



BARGAIN HUNTERS HIT THE SHEETS IN HOLLYWOOD

Hotel Week NYC™ Jan. 3-18, 2015 Expands to Los Angeles Nov. 29-Dec. 14, 2014

Los Angeles, Calif. — Following the success of Hotel Week NYC™, the inaugural Hotel Week LA™ is launching in Los Angeles this November. More than 20 Manhattan hotels have participated in Hotel Week to date, which is entering its fourth year, and 10 Los Angeles hotels have already signed up to participate in its West Coast debut, scheduled for Nov. 29-Dec. 14, 2014.

Hotel Week will offer weeklong discounts at celebrated LA and NYC hotels, many of which charge upwards of \$500 per night. Guests can book rooms to stay at participating hotels for \$100, \$200 or \$300 per night.

The incredible savings provides travelers, New Yorkers and Angelinos with a perfect excuse to try a new hotel or book a much-needed, post-holiday “staycation.”



Similar to the concept of Restaurant Week, Hotel Week was created by hotel marketer Nancy J. Friedman to address the occupancy dip most hotels experience following the holiday season, while providing them with an opportunity to expand their brand awareness.

The announcement coincides with her firm’s expansion into LA this summer, after celebrating 25 years as a New York-based leader in travel, hospitality and lifestyle public relations. The new Nancy J. Friedman Public Relations (NJFPR) office is located in Santa Monica.

“Hotel Week LA is a win-win for both visitors and hotels,” said Friedman, founder of Hotel Week NYC and now Hotel Week LA. “The reduced rates give guests a chance to treat themselves to the best hotels in Los Angeles and New York for a fraction of the cost, and the promotion gives hotels an opportunity to book unoccupied rooms and simultaneously win over new visitors.”

NJFPR has confirmed the following hotels for the year's Hotel Week LA and Hotel Week NYC:

LOS ANGELES HOTELS	REGION	RATE*	HOW TO BOOK
Avalon Hotel Beverly Hills	Beverly Hills	\$ 200	Book online with promo code Hotel Week or call +1 800-670-6183 and mention Hotel Week
Hotel Erwin	Venice Beach	\$ 200	Book online with promo code HWEEK or call +1 310-452-1111 and mention Hotel Week
Hotel Palomar Los Angeles - Westwood, a Kimpton Hotel	Westwood	\$ 200	Book online with promo code LAHW or call +1 800-472-8556 and mention Hotel Week
SIXTY Beverly Hills	Beverly Hills	\$ 200	Book online with promo code HotelWeek or call +1 800-441-5050 and mention Hotel Week
The Hotel Wilshire - a Kimpton Hotel	Miracle Mile (next to Museum Row & Beverly Hills)	\$ 200	Book online with promo code LAHW or call +1 866-650-2154 and mention Hotel Week
The Redbury @ Hollywood & Vine	Hollywood	\$ 200	Book online with promo code HWLA or call +1 877-962-1717 and mention Hotel Week
Huntley Santa Monica Beach	Santa Monica	\$ 300	Book online or call +1 888-532-5155 and mention Hotel Week
Loews Santa Monica Beach Hotel	Santa Monica	\$ 300	Book online with promo code EVENT or call +1 800-235-6397 and mention Hotel Week
Mr. C Beverly Hills	Los Angeles	\$ 300	Book online or call +1 310 277 2800 and mention Hotel Week
The London West Hollywood	West Hollywood, Beverly Hills	\$ 300	Book online or call +1 866-282-4560 and mention Hotel Week

NEW YORK CITY HOTELS	REGION	RATE*	HOW TO BOOK
Gansevoort Meatpacking	Meatpacking	\$ 200	Book online with promo code HWP or call +1 212-206-6700 and mention Hotel Week
Gansevoort Park Avenue	Gramercy, NoMad	\$ 200	Book online with promo code HWP or call +1 877-830-9889 and mention Hotel Week
Viceroy New York	Midtown	\$ 300	Book online with promo code HW2015 or call +1 855-647-1619 and mention Hotel Week
Cosmopolitan Hotel - Tribeca	Tribeca	\$ 100	Book online with promo code HOTELWEEK or call +1 888-895-9400 and mention Hotel Week
Hotel Belleclaire	Upper West Side	\$ 100	Book online with promo code HOTELWEEK or call +1 877-468-3522 and mention Hotel Week
Pod 39 Hotel	Midtown East, Murray Hill	\$ 100	Call +1 212-865-5700 and mention Hotel Week
Wolcott Hotel	NoMad	\$ 100	Book online or call +1 212-268-2900 and mention Hotel Week
Broadway @ Times Square Hotel	Times Square	\$ 200	Call 1-800-567-7720 (toll free within US only) or +1 212-790-2710 and mention Hotel Week
Casablanca Hotel Times Square	Times Square	\$ 200	Book online or call +1 212-869-1212 and mention Hotel Week
Cassa Hotel & Residences	Times Square	\$ 200	Book online with promo code HW2015 or call +1 888-532-2772 and mention Hotel Week
Hotel Chandler	Flatiron	\$ 200	Book online with promo code HOTELWEEK or call +1 866-627-7847 and mention Hotel Week
Hotel Elysee	Midtown East	\$ 200	Book online with promo code HOTELWEEK or call +1 212-753-1066 and mention Hotel Week
Hotel Giraffe	NoMad	\$ 200	Book online with promo code HOTELWEEK or call +1 212-685-7700 and mention Hotel Week
Hotel Mela Times Square	Times Square	\$ 200	Book online with promo code HOTELWEEK or call +1 212-710-7000 and mention Hotel Week
La Quinta Inn & Suites Manhattan	Herald Square	\$ 200	Call 1-800-567-7720 (toll free within US only) or +1 212-790-2710 and mention Hotel Week
Library Hotel	Midtown East	\$ 200	Book online with promo code HOTELWEEK or call +1 212-983-4500 and mention Hotel Week
nyma, the new york manhattan hotel	Herald Square	\$ 200	Call 1-800-567-7720 (toll free within US only) or +1 212-790-2710 and mention Hotel Week

Ramada New York Eastside	Murray Hill	\$ 200	Call 1-800-567-7720 (toll free within US only) or +1 212-790-2710 and mention Hotel Week
Sanctuary Hotel NYC	Times Square, Theater District	\$ 200	Call +1 212-234-7000 and mention Hotel Week
The Hotel @ Times Square	Times Square	\$ 200	Call 1-800-567-7720 (toll free within US only) or +1 212-790-2710 and mention Hotel Week
The Lexington New York City	Midtown Eastside	\$ 200	Book online or call +1 800-223-4932 and mention Hotel Week

* Rates are subject to availability. Taxes not included.

###

www.njpr.com
www.hotelweeknyc.com