

Manhattan Hotel Developer Hank Freid Creates 'Chic Hostel' Accommodations

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Broadway Hotel & Hostel On The Upper West Side Has Upgraded Property With Plasma TVs, Fireplaces and Screening Room - All For The Starting Price of \$26 a Night!

For the young budget traveler, there are approximately 2500 hostel beds on Manhattan's Upper West Side*, but now 350 of those beds offer a hip experience to go along with a utilitarian place to sleep. Hank Freid's Broadway Hotel & Hostel (www.Broadwayhotelnyc.com), located at the corner of Broadway and 101st Street, have undergone renovations and now boasts upscale amenities such as plasma TV's, fireplaces and a movie screening room.

Freid's 'chic hostel' concept is part of his company's overall vision for the hotel industry in New York, which has been about delivering atmosphere and style to hotel goers -- but at affordable prices. Freid recently accomplished this with his Marrakech Hotel NYC at 103rd and Broadway, where guests can enjoy upscale hotel amenities and services within a fashionable, Moroccan-themed setting, starting at only \$129 per night. 'I'm trying to do with hostels what I've done in the hotel sector,' said Freid, whose NYC-based company The Impulsive Group oversees and manages his hotel properties. 'I wanted the Broadway Hotel & Hostel to break away from the conventions of the typical youth hostel. I want to make the New York City experience as memorable as possible for any age or budget.'

The Broadway Hotel & Hostel opened in July of 2006 with 350 beds throughout 125 rooms (25 of these are private for groups and families). Six months ago, Freid completely renovated all of the dormitory rooms adding such comforts as European bed linens, ceiling fans, in-room vanities, tiled floors and a Mediterranean color palette. The private rooms were also upgraded, and now boast down comforters, down pillows, Ecco natural bath products, shower massage heads and Asian-influenced furniture.

Work is now complete on the 2,500 square foot recreational common area, which is far more than 'a typical hostel hangout room with posters and a pool table,' says Freid. 'There will be opportunities to sit by a fire and read a book, enjoy movies in hi def, or chat with other guests in a fashionable setting - just like one would in a trendy hotel.'

The guest lounge and facilities have exposed brick walls, accent lighting, cherry wood finishing throughout and Asian artwork. Five distinct areas include: A surround-sound theater room with couches and a plasma screen TV (replete with special movie nights), a library with modern, comfortable seating, a meeting room/living room with another flat screen TV and a fireplace, an area for eight computer kiosks and a dining room conducive to communal eating. The lobby will have a fireplace, extra seating and an expanded front desk area with espresso and cappuccino service. Additionally, the hostel will be adding guest laundry facilities and guest storage lockers.

Even with all these great amenities coming in, prices at The Broadway Hotel & Hostel are not going up. The average price for a bed will remain at \$30 a night (\$99-\$120 for a private room). Freid's future plans include taking his boutique 'chic' hostel concept to different parts of the country, such as Miami, Atlanta and California.

More about The Broadway Hotel & Hostel:

The Broadway Hotel & Hostel is conveniently located on the corner of Broadway and 101st Street, just two blocks from the No. 1 and 9 Subway, and steps from Central Park, Columbia University and the Cathedral of St. John the Divine, the world's largest gothic chapel.

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