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Anne Z. Cooke: Get Your Slice Of The Big Apple Now

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Get Your Slice of the Big Apple Here



They said it couldn't succeed. Timeshares and vacation club memberships? Never. Not in [New York City](#), the town where cultural events and symphony concerts trump roller coasters and theme parks.

Then <http://www.hiltonworldwide.com/> >Hilton rolled the dice and made it happen. Now less than two years old, [West 57th Street](#), Hilton's first dedicated timeshare property in Manhattan is a success story with 80 percent of its vacation weeks sold to eager visitors. Non-owners — as I was on a recent visit — can reserve lodging space if and when it's available. But most guests are owners. Listening to elevator chatter, as current and prospective owners ride up to 28th floor, or down to the lobby level on their way to the theater, it's apparent that owning a slice of the [Big Apple](#) has paid dividends.



"We've stayed at a half-dozen New York hotels over the years," said an older couple in evening clothes talking to two forty-something sisters in running shoes. "This works much better. It's like having our own place in town, but with no maintenance or headaches. And it's a good investment," she said.

"Off-season weeks are cheaper, so we bought one of them," replied one of the sisters. "But we

prefer the fall anyway, when [Lincoln Center](#) is in the middle of their concert season, and it's easier to get tickets to Broadway shows."



Unwilling to refit an existing structure, the [Hilton](#) development team chose a building site at one of [Manhattan](#)'s most exclusive addresses, within walking distance of Fifth Avenue and Central Park. Then, aiming for a blend of luxury and privacy, they tucked the property between two other inconspicuous buildings. If you were walking by you'd never notice the entrance hidden behind a pair of unobtrusive glass doors manned by equally unobtrusive doormen.

Nor does the lobby, consisting of staff desks and two elevators, reflect the relatively high levels of service, convenience and comfort that [West 57th](#) provides. The staff at the reception desk, on duty 24-7, remember your name, your unit and your travel dates. The concierge offers city maps and directions, and books restaurant reservations and Broadway show tickets.



"The project has done well for a variety of reasons," said General Manager Laurie Del Sol, who's followed the venture since the plans were approved and construction began. "It has the <http://www.hiltonworldwide.com/>>Hilton brand behind it for one thing. Owners have automatic membership in the <http://www.hiltongrandvacations.com/>>Hilton Club and they earn points they can use to stay at other [Hilton Club](#) properties. And this is a very special city. People want to have a piece of New York."

From: [The Blog](#)

