



## **Impulsive Group to integrate charter yachts with luxury hotel props.**

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New York-based hospitality and real estate company, the Impulsive Group, has planned to integrate its charter yacht business with the firm's growing portfolio of luxury hotel properties.

Since 2004, Impulsive Group has offered yachts for charter during the Mediterranean high season and the Caribbean winter months, but by 2009, the hotel group will formally assimilate the two businesses: vacation packages that integrate the two will be offered, for example, while helicopters and private jets will be available to take guests between the group's hotels and yachts.

The company's 120 foot Norship, called Impulsive, recently underwent a multi-million dollar refit, and is ready for the assignment ahead. "We upgraded the ship to a superior level of luxury and it now boasts the newest and best in nautical engineering, communications equipment, beautiful new staterooms and of course, indulgent options that are consistent with the direction of our hotel properties that are in development," said Hank Freid, CEO and founder of Impulsive Group. He adds that the refit "has made the yacht even more desirable than before, embodying the epitome of luxury."

The first package Freid plans to create will be for his Sanctuary Hotel, a four-and-a-half star boutique hotel now under development in Manhattan and slated to open in the fall of 2009. Sanctuary is located at 132 West 47th St.

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