

## Redefining Luxury From Manhattan To The Caribbean

If there is one thing that hotel developer Hank Freid understands well, it is the essence of hospitality and luxury. For over 30 years, the CEO/Founder of the Impulsive Group has been a successful developer of luxury and boutique hotel properties in New York City.

Freid's current project in New York is the renovation and revamping of a Times Square hotel he recently purchased. What was a two-star property known as the Portland Square Hotel will be transformed into a sophisticated four and a half-star boutique hotel, which is slated to open in Fall of 2009. Aptly named the Sanctuary, Freid has designed the new hotel to be a tranquil and elegant oasis in the beating heart of Manhattan. The Sanctuary is poised to be a destination for guests who seek to indulge in an extravagant stay in one of the world's most exciting cities.

The Sanctuary will have 120 rooms including an exclusive duplex penthouse suite with roof access and views of Times Square. The in-room bath surrounded by adjustable drapery allows for an instant luxurious setting, or private bath, all at the guests' discretion. All rooms will also feature Frette linens, towel warmers, flat screen TVs, rain showerheads, and iPod docking stations.

"The Sanctuary will cater to sophisticated tourists, publishing and corporate executives, modeling agencies and movie studios," Freid said, adding that the trendy rooftop bar he is building will likewise be a destination for both New Yorkers and tourists alike.

While most chicly-designed lifestyle hotels come with a costly price tag, Freid has developed two hotel properties that resist this trend: the Marrakech Hotel NYC and the Broadway Hotel & Hostel, both open and bustling on the Upper West Side. "Young travelers on modest budgets—typically relegated to characterless, utilitarian accommodations in New York City—also should be able to have a boutique hotel experience," he says.

Continuously looking for new ways to offer luxury to those who seek it, Freid offers yachts for charter during the Mediterranean high season and the Caribbean winter months. In addition, he plans to create packages that integrate his hotels and yachts and incorporate helicopters and private jets to take his guests between them.

An 82 foot Sunseeker Predator is available for daily or weekly charter in the Caribbean starting at \$9,000 and \$60,000 respectively, while in the Mediterranean, his 120 foot Norship, the Impulsive, underwent a multi-million dollar refit and the renovations have made the ship even more luxurious than before.

While there are only a handful of the new Furuno NavNet 3D radars available, the Impulsive boasts the first of these onboard navigation systems in Europe. The renovations have



Hank Freid

also brought a multi-zone audio system throughout the boat including wiring for a DJ to plug into three locations. Karaoke machines, laser lights and smoke machines complete the party atmosphere. Brand-new three-person Sea-Doo jet skis, which circulate water and are consequently the first environmentally friendly jet skis available, are also on board. Interior designer Karen Lynn caps off the fabulous refit by moving the dining room into the salon and creating a VIP state room.

Freid's son, 29-year-old Brandon Freid, joined the Impulsive Group in 2003 and has since risen to the position of Vice President of Acquisitions. Brandon has been integral to the company's overall growth and recent procurements, such as the Sanctuary. Today, the Impulsive Group's portfolio also includes the 220-room four-star Ameritania Hotel at 54th and Broadway (next to the Ed Sullivan Theatre, home of the David Letterman Show), which is undergoing an expansion to include 100 more rooms. Father and son are currently looking to expand their luxury holdings in New York and Florida and are also exploring acquisition opportunities in San Francisco, Boston, Tahiti, and the Dominican Republic. They are currently in negotiations on two properties in Manhattan and a hotel with a spa is under construction in South Beach.

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