

TRAVEL AND HOSPITALITY

## Knickerbocker hosts New Year soiree with Times Square views

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*View of Times Square from The Knickerbocker Hotel*

By STAFF REPORTS

The Knickerbocker Hotel in New York is leveraging its Times Square location to help revelers ring in 2017.

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Part of Leading Hotels of the World, the five star-property is offering a St. Cloud Rooftop Experience package, which includes two tickets to a rooftop soiree held 150 feet below the Ball Drop. As The Knickerbocker reopened in 2015 after renovations, this is the second New Year experience of its kind to be offered by the hotel.

### Exclusive affair

The St. Cloud Rooftop Experience includes a minimum two-night stay in a guest room. The \$4,300 package also includes two tickets to the hotel's cocktail attire New Year's Eve celebration at its rooftop bar and lounge St. Cloud.

Running from 8 p.m. to 2 a.m., the party will include entertainment by DJ Sam French and an instrumentalist, an open bar, passed dinner, passed hors d'oeuvres, food stations and a midnight Champagne toast.

"New Year's Eve is the most momentous celebration in New York City and nowhere more so than right here in Times Square," said chef Charlie Palmer. "Chef Adin Langille and I are developing menus and specials to match the opulence of The Knickerbocker's legendary New Year's celebrations and we look forward to hosting an epic evening of food and drink."

For those desiring a more exclusive celebration, St. Cloud has three Sky Pods that can hold parties of 12 to 20. Booking a pod entitles the party to bottle service and a customized menu.

The Knickerbocker was opened by John Jacob Astor IV in 1906, but after 15 years as a hot spot for dignitaries and high society, Prohibition forced the hotel to close in 1921. After a \$250 million renovation overseen by architects Gabellini Sheppard, the hotel reopened in 2015 with 330 guest rooms and 31 suites.



*Deluxe room at The Knickerbocker*

"We are thrilled to host The Knickerbocker's second New Year's Eve celebration in more than 95 years and we guarantee a unique experience for our guests on one of New York City's most magical nights," said Shawn Hauver, managing director of The Knickerbocker Hotel. "Whether you want to dine with Charlie Palmer or dance the night away, we are offering an unforgettable evening that will become your New Year's tradition."

Do affluent travelers pay attention to the spate of New Year's Eve offers by luxury hotels, or do they stick with experiences that they know they can trust?

The massive amounts of money consumers spend on New Year's Eve and the chance to imprint a traveler with a memorable experience that triggers repeat visits makes the holiday one of the most highly anticipated of the year. Whether New York hotels are hosting pre-parties, dinners, parties or holistic events, they are all trying to divert some of the thunderous traffic into their lobbies ([see story](#)).

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