



**FOR IMMEDIATE RELEASE**

December 5, 2007

**Contact:** Trica Jean-Baptiste  
(212) 941-3988  
[trica@tricapr.com](mailto:trica@tricapr.com)

**HOTEL MELA INVITES TRAVEL PROFESSIONALS TO BE “OUR GUEST”**

***-- Midtown’s stylish hotel announces travel professional discount of 30 percent through 2008 --***

**NEW YORK, NY** – Hotel Mela, a Desires Hotel located in the heart of Times Square on hotel and University Club Row, is offering a 30 percent discounts on best available rates along with complimentary upgrades to travel agents throughout 2008.

Recognizing the support and loyalty of the travel agent community, the hotel has extended a unique courtesy discount to allow travel agents to experience Hotel Mela firsthand. “Travel professionals work hard to accommodate their clients. We wanted to enable these professionals to not only experience the hotel but to enjoy as a guest,” said David Lopez, General Manager.

In addition to 30 percent off best available rates through 2008, travel professionals will receive complimentary upgrades and site inspections of the 228-room hotel and its public facilities. The spacious guestrooms and suites offer *At Home Sophistication*, style and comfort. Plush custom-made mattresses, Egyptian cotton bedding, chenille throws, decadent covered pillows and neck rolls and window coverings in the newest home design palates of blue and brown provide a luxury bedroom feel to each guestroom and suite.

Furnishings crafted in rich mahogany wood and headboards with special reading lamps and plush occasional chairs offer a departure from typical hotel decor. Amenities and treats feature some of New York’s favorites such as Dylan’s candies, premium bar brands and H<sub>2</sub>O spa products. Each room is outfitted with complimentary WiFi, ample sized writing desks and Ergonomic chairs. Hotel Mela also offers two spectacular penthouse suites, one of which features a windowed bedroom high above Times Square with magnificent views of the bright lights of the city that never sleeps.

All guests enjoy complimentary use of the hotel’s “Your Desires” program, enabling guests to customize their stay with special requests prior to arrival. Additionally, the hotel’s Agents of Desires can

- More -

arrange special requests for the hottest shows to the hidden gems of the city during their stay. Hotel Mela also offers complimentary use of a well-equipped and private fitness facility with the latest exercise technology including flat screens and cable access.

Hotel Mela recently debuted a signature restaurant, Saju Restaurant, located adjacent to the hotel and serving French-Vietnamese cuisine for breakfast, lunch and dinner. Saju Restaurant features an exotic atmosphere of natural and bamboo woods with Asian-inspired artifacts and objects. A lively bar is the meeting place of New Yorkers in the know and is home to the Mela Martini, as well as fine and rare vintages and bar brands.

\* \* \* \*

**The 30 percent discount is based on double occupancy, exclusive of taxes and gratuity and based on availability. Blackout dates apply. IATA or CLIA identification must be presented upon check-in order to receive discount on best available rate. Offer cannot be combined with any other packages, offer or negotiated rate. For more information or reservations contact Felipe Klautau, Director of Sales and Marketing at (212) 710-7010 or Reservations at (877) 452-6352 or visit the website at [www.hotelmela.com](http://www.hotelmela.com).**

\* \* \* \*

### **About Desires Hotels**

Desires Hotels is a Miami based hotel Management Company which provides a wide range of services to both institutional and individual owners of independently branded modern boutique hotels in the United States and Caribbean. The Desires portfolio currently includes the award-winning 93 room Sagamore Hotel, the 66-room Wave Hotel, the 83-room Circa 39, the 40-room Hotel Astor, the 62-room Betsy Ross Hotel, the 24- room St. Augustine Hotel and the 87-room condo hotel The Strand Ocean Drive in Miami Beach, Fla., the award-winning 76-room San Juan Water & Beach Club Hotel in San Juan, Puerto Rico, the 110-room Glenn Hotel in Atlanta, Ga., and the recently opened 235-room Hotel Mela in New York City, NY. For more information about Desires Hotels, call (305) 577-8484 or visit [www.desireshotels.com](http://www.desireshotels.com).

###

###