



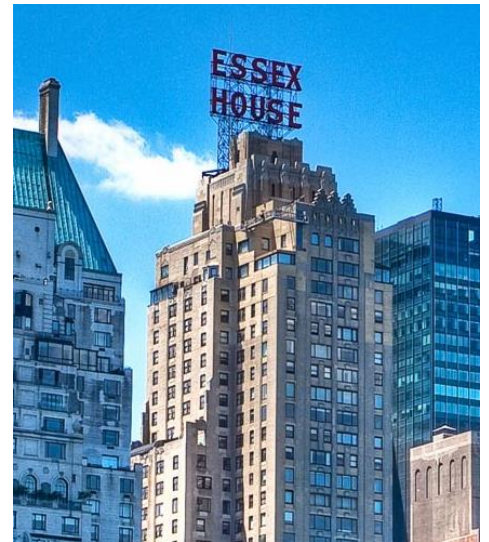
Media Contact
Kathleen Duffy
Market Director of Public Relations/NYC
Phone: 1-212-704-8906
Email: Kathleen.Duffy@marriott.com

Start a New Thanksgiving Day Tradition at the JW Marriott Essex House New York

*NYC Hotel on Thanksgiving Day Parade route offers guests two new exciting
Thanksgiving Day packages*

New York, NY – Watching the [Thanksgiving Day Parade](#) is an American tradition. Now the [JW Marriott Essex House New York](#) has two great packages to help guests create a new tradition with life-long memories when they stay at the hotel for the Thanksgiving holiday.

This Thanksgiving, vacationers staying in the luxury hotel on the Central Park South parade route will be in a prime location to see first-hand some of the country's most beloved fictional characters take flight into the New York City sky. Travelers who book a Central Park-facing guest room will not even need to leave their room to be among more than 3 million viewers in the city watching the parade live as it travels along its route and makes its way to Herald Square. Whether hotel guests are excited to see elaborate balloons such as Ronald McDonald, Buzz Lightyear, the Pillsbury Doughboy, Kermit the Frog, Hello Kitty and Snoopy, or are jazzed to hear dozens of marching bands, they will have the luxury of a warm comfortable guest room, rather than observing from the chilly New York streets outside.



With the [Brunch Buffet Package](#), guests can watch the Thanksgiving Day Parade from South Gate, the hotel's Central Park South restaurant serving fresh, seasonal and organic fare. While enjoying a celebratory brunch, guests will be up close and personal with the Thanksgiving Day Parade, as it passes by just outside the restaurant's street-level glass windows. Along with a brunch buffet for up to four guests, this package also includes overnight accommodations. When booking this package, guests should use the promotional code TD1.

For vacationers who want to feel like they are at home watching the parade, the NYC hotel also offers the [Parade-View Room Package](#). Out-of-towners or locals can enjoy the spectacular views and marching bands of one of New York's biggest annual events while sipping morning coffee in pajamas after a good night's sleep in one of the hotel's luxury rooms or well-appointed suites. A variety of rooms are available for vacationers' viewing pleasure, including connecting

guest rooms for larger families and groups. In-room catering is also available for those eager to stay in and not miss a moment of the action. This package includes deluxe overnight accommodations with a parade-view room, as well as a bottle of champagne. When booking this package online or over the phone, guests should use the promotional code ER5.

Vacationers will experience true luxury this Thanksgiving as rooms in the JW Marriott Essex House New York hotel feature premium linens, deep red velvets and leather accents, with king, queen and double beds – plus pull-out sofas for the family – with 300 to 2,500 square feet of space. Signature bath amenities from Aromatherapy Associates, large writing desks with ergonomic chairs, 32-inch flat-screen TVs, in-room coffee makers and irons and ironing boards are among high-end comforts at the JW Marriott Essex House. Evening turndown service, 24-hour room service and a shoeshine station are a few of the NYC luxury hotel's conveniences that make the JW Marriott Essex House one of the best hotels for the Thanksgiving holiday.

About JW Marriott Essex House New York

The JW Marriott Essex House New York is located on New York City's renowned Central Park South in Midtown Manhattan. It is just steps from Fifth Avenue shopping, dining and entertainment. Some of New York City's finest art and culture experiences are within walking distance of this Manhattan luxury hotel, including Lincoln Center, Carnegie Hall, the Museum of Art and Design and Broadway theaters. The 40-floor JW Marriott Essex House New York boasts 394 rooms with spectacular views of Central Park, 117 suites, 22 meeting rooms with 11,592 square feet of flexible space and an onsite exercise room. For more information, visit www.marriott.com/NYCEX.

About JW Marriott Hotels & Resorts

JW Marriott is part of Marriott International's luxury portfolio and consists of beautiful properties in gateway cities and distinctive resort locations around the world. These elegant hotels cater to today's sophisticated, self-assured travelers, offering them the quiet luxury they seek in a warmly authentic, relaxed atmosphere lacking in pretense. JW Marriott properties artfully provide highly crafted, anticipatory experiences that are reflective of their locale so that guests have the time to focus on what is most important to them. Currently, there are 60 JW Marriott hotels in 24 countries. By 2015, the portfolio is expected to encompass 79 properties in 28 countries. Visit us online at jwmarriott.com, Twitter [@jwmarriott](https://twitter.com/jwmarriott) and facebook.com/JWMarriott

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