

DAILY NEWS

September 17, 2015

CONFIDENTIAL



RADAR ONLINE

September 16, 2015

Hot Spots And Star Sightings



Brooke Shields joined Yongdok Song, CEO of LOTTE Hotels & Resorts, the largest hotel group in Korea, and John C. Tolbert, Managing Director of LOTTE New York Palace for a special unveiling ceremony commemorating the company's relaunch of The New York Palace, one of New York City's most iconic landmark properties, as LOTTE New York Palace.



September 16, 2015

Star Shots: Celebrities On The Map This Week



Brooke Shields celebrated the relaunch of The New York Palace as LOTTE New York Palace, one of New York City's most iconic landmark properties, on September 16.

DAILY NEWS

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At the New York Post, editor Col Allan looks like toast; John Stamos gives 'Full' disclosure

SEEN AND HEARD

Betsey Johnson celebrating Fashion Week at Sushi Roxx. ...

One and One pub owner **Paul**

O'Sullivan celebrating his birthday with bar regulars on Wednesday. ... **Jaime King** and

Jamie Chung primping at Panasonic Beauty Bar. ...

James Franco's reading of "Slaughterhouse Five" coming out on Audible audiobooks on Nov. 3. ... **Brooke Shields** joined **Yongdok Song**, CEO of Lotte Hotels & Resorts, and **John C. Tolbert**, managing director of Lotte New York Palace for the unveiling of the relaunch of the New York Palace.

<http://www.nydailynews.com/entertainment/gossip/confidential/new-york-post-editor-allan-toast-article-1.2363497>



September 17, 2015



Pursuitist Interviews Yongdok Song, CEO LOTTE Hotels & Resorts, Part 2

NEW YORK, NY – SEPTEMBER 16: (L-R) LOTTE New York Palace Unveiling Ceremony in New York City. L-R, Managing Director John C. Tolbert, Company President and CEO Fred Dixon, Korean Consul General Gheewan Kim, LOTTE Hotels & Resorts president and CEO Song Yong Dok, and Brooke Shields

LOTTE Hotels & Resorts, the largest hotel group in Korea, hosted a special unveiling ceremony commemorating the company's relaunch of The New York Palace, one of New York City's most iconic landmark properties, as LOTTE New York Palace. Yongdok Song, CEO, LOTTE Hotels & Resorts, and John C. Tolbert, Managing Director, LOTTE New York Palace, welcomed over 150 guests to the hotel's outdoor courtyard for a ceremony featuring guest speakers Gheewhan Kim, Consulate General of the Republic of Korea in New York, and Fred Dixon, President and CEO of NYC & Company, before the reveal of the hotel's new sign for which the hosts were joined by iconic actress and model Brooke Shields.

Yongdok Song spoke about LOTTE Hotels & Resorts' history and vision, as well as the company's development plans for LOTTE New York Palace.

"As Korea's leading hotel chain, LOTTE Hotels & Resorts has continued to make ambitious advances into the global market by going far beyond the boundaries of Korea, ultimately leading to this significant moment, where we present to the City of New York a brand new LOTTE New York Palace hotel," said Dr. Song.



Dr. Yongduk Song, CEO, LOTTE Hotels & Resorts

Recently, Pursuitist interviewed Dr. Song about LOTTE and its new movement into the United States.

Pursuitist: Lotte is a very large company, with hospitality and tourism as one of your dimensions. How did you make the decision to purchase The New York Palace in New York? What appealed, in terms of history and brand, about this hotel?

Dr. Song: Lotte New York Palace is one of the luxurious hotels, representing the history and tradition of New York. Having the signage of Lotte in the center of New York itself elevates the brand and helps our group to make inroads in other parts in the U.S and Europe. Purchasing the New York Palace is a sign that our 'Global Leading Hotel' project is moving well along.

Pursuitist: We are also wondering, as regards The New York Palace, will there be any renovations, restorations, or additions within the next few years?

Dr. Song: We are now on a project to enhance the value of communal space and to invite a global retail brand into Lotte New York Palace Hotel. As for the renovation, we will gradually upgrade the spaces that are necessary.

Pursuitist: Lotte is not that well-known in the U.S yet, but with the purchase and branding of the New York Palace, that will certainly change. Are there other cities in the U.S. Lotte is looking at in terms of greater brand recognition through hotel purchasing?

Dr. Song: Our current plan is to expand our hotel brand in Los Angeles, San Francisco, Hawaii, and other major cities in the U.S. At the same time, we are considering operating an additional hotel in New York, an upscale hotel by utilizing the Lotte New York Palace brand.

Pursuitist: On the Lotte website, it was revealed the origin of the name Lotte and its relation to the heroine, Charlotte, in Goethe's *The Sorrows Of Young Werther*. This is a fascinating concept, having the basis of the name be closely aligned with love, kindness and empathy. How will you bring those things into the hospitality arena at the New York Palace?

Dr. Song: Lotte Group's mission is to enrich people's lives by providing superior products and services that our customers love and trust. This goes back to the concept of Charlotte, and as you've mentioned, closely aligned with love, kindness and empathy. Among all the companies in Lotte, Lotte Hotel mostly emphasize on the importance of service. Under the mission of '*Lotte Hotel is Service*', we strive consistently to impress our customers with our best service.

<http://pursuitist.com/pursuitist-interviews-yongdok-song-ceo-lotte-hotels-resorts-part-2/>

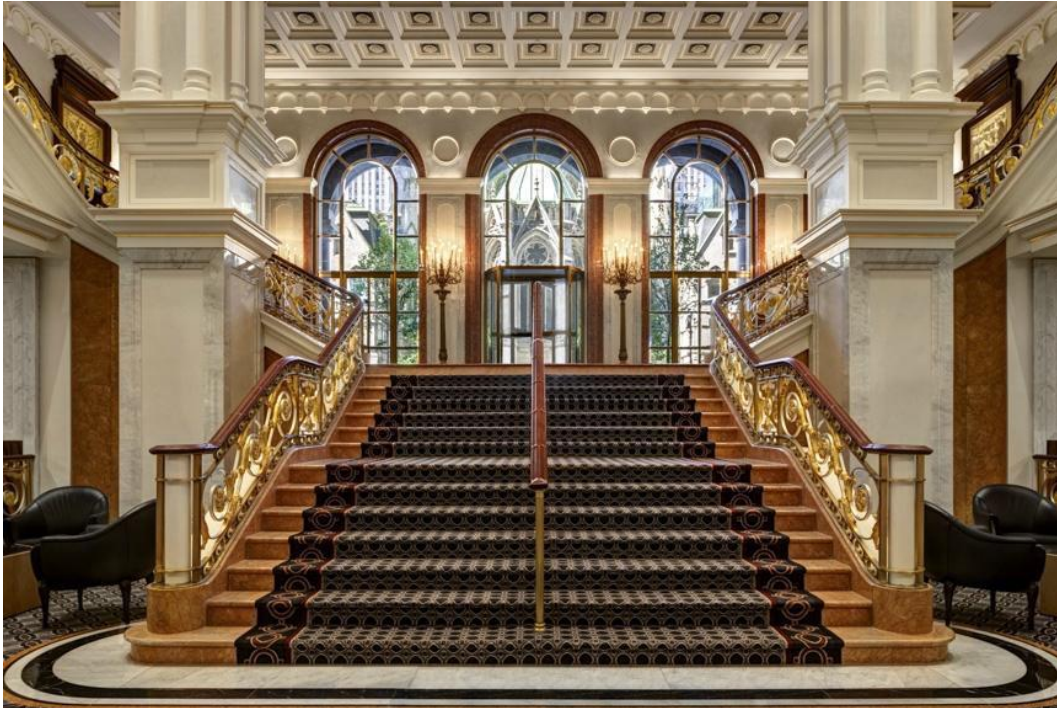


September 17, 2015



LOTTE Hotels & Resorts Introduces the LOTTE New York Palace Hotel, Part 1

LOTTE Hotels & Resorts, a Korea-based owner and operator of luxury hotels worldwide, announced the relaunch of The New York Palace, an iconic luxury hotel in midtown Manhattan. It is now branded as the LOTTE New York Palace. LOTTE Hotels & Resorts has assumed ownership of the property at the end of August 2015, making the Lotte New York Palace the group's first hotel acquisition in North America.



LOTTE Hotels & Resorts will also introduce the property's new branding in conjunction with its relaunch as LOTTE New York Palace on September 16th. The hotel's new name and logo combines its LOTTE affiliation, as it preserves the Palace's distinctive identity and exceptional history.



The Jewel Suite Living Room, LOTTE New York Palace Hotel

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Previously, the New York Palace, before it was LOTTE, completed a \$140 million redesign in the Fall of 2013. The renovation transformed the property's premier rooms and suites in The Towers, a hotel-within-a-hotel. Additional upgrades included new lobbies, specialty suites, restaurants and bars including Trouble's Trust, The Lobby Lounge, Tavern on 51, Rarities and Pomme Palais. In addition to 30,000 square event spaces, The Palace has private areas located in the historic Villard Mansion.



ART Space at Villard, LOTTE New York Palace

With 909 rooms and suites, The Palace has, for years, been known for its spectacular views, and spacious rooms. Located across the street from St. Patrick's Cathedral and only steps from Rockefeller Center — the hotel's world-renowned courtyard incorporates motifs from several 15th-century Italian cathedrals and has served as the entranceway to the historic Villard Mansion since 1882. The LOTTE New York Palace gracefully blends the landmark Villard Mansion with a contemporary 55-story tower, combining traditional and contemporary in a significant way.



Champagne Suite Living Room, LOTTE New York Palace

LOTTE Hotels & Resorts is currently in operation of 18 properties across five countries globally, and has 16 additional properties in the pipeline. It is ranked number 1 in the Korean lodging market. The LOTTE Group is one of the largest Korean conglomerates with 80 affiliates and annual revenue of \$83 billion in 2014. Their first Russian luxury hotel in Moscow was recently awarded with the Prix Villegiature Awards 'Best Hotel in Europe'.

With the unveiling of the Lotte New York Palace, Pursuitist will be interviewing Dr. Yongdok Song, CEO LOTTE Hotels, in part 2 of this article.

<http://pursuitist.com/lotte-hotels-resorts-introduces-the-lotte-new-york-palace-hotel-part-1/>

HUFF
POST TRAVEL

September 24, 2015

10 Hotels With Unbelievably High-End Amenities



(photo: Courtesy of Lotte New York Palace)

Diamonds are a guest's best friend at Manhattan's Lotte New York Palace. Anyone who stays in the spectacular triplex Jewel Suite, which features 15-foot-tall windows and floating jewelry display cases, receives a diamond microband ring custom designed by Martin Katz. Jewel Suite from \$25,000/night; lottenypalace.com.

BIZBASH

EVENT PLANNING NEWS, IDEAS & RESOURCES

September 25, 2015

10 Best Ideas of the Week: Edible Outfits, Flaming Sculptures, a Hotel Cake Replica

Here's a look at 10 steal-worthy ideas we spotted this week.

This week's roundup includes edible outfits at a fashion show in Orlando, flaming sculptures in Los Angeles, a hotel cake replica in New York, and a luxury cruise line doubling as a conference hotel in San Francisco.



Lotte New York Palace Cake

To celebrate the hotel's new ownership by Lotte Hotels & Resorts, the newly rebranded **Lotte New York Palace**'s food and beverage team reproduced the Midtown Manhattan hotel as a cake. The cake was unveiled at the hotel's relaunching celebration on September 16, an event that was attended by Brooke Shields, Lotte C.E.O. Yongdok Song, and the hotel's managing director, John C. Tolbert.