

# TRUMP

INTERNATIONAL HOTEL & TOWER®

NEW YORK

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## TRUMP INTERNATIONAL HOTEL & TOWER® NEW YORK TO COMMENCE SPECTACULAR \$30 MILLION RENOVATION IN JANUARY 2010

*Phased Renovation Will Update Trump Hotel Collection's Iconic Flagship Property for the Next Decade*

NEW YORK – Nov. 10, 2009 – The lauded [Trump International Hotel & Tower® New York](#), the flagship property of the growing [Trump Hotel Collection](#), today revealed plans for an extensive multimillion-dollar renovation of its 167 luxurious guest rooms and suites beginning in January 2010. Engineered for



a seamless, quiet transition invisible to guests, the renovation of the stately Forbes (formerly Mobil) Five-Star Hotel will happen in two stages, with half of the rooms being addressed January through April, and the balance June through September. The acclaimed hotel will remain open throughout the process.

Trump Hotel Collection's eponymous senior executives – Donald J. Trump Jr., Ivanka Trump and Eric

Trump -- are leading the New York hotel's extravagant \$30-million renovation which is a reflection of their design sense for the brand which is positioned as the "next generation of luxury hospitality". Proposed design and amenities are reflected in a model room which received final approval from Donald J. Trump himself. A rich, dramatic color palette of gray and aubergine with neutral accents of ivory and caramel will convey a sophisticated, urban feel. Seating in plush, high-contrast upholstered velvets and silky fabrics will be paired with rich rosewood, mahogany, maple and walnut finishes. A handcrafted Schonbek crystal chandelier surmounting the dining table will lend romantic allure. Luxe shagreen fabric, burnished gold leaf, bronze, mirror and glass will add glamorous touches, along with sumptuous purple velvet draperies and opulent silk accent walls.

“As the crown jewel of the Trump Hotel Collection, Trump International Hotel & Tower New York is committed to delivering the best hotel experience available anywhere in the world, and maintaining our luxurious room product is a key part of that,” explained Donald J. Trump, chairman and president of The Trump Organization. “When completed next Labor Day, the voluptuous fabrics and opulent finishes of the redesign will put us in step with the elegant, classic-contemporary feel of the other Trump Hotel Collection properties.”

**Trump International Hotel & Tower® Chicago** and Trump International Hotel Las Vegas joined Trump Hotel Collection in 2008. **Trump International Hotel™ Waikiki Beach Walk®** will open on Nov. 16, 2009, followed by **Trump SoHo™ New York** on Feb. 1, 2010.

#### **About Trump International Hotel & Tower® New York**

The majestic [Trump International Hotel & Tower® New York](#), the only Forbes (formerly Mobil) Five-Star hotel with a Five-Star restaurant in New York, is an icon delivering the highest level of service, style and exclusivity. Soaring above Columbus Circle, the 52-story structure features 167 luxurious guest rooms and suites, complete with European-style kitchens, marble bathrooms, and spectacular views of Central Park and the Manhattan skyline. Amenities include a 6,000-square-foot spa and fitness center, in-room dining by Jean Georges, the personalized service of the Trump Attaché™, and much more. In 2009, the hotel was honored with the coveted Mobil (now Forbes) Five-Star award and was selected as one of *Travel + Leisure's* “500 World’s Best Hotels,” and included in *Condé Nast Traveler's* “Gold List” and *Elite Traveler's* “Top Suites of New York City.” Trump International Hotel & Tower New York, a member of Leading Hotels of the World, is located at One Central Park West, New York, NY 10023. For more information, please call (888) 448-7867 or visit [www.TrumpNewYorkHotel.com](http://www.TrumpNewYorkHotel.com).

#### **About Trump Hotel Collection**

Launched in October 2007, [Trump Hotel Collection](#) is the next generation of luxury hospitality – one that is raising the bar in the top-tier travel experience with a level of customized service unrivaled in the market today. Presided over by internationally renowned developer Donald J. Trump and his three grown children – Donald Jr., Ivanka and Eric – the prestigious portfolio includes the highly acclaimed Trump International Hotel & Tower® New York, Trump International Hotel & Tower® Chicago and Trump International Hotel™ Las Vegas. Trump International Hotel™ Waikiki Beach Walk® will join Trump Hotel Collection on Nov. 16, 2009, followed by Trump SoHo™ New York on Feb. 1, 2010. Additional hotel projects are under development around the globe, including Toronto, Panama, Dubai, Cap Cana, Scotland and New Orleans. Trump Hotel Collection is headquartered at Trump Tower, 725 Fifth Avenue, New York, NY 10022.

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