

TRAVEL AND HOSPITALITY

The Langham "raises the curtain" on New York

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The Langham has launched a new campaign dedicated to New York City. Image courtesy of The Langham New York

By LUXURY DAILY NEWS SERVICE

Hong Kong-based Langham Hospitality Group is putting a center-stage spotlight on New York City as it encourages travelers to revel in the city's multitude of offerings.

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With its debut "Raise the Curtain" campaign that features various urban activities, The Langham, New York, Fifth Avenue is aiming to dispel the recent theory that New York is dead, or has not bounced back from the pandemic. The series of offers highlight the hospitality group's favorite New York partners and will continue to promote the city throughout the year on social media.

Raise the Curtain

The Langham Loves Broadway offer includes a customized tour for up to four guests of New York City's famed Theater District, starting and ending at The Langham, by [Broadway Up Close](#), who lead visitors on an entertaining up close look at the history of the neighborhood.

The Langham Loves the Empire State offer includes two VIP passes to the Observation Deck at the Empire State Building, a "top of the world" experience for first-time visitors and locals.



Classic Harbor Line is featured as one of The Langham's desired partners. Image courtesy of The Langham New York

The Langham Sets Sail includes a 1.5 hour sunset cruise around the city on a luxury 1920's style motor yacht courtesy of [Classic Harbor Line](#), departing almost every evening, just before sunset from Chelsea Piers.

The Langham Loves The Morgan includes access to one of New York City's most celebrated private art collections, [The Morgan Library & Museum](#), housed in a complex of buildings that began in the 19th century as the private library of famed financier Pierpont Morgan.

The Langham Goes Shopping includes a personalized shopping experience at department store Nordstrom, along with a \$100 Nordstrom gift card and a complimentary appetizer at one of the store's restaurants.

In 2017, formerly Langham Place, New York, the property rebranded to be The Langham, New York, Fifth Avenue, a name that more closely resembles the group's other locations in key cities such as London and Boston.

Along with its new name, The Langham, New York was also given a new look, after a year-long revocation process, which included a renovated Presidential Suite by Roche Bobois ([see story](#)).

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