

Contact: Ryan Smith, (212) 724-7783, <a href="mailto:ryan@gilliesandzaiser.com">ryan@gilliesandzaiser.com</a>

Tweet: Library Hotel Collection celebrates National Book Month & Octoberfest with Booktoberfest Package #nationalbookmonth #octoberfest #libraryhotel

Hi-Res Downloadable Image Gallery: <a href="https://libraryhotelcollection.com/en/media\_gallery.html">https://libraryhotelcollection.com/en/media\_gallery.html</a>

## The Perfect Pairing of Books and Beer as the Library Hotel Collection Offers 'Booktoberfest' Package in New York and Toronto

Package includes literary-themed beers, free books and a donation to Dolly Parton's Imagination Library for each booked stay

New York (Sept. 2019) – From William Shakespeare to Edgar Allen Poe and Hunter S. Thompson, some of the world's literary giants have written about, and been widely quoted on, their appreciation of beer. To celebrate the intersection of books and beer, the <u>Library Hotel</u> by <u>Library Hotel Collection</u> has created a special Booktoberfest package available during the month of October, also designated as National Book Month and Octoberfest.

Guests booking the <u>Booktoberfest</u> package for stays of two or more nights during the month of October will receive: four literary-themed craft beers upon arrival; a \$25 gift card to the iconic New York City independent bookseller, Strand Bookstore; a signature Book Lovers Tote Bag; New York City Brewery Map and 30% off a <u>Literary Pub Crawl Walking Tour</u> which highlights the stories, poems, and prose that make New York City the epicenter of American Literature. As an added amenity, all New York City Library Hotel Collection properties offer all guests a daily continental breakfast buffet as well as a three-hour nightly wine and cheese reception, wi-fi, 24-hour refreshments and more included with a \$25 per room per day resort fee.

To ensure the next generation develops a love of reading, the Library Hotel Collection will make a \$10 donation for each package booked to <u>Dolly Parton's Imagination Library</u>. This program mails free books to children from birth to age five in participating communities within the United States, United Kingdom, Canada, Australia and Republic of Ireland and to date has gifted more than 123 million books.

The award-winning Library Hotel is the ultimate book lover's paradise beginning at the front entrance on 41st Street, known as "Library Way," featuring 100 bronze plaques with famous literary quotes. The hotel is home to more than 6,000 books with each of the ten guestroom floors dedicated to one of the major classifications of knowledge of the Dewey Decimal System. The 60 exquisitely appointed guest rooms have been individually curated with a collection of art

and books relevant to one distinctive topic within the category of the floor it belongs including the subjects of the arts, philosophy, religion, technology among others. Guests are welcome to unwind from their urban adventures in the second-floor guest lounge, the Reading Room; or the gorgeous rooftop terrace, the Writer's Den and Poetry Garden, which each evening transform into Bookmarks Lounge serving curated cocktails like The Pulitzer, Tequila Mockingbird or Sleepy Hollow.

For guests that are looking for the same level of impeccable service as the Library Hotel, but want a different location in the city, the Booktoberfest package is also available at the Library Hotel Collection's three additional New York City hotels – <u>Casablanca Hotel</u>, <u>Hotel Giraffe</u> and <u>Hotel Elysee</u>, which was the New York home of playwright Tennessee Williams until his death in 1983.

Also participating in Booktoberfest is the Library Hotel Collection's newest property, Hotel X Toronto, which will provide a \$25 gift card from independent bookseller, Another Story. Hotel X Toronto, though larger than the New York City properties with 404-guest rooms, still takes the collection's commitment to books seriously. The hotel features a tucked away lobby library available to guests of all ages and there are numerous places throughout the hotel perfect for curling up with a good read. During warm weather months, The Peak at Falcon SkyBar, is the crowning jewel of the hotel, located on the 29th floor and is a perfect place to read surrounded by 360 degree views of downtown Toronto and Lake Ontario while guests with Library Club Lounge access can curl up next to the fireplace and enjoy all day refreshments.

Rates for the Booktoberfest package begin at: \$368 Library Hotel, \$279 Hotel Elysee, \$351 Hotel Giraffe, \$320 Casablanca Hotel and \$213 USD/ \$283 CAD at Hotel X Toronto. This package is available to book now with stays valid Oct. 1 -31, 2019. Booktoberfest requires pre-payment and is non-refundable.

## **About Library Hotel Collection:**

The Library Hotel Collection prides itself on the reputation of being the "World's Kindest Hoteliers" which is why it was recognized in ReviewPro's 2015 and 2016 Top Luxury Hotel & Brand Report as having the highest guest satisfaction rating of any luxury hotel brand in the world. TripAdvisor also consistently honors the brand for some of the highest guest satisfaction ratings out of the site's 1.1 million accommodations - including naming the musically inspired Aria Hotel Budapest as "#1 Hotel in the World" in the 2017 Travelers Choice Awards. Each of the hotels in Library Hotel Collection is reflective of the creative vision of Henry Kallan, named 2016 "Hotelier of the Year" by the Boutique Hotel and Lodging Association. Hotel Elysée, home of the renowned Monkey Bar, is inspired by the elegance of a French country estate. Inspired by the romance of the Hollywood classic, Casablanca Hotel is an unexpected oasis in the center of the

Broadway Theater District, steps from Times Square; <u>Hotel Giraffe</u> is a chic, softly contemporary property in the NoMad/Flatiron District and <u>Library Hotel</u> is a book lover's paradise with 6,000 books organized throughout the hotel, based on the Dewey Decimal System – all three were named "Top 25 Hotels in the US" by TripAdvisor in 2019. The latest additions to the Library Hotel Collection are the music-inspired <u>Aria Hotel Budapest</u> and <u>Hotel X Toronto</u>, Toronto's first downtown urban resort, located on the shores of Lake Ontario in the heart of the Exhibition Place grounds.

###

Gillies and Zaiser (212) 723-7784 media@gilliesandzaiser.com www.gilliesandzaiser.com LHC-07-2019