



## THE PIERRE HOTEL TO OPEN FOR GUESTS ON SEPTEMBER 17<sup>TH</sup>

*New York City, September XX, 2020* -- The Pierre NY, A Taj Hotel is pleased to announce that the iconic Fifth Avenue landmark will once again open its doors to guests on September 17<sup>th</sup> following a 6-month pause as NYC worked to contain the spread of coronavirus. Although many things will have changed in light of new health requirements, the hotel teams remain committed to providing the bespoke experience that has been a Pierre hallmark for 90 years.

During the 6-month pause, a team of 80 managers and associates was kept in place to support the ## of residents who call The Pierre home. The hotel was converted to a coop in the 1960's when it became home to Hollywood celebrities, fashion icons and high-society patrons. Today, it remains one of the most coveted residences in NYC.

During the downtime the hotel has taken significant steps to ensure the health and safety of its guests and employees. "As we responsibly adhere to new health and wellness protocols and cleaning procedures in the wake of the coronavirus pandemic, The Pierre continues to uphold its 90-year tradition of exceptional service and unrivaled hospitality," states Francois-Olivier Luiggi, General Manager of The Pierre.

A recipient of the 2020 AAA Best of Housekeeping designation, The Pierre's housekeeping standards, as measured through comprehensive on-site inspections, significantly surpass expectations.

The Pierre's enhanced protocols have been developed in accordance with CDC and World Health Organization (WHO) recommendations, as well as in cooperation with state and local government requirements. To comply with New York State law, travelers from specific states are required to complete the [Traveler Health Form](#) upon their arrival in New York State.

The new wellness protocols include:

- Use of electrostatic anti-fogging devices and hospital-grade cleaning supplies to sanitize rooms
- An increased frequency of cleaning in public areas with a focus on disinfecting high-touch surfaces, elevator buttons and door handles
- In accordance with CDC recommendations 6-foot physical distancing requirements will be maintained by all hotel associates
- Rooms will remain blocked vacant for a minimum of 24 hours after cleaning
- Reimagined contactless room service with exquisite homemade meals will be available. Individually packaged food options and single-use cutlery will be available upon request. Restaurants will remain closed in accordance with City and State regulations.

- Updated contactless guest laundry procedures. The Pierre will continue to provide its on-premise laundry and dry-cleaning services. The Hotel has never used outside laundry service.
- Temperature checks are mandatory for all team members entering the hotel.

The elegant architecture of The Pierre naturally lends itself to post-pandemic protocols. Every room has high ceilings with abundant light and windows that open in addition to independent heating and cooling systems. The double lobbies and dual entrances on Fifth Avenue and 61<sup>st</sup> Street keep foot traffic in the lobby to a minimum.

Conveniently located on the upper east side across from Central Park, the hotel is situated in a quiet, bespoke neighborhood with easy access to local shops, restaurants and museums. The hotel will be providing guests with itineraries of local openings, exhibits and events in Central Park and the surrounding neighborhood to help create an extraordinary guest experience while in NYC.

The Pierre is no stranger to opening during challenging times. The hotel first opened its doors 90 years ago in the height of The Great Depression. October 1 marks the beginning of the hotel's 90<sup>th</sup> anniversary – a celebration of continuous operations that few NYC hotels can claim. In honor of 90 years of unparalleled service, the hotel is offering 15% off bookings plus a \$90 spending credit for stays booked from September 17<sup>th</sup>, 2020 to April 4<sup>th</sup>, 2021. For those who choose to drive to NYC, The Pierre is providing free parking. For a full list of special promotions, go [HERE](#).

### **About The Pierre, A Taj Hotel**

A New York icon, The Pierre, A Taj Hotel continues to set the standard for timeless elegance and unrivaled hospitality in New York City. Situated on Central Park, The Pierre remains a landmark treasured by visitors and New Yorkers alike since opening in 1930. Celebrating its 90<sup>th</sup> anniversary this October, it is the only AAA Five Diamond and Forbes Five-Star rated property on Manhattan's Upper East Side. The hotel's 189 rooms, 49 of which are suites, offer classic design with couture touches, abundant natural light, and high ceilings. During non-COVID times, first-rate amenities include white-gloved attendants, a Les Clefs d'Or Concierge team and a complimentary Jaguar house car. Exquisite entertaining is synonymous with The Pierre, and its opulent Grand Ballroom, Cotillion Room, and The Rotunda continue to host New York's most unforgettable events, while chic, multifunctional meeting rooms welcome private gatherings, from intimate closing dinners to annual shareholder meetings. The Pierre's robust food and beverage program boasts 24-hour gourmet room service, Traditional Afternoon Tea and craft cocktails at Two E Bar/Lounge, seasonal fare with outdoor seating at signature restaurant Perrine and indulgent cuisine in the whimsical Rotunda. Follow The Pierre on Instagram, Facebook, & Twitter: @thepierreny. [www.thepierreny.com](http://www.thepierreny.com)

### **MEDIA CONTACTS:**

Mary Beth O'Connor  
Director, Sales & Marketing  
The Pierre  
[Marybeth.oconnor@tajhotels.com](mailto:Marybeth.oconnor@tajhotels.com)  
646 226-3478

Janet Bartucci  
Janet Bartucci Strategic  
Communications  
[janet@janetbartucci.com](mailto:janet@janetbartucci.com)  
917 297-0461