

## A New York Experience

An Interview with Laurent Ebzant,  
Area Vice President and General Manager, Park Hyatt New York

**EDITORS' NOTE** Born and raised in Paris, Laurent Ebzant graduated from the Paris Hospitality School with an MBA in Hospitality Management and was first introduced to luxury hospitality in London at the Connaught Hotel, famous for hosting the Royal Family for Sunday lunch. He has been with the Hyatt family since 1996 when he started his tenure as a night room service attendant at the Hyatt Regency Paris Charles de Gaulle. Since then, Ebzant has worked at Hyatt properties across the globe, with his latest position in the U.S. marking the ninth country he has called home.



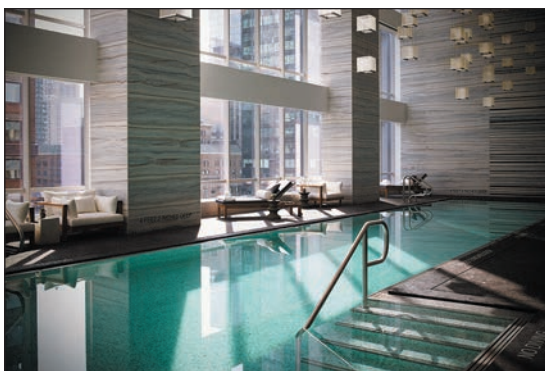
Laurent Ebzant

**Will you provide an overview of Park Hyatt New York and how the property is positioned in the market?**

Nestled on Billionaire's Row within the One57 development, Park Hyatt New York occupies the first 25 floors of an iconic skyscraper, offering a strategic location in Manhattan's cultural Midtown neighborhood, just steps from Central Park and Carnegie Hall. When it first opened in 2014, it marked a significant milestone as the first luxury hotel to launch in New

York City in a decade, and in just the first year it achieved the *Forbes Travel Guide* Five Star rating. Our prime location and team's dedication

**PROPERTY BRIEF** Situated directly across the street from Carnegie Hall, one block from Central Park and a short distance to MoMA and Lincoln Center, the 210-room Park Hyatt New York ([hyatt.com/en-US/hotel/new-york/park-hyatt-new-york/nycph](http://hyatt.com/en-US/hotel/new-york/park-hyatt-new-york/nycph)) is a five-star hotel offering proximity to global icons of both culture and industry. Along with the striking interior architectural design and a rotating art collection setting the backdrop for bespoke events, the award-winning property features spacious guestrooms inspired by New York's most well-appointed homes with an abundance of natural light and luxurious spa-like bathrooms. Located on the hotel's 25th floor, Spa Nalai provides magnificent amenities and personalized services for optimal wellness and relaxation, such as an indoor saltwater swimming pool, eucalyptus steam room, oversized hot tub, and 24-hour fitness center boasting awe-inspiring views of the Manhattan skyline. The hotel is also home to the Rossano Ferretti HairSpa, which recently debuted a new location on the hotel's 8th floor, and The Living Room Restaurant & Bar, serving expertly crafted meals and delicious cocktails.



Park Hyatt New York swimming pool



The Living Room Restaurant & Bar

has allowed us to deliver a culturally authentic and enriching New York experience, setting the hotel apart from other luxury properties in the area. Today, as we celebrate Park Hyatt New York's 10th anniversary, we continue to lead as pioneers and visionaries in the area, consistently offering unparalleled luxury and personalized service to our discerning guests.

**Will you highlight the current projects taking place at the property?**

The hotel is celebrating its 10th anniversary with a series of exciting enhancements. We kicked these off by designing a brand new Rossano Ferretti Hairspa. The next phase included the debut of the Manhattan Suite, our new apartment-like setting. This new three-bedroom suite boasts magnificent views from the 19-foot floor-to-ceiling windows and features two guestrooms with balcony views of Central Park on the hotel's top floor. Following the unveiling, we will continue with enhancing each of our specialty suites which will include



View of Park Hyatt New York from Central Park

fireplaces on our outdoor terraces. Spa Nalai is also being reimagined and will complement our famed indoor saltwater pool and state-of-the-art fitness center.

**How valuable is it to have such a strong suite product and do you see this as a differentiator for Park Hyatt New York?**

At Park Hyatt New York, suites aren't just rooms; they're a way to elevate the guest experience to a new level of luxury. Imagine walking into a suite that feels like a private oasis within the bustling city, with everything meticulously designed to cater to your comfort and needs. Our specialty suites enhance our reputation as a top-tier destination for luxury accommodation by offering our guests a sophisticated atmosphere, personalized service and exclusive amenities. Having a strong suite product is the key differentiator for Park Hyatt New York, where each stay feels like a unique and unforgettable home away from home, ensuring each guest's stay is not only comfortable, but truly extraordinary.

**How has Park Hyatt New York approached its restaurant/food and beverage offering, and what are the keys to being successful in this part of the business?**

Our restaurant, The Living Room, captures the essence and residential feel of an upscale New York City apartment, offering an enhanced breakfast, lunch, dinner, or tapas-style appetizers, with some long-standing guest favorites such as the Lobster Scramble. Executive Chef Gerard Spezio keeps seasonal ingredients in mind to add to the variety and freshness of our offerings. We aim to deliver comfort and sophistication with every meal, complemented by our signature handcrafted cocktails and a meticulously curated selection of wines.

**Will you discuss Park Hyatt New York's focus on offering personalized service and a customized guest experience?**

At Park Hyatt New York, we believe that luxury is personal. We aim to make our hotel

feel like an elevated home away from home, offering tailored services such as securing exclusive reservations, tickets to Carnegie Hall, and arranging picnics in Central Park. We elevate the guest experience through several unique partnerships and amenities, ensuring that guests receive personalized attention that goes beyond typical hospitality standards.

A standout example is the private shopping experience in collaboration with Nordstrom's flagship store, just steps from our front door. Whether a guest desires a complete closet overhaul or the perfect outfit for an event, our concierge can arrange a private shopping session for our guests. Another fun and unique offering is our curated picnic experiences, perfect to see the changing leaves in Central Park this fall, which includes champagne, bike rentals, and gourmet treats.

Our commitment to personalization extends to our innovative Bryte Sleep Suite, designed to provide the ultimate sleep experience. Understanding the importance of restful sleep, we incorporated advanced technology to ensure a relaxing and uninterrupted night. These suites feature premium AI-powered beds, essential oil diffusers, blackout shades, and other amenities that cater to individual sleep preferences.



*Park Hyatt New York sleep amenities*

Our goal is to make every stay perfect for each guest, offering services and amenities that reflect our dedication to luxury and personalization.

**How critical is it for Park Hyatt New York to build a diverse and inclusive workforce to mirror the diversity of the guests it serves?**

Cultivating an equitable and inclusive workforce is not just important – it is fundamental to our identity as a premier luxury hospitality provider in one of the world's most diverse cities. Our guests come from all corners of the globe, with varied backgrounds, cultures, and preferences. To truly understand and anticipate their needs, we embrace a wide array of perspectives and experiences within our team. This diversity enables us to offer personalized experiences that deeply resonate with each guest.

**How do you define the role of the general manager and what are the keys to being effective in the role?**

To be effective in the role as a General Manager, several key attributes are essential. First and foremost, leading with empathy is



*Terrace Suite living room*

crucial. Understanding and motivating the team fosters a positive work environment where everyone is aligned with the hotel's values and vision, creating a cohesive and dedicated workforce. Active listening is also a big part of being successful in the role – for me, it's important to understand the needs, concerns, and ideas of both my team and our guests. This approach ensures we are taking informed decisions, and it helps promote a collaborative environment.

When responding to changing market dynamics, one needs to be strategic while also staying true to the hotel's core brand and goals. This involves developing and implementing strategic plans that drive long-term success. Operational excellence is vital as well as we look to maximize efficiency and deliver exceptional service.

Along those same lines, prioritizing the guest experience is fundamental to be an effective General Manager. I aim to ensure that every aspect of our hotel, from amenities to service, exceeds guest expectations and creates memorable experiences.



*Manhattan Suite living room*

**What excited you about the opportunity to lead Park Hyatt New York and made you feel it was the right fit?**

I was excited and truly honored by the challenge it represented to lead one of our landmark properties in one of the most vibrant cities in the world. Leading Park Hyatt New York felt like the culmination of my career within Hyatt, where I have been shaped to take on such an important role. The opportunity to be at the helm of a prestigious hotel in a dynamic city like New York was incredibly appealing, as it allowed me to bring together my experience, passion for hospitality, and commitment to excellence in

service. I believed I was the right fit because of my deep understanding of Hyatt's values and my dedication to maintaining the highest standards of luxury and guest satisfaction.

**What advice do you offer to young people interested in building a career in the hotel industry?**

For young people interested in building a career in the hotel industry, my advice is to embrace a mindset of continuous learning and adaptability. The hospitality industry is dynamic and ever-changing, so staying curious and

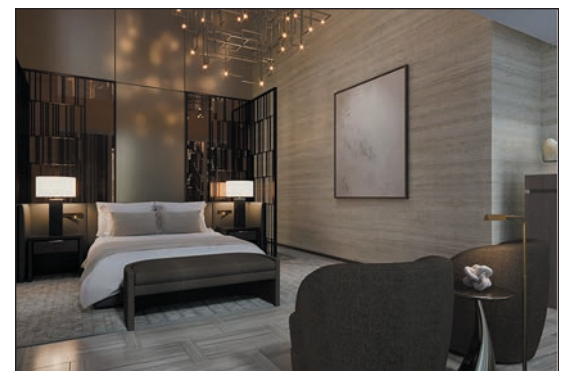


*Terrace Suite terrace*

open to new experiences will help you grow and succeed. Start by gaining a solid foundation through education and practical experience. Internships, entry-level positions, and volunteering can provide valuable insights into various aspects of hotel operations and help you build essential skills.

Networking is also crucial. Connect with professionals in the industry, attend conferences, and join hospitality associations to learn from others and open doors to new opportunities.

Develop strong communication and interpersonal skills, as these are vital in any role within the hotel industry. Building relationships with colleagues, guests, and partners will enhance your ability to deliver exceptional service and create memorable experiences. Finally, be patient and persistent. A successful career in hospitality often involves working your way up from the bottom. Embrace each role as a learning opportunity, stay dedicated, and always strive for excellence in everything you do. ●



*Manhattan Suite bedroom*