

TRAVEL AND HOSPITALITY

The Plaza Hotel turns 110 with celebrity fanfare

October 3, 2017



The Plaza Hotel is managed by Fairmont Hotels & Resorts. Image credit: The Plaza

By STAFF REPORTS

Fairmont-managed The Plaza Hotel is celebrating the 110th anniversary of its opening with help from its famous guests.

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The Plaza, located on southern edge of Central Park and Fifth Avenue, opened its doors on Oct. 1, 1907. Since its beginnings, the famed New York landmark has played host to a bevy of world leaders, captains of industry, Broadway legends and Hollywood royalty.

Graceful aging

Celebrations surrounding the anniversary were kicked off with a social video featuring friends of The Plaza wishing the iconic hotel a happy birthday.

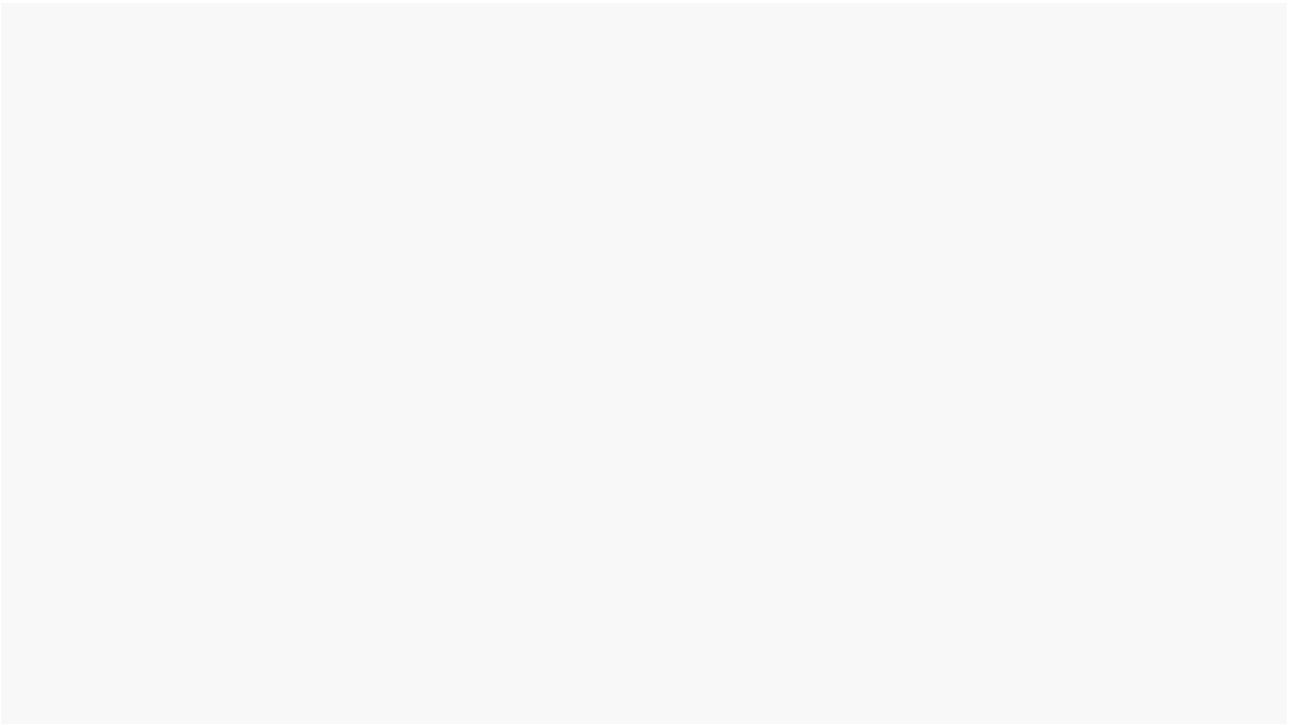
Notable figures in the fashion, acting and music industry appear in the 40-second spot. Famous faces include Michael Kenneth Williams, Iris Apfel, Tommy Hilfiger and Paris Jackson.

While others just say "Happy birthday!," 96-year-old Ms. Apfel deadpans by saying, "It's nice to be with someone who is older than I am." Similarly, fashion designer Tommy Hilfiger, who owns a home in the hotel, kids that the hotel is "getting up there in age."

The video is meant to introduce The Plaza's upcoming anniversary celebrations.

As of press time, The Plaza has announced only its "Celebrate 110" room package, which includes a copy of Patty Farmer's "Starring The Plaza," an exclusive property tour, welcome cocktails at the Rose Club and \$110 in hotel credit. Rates for the offer start at \$695 per night.

On Sept. 21, The Plaza hosted Ms. Farmer at the Oak Room for a reading and Q&A. VIPs were treated to a Champagne toast in The Palm Court and a cinematic tour.



On October 1st, 1907 The Plaza opened its doors to host world leaders, dignitaries, captains of industry, Broadway legends and Hollywood royalty. In celebration of its 110th birthday some of The Plaza's friends shared their Happy Birthday sentiments. Follow along our continued celebrations, because you simply can't celebrate 110 years in just one day. Happy Birthday to The Plaza! #CelebrateThePlaza

A post shared by The Plaza Hotel (@theplazahotel) on Oct 2, 2017 at 6:42am PDT

Celebrating the milestone may help attract guests and bring positive attention to The Plaza, because most recent reports about the hotel have been concentrated on its revolving door of owners.

In August, it was reported that The Plaza Hotel is readying to change hands once again.

The iconic hotel, currently managed by Fairmont Hotels & Resorts, has been bought and sold a number of times throughout its history. The Plaza Hotel's previous owners include hotelier Conrad Hilton and current U.S. President Donald Trump in the late 1980s.

According to the Wall Street Journal, The Plaza's owner, the Sahara Group, is looking for a buyer ([see story](#)).

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