



**NEW YORK CITY'S SANCTUARY HOTEL  
NAMED INTERNATIONAL HOTEL OF THE YEAR  
AT THE 2011 EUROPEAN HOSPITALITY AWARDS**

FOR IMMEDIATE RELEASE (NYC- Nov. 9, 2011) **The Sanctuary Hotel**, located in New York City, was named International Hotel of the Year at the **2011 European Hospitality Awards**. The hotel's owners, **Hank and Brandon Freid** of **The Impulsive Group**, were feted at an awards ceremony at The Landmark Hotel in London, United Kingdom, on Friday, November 4<sup>th</sup>.

The International Hotel of the Year honors establishments with innovative interior and exterior design as well trendsetters for the hotel community across the world. Other hotels nominated for this award in 2011 include the *Hotel Gran Melia Shanghai*, Shanghai, China; *Hotel Missoni Kuwait*, Salmiya, Kuwait; *Emirates Palace Hotel*, Abu Dhabi, UAE; and *Swissotel Living*, Swissotel The Bosphoma, Istanbul.

"We are so honored to have received this award and to be grouped with such a prestigious assemblage of international hotels," says Hank Freid, owner of The Sanctuary Hotel. "Our team at The Sanctuary has made every effort to bring an authentic European hospitality and warmth to America with our hotel, and it is truly gratifying to be recognized by a European institution for this work."

The Sanctuary Hotel is an 111 room boutique hotel located in the heart of Times Square. Offering the perfect balance of authentic Manhattan living combined with European-inspired hospitality, The Sanctuary caters to clientele looking for not only luxury but also personalized service. The Sanctuary Hotel is proud to offer the **S.T.A.R™ Experience** program, a one-of-a-kind five-star concierge service.

The Sanctuary Hotel is located at 132 West 47<sup>th</sup> Street, and reservations can be made at (212) 234-7000. Visit the Sanctuary Hotel online at [www.sanctuaryhotelnyc.com](http://www.sanctuaryhotelnyc.com).