

Waldorf Astoria New York - 2009 FACT SHEET

OVERVIEW:	As one of the first 'grand hotels' to combine elegance with luxurious amenities and services, The Waldorf Astoria has been world renowned for over a century. A member of the National Trust Historic Hotels of America, and an official New York City landmark since 1993, the Art Deco property occupies an entire city block of prime, mid-town Manhattan real estate. Recent renovations totaling \$400 million have renewed the splendor that has long made The Waldorf Astoria an international icon.
LOCATION:	In the heart of mid-town Manhattan between Park and Lexington Avenues and 49th and 50th Streets.
ADDRESS:	301 Park Avenue New York, NY 10022
TELEPHONE:	(212) 355-3000
WEB SITE:	www.waldorf.com
GENERAL MANAGER:	Eric O. Long
HISTORY:	<p>On March 24, 1893, millionaire William Waldorf Astor opened the 13-story Waldorf Hotel, at the site where his former mansion stood, at Fifth Avenue at 33rd Street. Built by renowned architect Henry Hardenbergh, The Waldorf was the embodiment of Astor's vision of a grand hotel, complete with electricity throughout and private bathrooms in many guest chambers – two of a long list of Waldorf firsts.</p> <p>Four years later, in 1897, The Waldorf was joined by the 17-story Astoria Hotel, erected on an adjacent site by Waldorf's cousin, John Jacob Astor IV. The corridor built to connect the two buildings became an enduring symbol of the combined Waldorf and Astoria hotels.</p> <p>In 1929, after decades of hosting distinguished visitors from around the world, the original Waldorf Astoria closed to pave the way for a reincarnation 15 blocks north on Park Avenue. The current hotel opened on October 1, 1931 as the world's largest and tallest hotel, a veritable city-within-a-city. Today it remains one of the world's largest Art Deco buildings and The Waldorf Astoria continues to be one of the city's most beloved – and utilized – institutions.</p>
AFFILIATION:	The Waldorf Astoria New York is a member of Hilton's Luxury and Lifestyle Brands along with The Waldorf Astoria Collection™, Conrad® Hotels & Resorts and Denizen Hotels. The Waldorf Astoria brand consists of the legendary Waldorf Astoria® in New York and The Waldorf Astoria Orlando. Established in 2006, The Waldorf Astoria Collection operates nine other properties: Arizona Biltmore Resort & Spa in Phoenix, Arizona; Grand Wailea Resort Hotel & Spa in Maui, Hawaii, the Casa Marina Resort & Beach Club, the Naples Grande Beach Resort and The Reach Resort, Florida and La Quinta Resort & Club in Southern California. Internationally it operates the 46-suite Qasr Al Sharq or "Palace of the Orient" in Jeddah, Saudi Arabia, the Rome Cavalieri, and most recently the Trianon Palace in Versailles which joined the collection in December 08. The company is also developing Waldorf Astoria Collection hotels and residences in key cities around the world and next year expects to launch the Dakota Mountain Lodge, The Waldorf Astoria Collection (Park City, Utah) and The Bentley, The Waldorf Astoria Collection (London), as well as The Boca Resort & Club, The Waldorf Astoria Collection (Boca Raton Florida) and the legendary The Roosevelt, The Waldorf Astoria Collection (New Orleans). The Palace Jerusalem, The Waldorf Astoria Collection (Israel) is expected to open in 2010.

WALDORF FIRSTS:

The Waldorf Hotel (1893-1929) was the first hotel to offer complete electricity and private bathrooms. Since then, a long list of firsts evolved. Notably, the hotel was first to create many classic culinary delights including dishes such as the Waldorf Salad, Veal Oscar, Lobster Newburg, Eggs Benedict, and also popularized room service, Red Velvet Cake and Thousand Island Dressing. Famous cocktails first made here include The Robb Roy, The Bronx and The Robbie Burns and the hotel was the site of the first on-location movie, *Weekend at The Waldorf* (1945), starring Ginger Rogers, Van Johnson and Lana Turner. When the current property opened in 1931, it was the tallest and largest hotel in the world. The private event space The Hilton Room – where the dancing scene in *Scent of a Woman* was filmed – was once famous for helping create show business legends. Lena Horne broke the color barrier in that room as the first African-American to play such an establishment as The Waldorf Astoria. The first Senate hearings to investigate the Titanic disaster in 1912 began at The Waldorf Astoria, just four days after the sinking, before being relocated to the Russell Senate Office Building in Washington, D.C.

ACCOMMODATIONS:

The Waldorf Astoria and Waldorf Towers offers a total of 1,416 guest rooms and suites, featuring original Art Deco motifs. Each room is decorated differently; no two are exactly alike. All feature marble bathrooms, dual-line speakerphones with voice mail, complimentary in-room premium cable, video check-out and Internet access. The hotel room inventory includes:

- 1,235 single and double rooms, including 208 mini and one-bedroom suites, 17 of which are **Astoria Level** upgraded rooms and suites. Astoria Level offers deluxe amenities, daily newspaper and complimentary use of the **Astoria Lounge**, which offers a relaxing atmosphere in which to enjoy complimentary Continental breakfast.
- **The Waldorf Towers**, offers 181 rooms, including 115 suites, and occupies the 28th through 42nd floors of The Waldorf Astoria. It is the preferred New York residence of heads-of-state, royalty, celebrities and corporate moguls. Herein, a stunning collection of opulent and spacious one- two- three- and four- bedroom suites and deluxe guest rooms are offered, including **The Presidential Suite**, home away from home for every American President since Herbert Hoover when in New York, and **The Royal Suite**, a recently and lavishly refurbished former residence of the Duke and Duchess of Windsor.

RESTAURANTS & BARS:

Innovation and tradition meet at The Waldorf Astoria's acclaimed restaurants, bars and lounges. From the stylish Peacock Alley, the jewel of the hotel's lobby, renowned for its extravagant brunch and fish and seafood menu, Bull and Bear Steakhouse, a Manhattan institution, Oscar's American Brasserie for casual dining to Inagiku a multi-starred Japanese restaurant.

Peacock Alley located in the heart of the bustling main lobby with its gilded ceiling, Deco design and frieze includes an upscale restaurant, a bar and lounge, three private dining salons, and successfully marries the hotel's classic surroundings with a fresh, contemporary look. Peacock Alley's Chef de Cuisine delight guests with an elaborate fish and seafood menu and "small plates" offerings, giving them a unique culinary experience. Peacock Alley is open for power breakfast, lunch, dinner and offers a selection of small plates at lunch, dinner and in the afternoon at the bar. The hotel's famed Sunday Brunch is also provided by Peacock Alley.

Bull & Bear is the only restaurant on the East Coast serving 28 days prime grade USDA *Certified Angus Beef*®, the highest quality grade of beef available in the U.S. The clubby, classic steakhouse attracts an international set, including business travelers, hotel guests and devotees. At the elaborate and celebrated mahogany bar, guests enjoy cocktails, while monitoring the restaurant's electronic stock ribbon. The Bull and Bear is open daily for lunch, dinner and cocktails. Monday through Friday, from 5:00 to 6:00 pm, patrons gather for cocktails and the filming of "Happy Hour," Fox Business Network's live news show.

Cocktail Terrace, home to Cole Porter’s Steinway piano, overlooks the Art Deco splendor that is the Park Avenue lobby.

Inagiku, offers “new style” Japanese cuisine in a dramatic setting. Classic Japanese ingredients are presented in novel ways, while familiar design motifs are theatrically reinterpreted. Private, culturally orthodox tatami rooms are available. Open for lunch Monday through Friday and cocktails and dinner nightly. Inagiku’s bar offers a convivial atmosphere for cocktails or an informal meal.

Oscar’s, a stylish and contemporary American brasserie, is dedicated to casual dining in an informal setting. Oscar’s Adam Tihany-designed decor is handsomely refined, giving way to an ambiance that is relaxed yet energetic. Oscar’s marries the best of comforting, contemporary American dishes with authentic versions of the classics created by the restaurant’s namesake, Oscar Tschirky. Drawing inspiration from *The Cookbook by Oscar of The Waldorf*, published in 1896, the menu boast a re-interpretation of Waldorf classics that made Oscar famous, including Veal Oscar and Eggs Benedict, as well as robust fare and international favorites. Open for breakfast and lunch.

Sunday Brunch - The hotel’s lavish Sunday Brunch has long been a Manhattan favorite. Diners relax to the gentle lilt of live piano music while enjoying a spectacular array of over 180 gourmet treats artfully displayed in 12 themed food displays near the hotel’s Lobby Clock Tower. Expanded stations include a cornucopia of chilled fruits des mers—including lobster and oysters on the half shell—a fish carving display, made-to-order Crêpes and Belgian waffles with flaming fruit sauces, an omelette and Eggs Benedict station including Lobster Benedict with assorted specialty hollandaise sauces, and the hotel’s signature, decadent desserts. Join us for brunch from 10:00 a.m.–2:30 p.m. For reservations (suggested), please call (212) 872-1275.

Named for a famous explorer, **Sir Harry’s** bar is a subdued yet inviting bar with conversational groupings of cozy chairs around checkerboard tables that offers a comfortably relaxed atmosphere, and is an ideal meeting spot. Open daily from 1 p.m. to 2 a.m.

Starbucks, the world’s best known retailer, roaster and brand of coffee is located by the Park Avenue lobby.

ROOM SERVICE:

As the hotel credited with popularizing room service in early 1930’s, The Waldorf Astoria offers it 24-hours daily. The extensive menu is complemented by a special children’s edition for younger guests, items low in Carbohydrates, fat and cholesterol. Serving includes items from the Waldorf Astoria Cookbook and the Big Apple Dessert featured in “Unwrapped” Food Network Channel in 2005.

MEETINGS & EVENTS:

A vast resource of approximately 60,000 square feet of distinctive and versatile function space, with 40 rooms capable of hosting gatherings ranging from small and private to the most grand and extraordinary. Outstanding facilities are complemented by the dedicated services of a sales, catering and culinary team with unrivaled events experience ranging from the World Economic Forum to exclusive weddings.

SHOPPING:

Distinctly Waldorf, the Waldorf Gift Collection, offers a broad spectrum of collection items, from kitchenware to fine jewelry, bedding to decorative accessories – some Waldorf branded. Some merchandise was created expressly for the Gift Collection like the best selling Limoges box in the guise of The Waldorf Astoria edifice. The Gift Collection is available through the Web site – www.distinctlywaldorf.com and The Waldorf gift shop located in the South lobby.

Guerlain Spa Boutique – Adjacent to the legendary clock in the main lobby of the hotel, the Guerlain Spa Boutique retails the exquisite skincare, fragrance, and makeup collections of Guerlain Paris, a world leader in beauty for nearly 200 years.

The legendary shops of Fifth and Madison Avenues are only steps away, as are numerous art galleries and specialty emporiums. Guests also have ready access to the upscale boutiques located in the hotel including precious jewelry at **Cellini**. Collectors of fine art and antiques can consider **Elliott Stevens** and **Floralia Decorators** can fulfill any floral request.

GUEST SERVICES:

Legendary Tour - Guests can enjoy a fascinating guided tour of the hotel. The tour focuses not only on the hotel's unique historic and architectural heritage, but also on its legacy as an unparalleled culinary innovator and gourmet destination. The tour is offered every Thursday at 11:30 a.m. with lunch at Oscar's restaurant. Please call 212-872-1275 for reservation (Required) or more information.

The Business Center at The Waldorf Astoria is an all-digital, fully networked, 1,150 square-foot facility, equipped to handle tasks ranging from simple to complex, from single black-and-white photocopies to four-color electronic publishing, fax service, to the production of over-sized posters. In supplement to The Business Center, the hotel has instituted *The Office* – an automated business center that provides guests with the ability to fax, copy, print, scan and access the Internet through four work stations operated by credit card. The Business Center is open Monday through Thursday, from 6 a.m. until 11 p.m.; from 6 a.m. until 10 p.m. on Friday, and from 8 a.m. to 5 p.m. on Saturday and Sunday.

Masters at securing tables at the city's most popular restaurants and arranging exciting itineraries for self-guided explorations of the city, **The Waldorf Concierge Team** offers comprehensive New York expertise, with an intimate understanding of new and trendy "hot spots", concerts, events and attractions. Many are Les Clefs d'Or members, an elite international concierge association. The Waldorf Concierge Team also offers multi-lingual translation and interpretation in several languages, including French, German, Italian, Spanish, Portuguese and Russian.

Kenneth's Salon at The Waldorf Astoria is located off the main lobby. World renown, Kenneth and his dedicated team of professionals offer a diverse menu of beauty services and salon treatments.

TD Waterhouse Bank Investor Services offers onsite investment services.

The **Theatre Desk** secures tickets for New York's most sought-after theatrical, cultural and sporting events, as well as makes arrangements for guided tours of New York City and its environs.

The **Transportation Desk** arranges for airport transfers and limousine hires.

Valet parking is available 24 hours a day, accessible via 50th Street between Park and Lexington Avenues.

The **Wedding Salon** located in the main lobby gives couples choosing to be united at The Waldorf Astoria access to the best-kept secrets of the hotel's coveted Rolodex of contacts including pre-screened, cherished vendors and resources. Open by appointment only, The Waldorf Weddings team also links would-be brides and grooms a short-list of Waldorf-recommended, best-of gift ideas and registry items, and arranges consult with florists, gown specialists, and offers a selection of china, glass and silver alongside the hotel's own offerings, giving couples the ability to pick and choose from the very best without leaving the hotel.

The new **Fitness Center** is located on the 5th floor of the hotel. The 2,500 square foot center is well appointed, equipped with Precor exercise equipment.

Guerlain Spa – Opened in September 1st 2008, The Waldorf Astoria Guerlain Spa was designed to bring all guests and Tri-State residents with a state-of-the-art Spa and fitness center. Guerlain, a subsidiary of the renowned luxury goods conglomerate LVMH, has joined with The Waldorf Astoria in announcing this major addition to the hotel. Featuring 16 treatment rooms and two relaxation lounges, this \$21.5 million facility occupies much of the 19th floor.

MOVIES:

The Waldorf Astoria is a celluloid darling, providing a fantastically romantic backdrop for films dating back to 1945. Over twenty movies have been filmed at the hotel, including the first on-location movie, the romantic comedy 'Weekend at The Waldorf', starring Ginger Rogers, Van Johnson and Lana Turner, in which a dinner scene is shot in the Starlight Roof; the 1992 film Scent of a Woman, whose unforgettable tango scene was filmed in the private event space, The Hilton Room; and 2001's Serendipity, where John Cusack and Kate Beckinsale ride the Grand Ballroom's elevator cars. Other notable flicks shot here: The Out Of Towners; Coming To America; Analyze This, Maid in Manhattan and The Pink Panther.

1. Week-End at the Waldorf (1945)
2. Broadway Danny Rose (1984)
3. Coming To America
4. Scent of a Woman (1992)
5. The Cowboy Way (1994)
6. Crimes and Misdemeanors (1989) (Mention)
7. You've Got Mail (1998) (Mention)
8. Random Hearts (1999)
9. Analyze This (1999)
10. For Love of the Game (1999)
11. Isn't She Great (2000) (Mention)
12. Serendipity (2000)
13. The Royal Tenenbaums (2001)
14. Maid in Manhattan (2002)
15. Two Weeks Notice (2002)
16. End of the Century - The Story of the Ramones (2005)
17. Mr. and Mrs. Smith (2005)
18. The Pink Panther (Special Edition) (2006)
19. The Hoax (2007)
20. Taking of Pelham spring (2009)

TV shows are also recorded on property:

- "Law and Order"
- "Rescue Me"
- "Sex and the City" - Season Six, Part 1 (1998)
- "The Sopranos"
- "Will and Grace"
- "Damages"

RESERVATIONS:

Please call (212) 355-3000 or 1-800-WALDORF.

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