

Impulsive Group To Integrate Charter Yachts with Luxury Hotel Properties

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Hospitality Group Debuts Newly Renovated 120ft Motor Yacht, The Impulsive, Construction Underway on Four-and-a-Half Star Sanctuary Hotel in Times Square

New York-based hospitality and real estate company, the Impulsive Group has announced plans to integrate its charter yacht business with the firm's growing portfolio of luxury hotel properties.

Since 2004, Impulsive Group has offered yachts for charter during the Mediterranean high season and the Caribbean winter months, but by 2009, the hotel group will formally assimilate the two businesses: vacation packages that integrate the two will be offered, for example, while helicopters and private jets will be available to take guests between the group's hotels and yachts.

The company's 120-foot Norship, called Impulsive, recently underwent a multi-million dollar refit, and is ready for the assignment ahead. "We upgraded the ship to a superior level of luxury and it now boasts the newest and best in nautical engineering, communications equipment, beautiful new staterooms and of course, indulgent options that are consistent with the direction of our hotel properties that are in development," says Hank Freid, CEO and Founder of Impulsive Group. He adds that the refit "has made the yacht even more desirable than before, embodying the epitome of luxury."

The Impulsive, which comes replete with a Michelin Star chef and a staff of seven crew members, can be chartered at a weekly rate of \$100,000. An 82-foot Sunseeker Predator is also available for charter in the Caribbean, starting at \$10,000 daily and \$60,000 weekly. With its refit, the Impulsive now reaches a top speed of 32 knots (unusually high for a yacht of this size) and boasts the first NavNet 3D radar in Europe, a groundbreaking onboard navigation system recently introduced by Furuno.

The first integrated package offered by Impulsive Group will coincide with the debut of their Sanctuary Hotel, a four-and-a-half star boutique hotel now under development in Manhattan and slated to open in the fall of 2009. Located at 132 West 47th Street, Sanctuary is poised to be the Times Square destination for guests who seek to indulge in an extravagant stay in one of the world's most exciting cities.

With 120 rooms including an exclusive duplex penthouse suite with roof access and views of Times Square, Freid says, "Sanctuary will cater to sophisticated tourists, publishing and corporate executives, modeling agencies and movie studios," adding that the trendy rooftop bar he is building will likewise be a destination for both New Yorkers and tourists alike. The Sanctuary's in-room bath surrounded by adjustable drapery allows for an instant luxurious setting, or private bath, all at the guests' discretion. All rooms will also feature Frette linens, towel warmers, flat screen TVs, rain showerheads and iPod docking stations. "Sanctuary will be a tranquil and elegant oasis in the beating heart of Manhattan," notes Freid.

Impulsive Group has plans to expand their luxury holdings both nationally and internationally. The company is developing a hotel with a spa in South Beach and exploring acquisition opportunities in San Francisco, Boston, Tahiti and the Dominican Republic. They also are currently in negotiations on two properties in Manhattan. "As we acquire and develop these additional properties both in the US and abroad, we will further maximize the synergies between our charter yacht and hotel business," says Freid.

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