

Hotel Business.

NYC Hotels Unite to Launch Triumph Hotels Brand

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NEW YORK—The Iroquois New York, Hotel Chandler, Hotel Belleclaire, The Cosmopolitan, The Gershwin and The Washington Jefferson—all located here—have come together to form a new, New York City hotel brand, Triumph Hotels.

Triumph owns and manages six hotels in New York City. The brand now has 460,000 sq. ft. and nearly 1,000 rooms in its portfolio.



Hotel Belleclaire's lobby

In the coming year, in addition to seeking opportunities to add new hotels, Triumph will introduce a number of initiatives and programs to enhance the guest experience, including the roll out of a brand loyalty program, rewarding guests for stays at any of the properties; growing the number of packages and promotions to be offered brandwide; and increasing the amount of meeting and event space.

With a growing focus on the food and beverage experience, Triumph will continue to look for like-minded partners in the culinary realm and build on the success of Triomphe in The Iroquois and Juni by Michelin-starred Chef Shaun Hergatt in Hotel Chandler.

The tri-state based private company is family owned and strives to maintain the history and character of its hotels while marrying them with modern comforts.

"As a native New Yorker who grew up in the hospitality business, we worked hard to create hotels, and now a brand, that is rich in architecture, history, design and well-positioned to provide neighborhood-centric experiences," stated co-owner Gerald Barad. "While the collection of hotels have individual identities, they all offer a one-of-a-kind, service-oriented stay that defines the Triumph brand. As a 21st century company, we developed brand standards that encourage personalization, and of course, are distinctly New York."