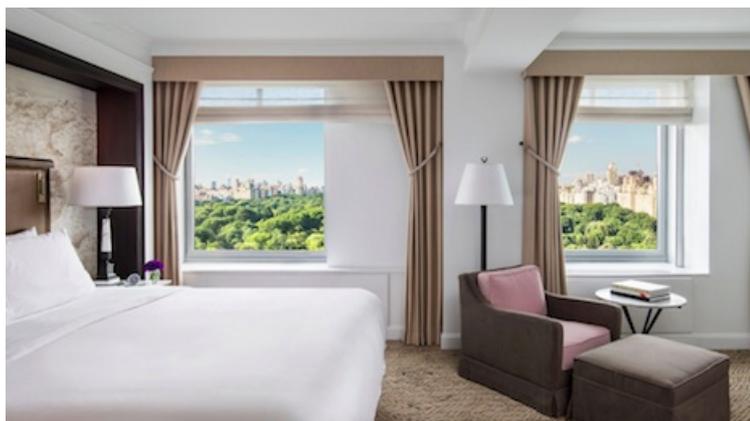


TRAVEL AND HOSPITALITY

The Ritz-Carlton reawakens the heart of New York in Central Park location

June 26, 2019



The Ritz-Carlton renovates its New York, Central Park location. Image credit: Ritz-Carlton

By STAFF REPORTS

Marriott's luxury hospitality brand The Ritz-Carlton is doubling down on its investments in New York and integrating the culture of the city into the fabric of its renovation.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The Ritz-Carlton's Central Park location in New York has been reinvigorated with a modernization project, resulting in updated guest rooms, lobby, culinary spaces, fitness rooms and luxury experiences. The hospitality brand's goal is to bring New York fully into its space while heightening its luxury experiences even further.

New York experience

Many new experiences have been added to Ritz-Carlton New York, Central Park, including its new Nightcap Package priced at \$50,000.

Guests are invited to stay in the new Royal Suite, but before bedtime they are invited for expertly crafted cocktails in its new Contour lounge, served in specially engraved Lalique glasses.

Contour is the newly designed gastro lounge in the heart of the hotel's renovated lobby. Three different rooms allow guests to experience unique cocktail and culinary experiences surrounded by artwork sourced directly from the city.

A specially designed soundtrack from music-curating firm Sonodea sets the tone in the lounge, where the beats become faster as time progresses from day to night.

The rest of the new Nightcap package features a facial as well as a hand and foot massage for two in the Royal Suite. In addition, two complimentary silk masks for sleeping are provided.

"The transformation our hotel has seen over the course of this past year truly redefines luxury in Manhattan," said Winfred van Workum, general manager of The Ritz-Carlton New York, Central Park, in a statement. "Combining a bold vision and inspiration with our legendary service, the vibrant energy of the city and Central Park shines through each of the spaces and provides a renewed oasis in the heart of New York City."

[View this post on Instagram](#)

Upon entry, enjoy our new bespoke bar presentation and moments of inspiration, creating a welcoming home in the city. #RCMemories | #TheRitzCarlton | #MarriottBonvoy

A post shared by The Ritz-Carlton, Central Park (@ritzcarltonnycentralpark) on Jun 21, 2019 at 10:01am PDT

Instagram post from The Ritz-Carlton Central Park

A focus on health and wellness has taken over the mezzanine level of the Ritz-Carlton featuring Technogym products in a space designed to feel as though guests are working out at a private gym. The wellness level also features a Movement Studio where FitnessOnDemand virtual classes are held for individuals and small groups.

Other innovative equipment include Peloton bikes, a Concept2 Rower and a full-length ballet bar. A hydration station with sparkling water on tap and all natural flavor add ons is also available.

The Ritz-Carlton also announced it is opening a new location in New York focusing on residences as well as hotel guest stays.

Luxury hospitality company Flag Luxury Group will be working with Marriott to develop the hotel, which will be located in the neighborhood of North of Madison Square Park. The tower will be a \$500 million investment and will open in 2021 ([see story](#)).