, general manager of Margaritaville Resort Times Square. "We are excited to continue expanding our exciting programming and offerings in 2022 and beyond."

"After a challenging few years, this honor means so much for the hundreds of team members involved in successfully bringing the resort to life this past summer," said Sharif El-Gamal, chairman and CEO of Soho Properties & owner and developer of Margaritaville Resort Times Square.

The 32-story hotel features 234 guestrooms, five restaurants and bars, a year-round outdoor heated pool, and a street-level Margaritaville retail store. Located at the corner of Seventh Ave. and West 40th St., Margaritaville Resort Times Square is blocks away from the entertainment district. Regular live music and entertainment throughout the property provided year-round.

"We congratulate Margaritaville Resort Times Square on this outstanding and well-deserved recognition. The resort's opening was an important and celebratory moment in the comeback of Times Square and we applaud them for their confidence in NYC and for creating an attractive new icon in the 'Crossroads of the World,'" said Fred Dixon, president and CEO of NYC & Company.

"Opening a resort in the middle of Times Square at a time when some thought we were crazy makes this recognition from our community, guests, and peers especially gratifying," said Tamara Baldanza-Dekker, chief marketing officer at Margaritaville. "To earn this prestigious award for the third time is an honor we don't take lightly and we will ensure Margaritaville continues to be the place where guests can comfortably escape for some much-needed fun and relaxation."