

H G U
A NEW YORK HOTEL
ESTABLISHED 1905



SALES OFFERING BROCHURE

alfadevelopment

HGU A NEW YORK HOTEL

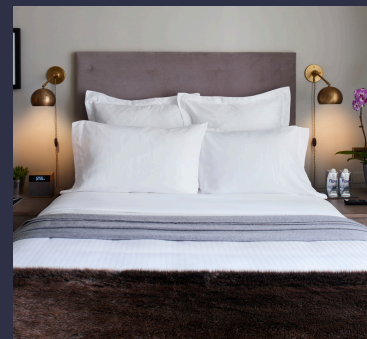
ESTABLISHED 1905 NOMAD DISTRICT

Alfa Development is offering for sale the fee simple interest HGU New York, one of the oldest continuously operating hotels in New York City. Established in 1905 with a prime hospitality location in the heart of midtown Manhattan, this prestigious hotel underwent a \$25MM transformation in 2016 and has attracted a stable, diverse clientele to its NoMad location just off Park Avenue.

A beaux-arts masterpiece designed by Frederick C. Browne, the hotel spans 90 spacious rooms over ten stories. It includes a 60 seat restaurant, two bars, a lounge, café, and an exclusive roof deck bar. It is being offered fully unencumbered.

HGU is currently self-managed by an investment group with a single hotel asset and is unbranded. It offers an excellent opportunity for a hotel group to rebrand or bring proprietary sales channels into the mix thus dramatically increasing revenues and EBITDA over current levels.

As a four-star lifestyle boutique travel destination, HGU has received high-level travel and destination accolades in CNN, Travel Weekly, and Guild Magazine, and was named one of the "Best Boutique Hotels in New York City" by Forbes. With an excellent history, reputation, and marketable assets, the hotel presents an opportunity for a successful travel enterprise investment in the heart of New York City.

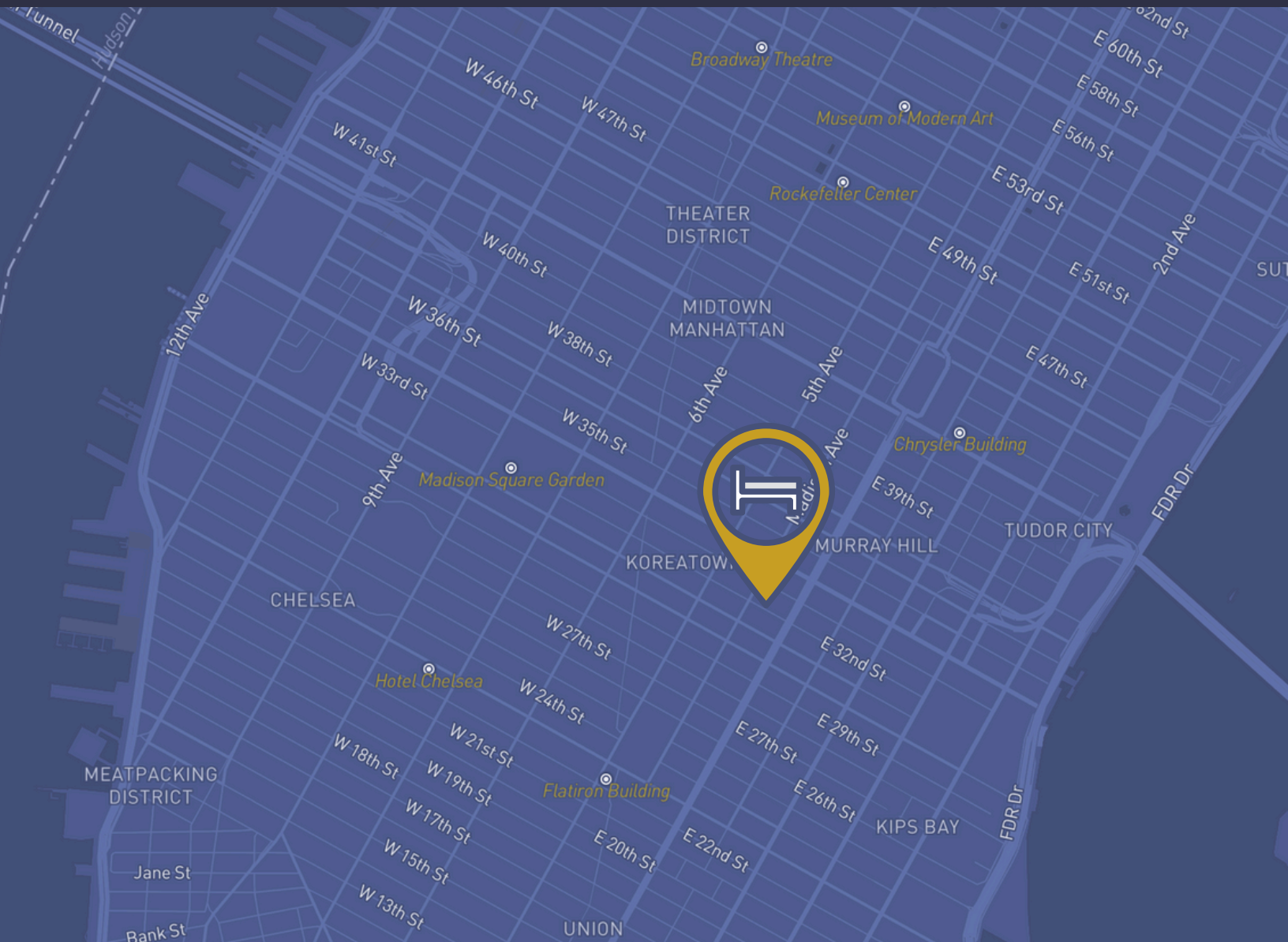


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34 E 32ND ST, NEW YORK, NY 10016

The hotel is steps from the 6 train and a few blocks from Macy's, as well as shopping along Park and Fifth Avenues. Nearby landmarks include the Empire State Building, Grand Central Terminal and Penn Station.



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HGU **HGU NEW YORK**
NOMAD DISTRICT EST. 1905 NEW YORK CITY

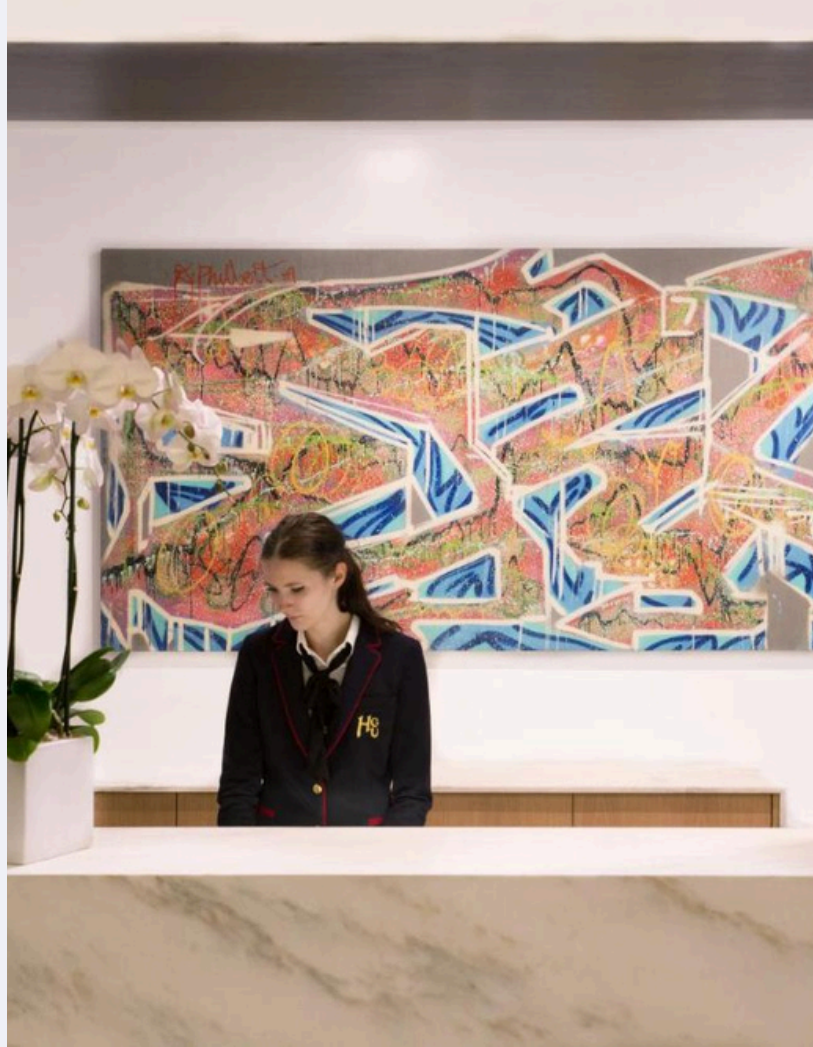


ROOM TYPE: KING
HGU NEW YORK, 34 E. 32ND ST, NEW YORK CITY, 212.779.3432





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ESTABLISHED 1905 NOMAD DISTRICT



FULL COM WITH FINANCIALS CAN BE SENT UPON REQUEST
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