

# Denihan

## DENIHAN HOSPITALITY GROUP: THE ART OF HOSPITALITY

### Denihan Historical Timeline

- Early 1900s: Benjamin Denihan arrives in New York City from County Cork, Ireland.
- 1927: Benjamin Denihan opens a dry cleaning storefront in Manhattan.
- 1929-1939: The dry cleaning business not only survives the hardships of the Great Depression, but grows into one of the largest and most exclusive in New York City. It is eventually run by Benjamin's son, Benjamin 'Bud' Denihan.
- 1939-1945: Women take the lead in the family business as the Denihan men head off to World War II. Bud's brothers stay behind with the women of the family, three of whom (Betty, Dolly & Irene) seek contracts for cleaning military uniforms, which keep the company afloat.
- 1950s: Bud ventures into New York real estate, acquiring a portfolio of residential apartment buildings in Manhattan. Several of his children, including Brooke and Patrick, begin working in the business in their teens, and are promoted to full-time employees in their 20s.
- 1963: Bud Denihan opens the family's first hotel, Lyden Gardens, a new-build located on the site of the family's former business headquarters and dry cleaning plant on Manhattan's Upper East Side. It is the first-ever all-suite hotel, establishing Denihan as a pioneer of the extended-stay sector. Today the hotel is Affinia Gardens.
- 1960s-1980s: Denihan builds its Manhattan hotel portfolio, initially operating under the name Manhattan East Apartment Hotels before renaming the collection Manhattan East Suite Hotels.
- 1986: Bud Denihan passes away. Six family members, including four of his children, a son-in-law, and a nephew, assume joint control of the business.
- 1997: The Denihan family business acquires The Beverly Hotel at 50th Street and Lexington Avenue in midtown Manhattan.

- 1999: After a massive renovation, the Beverly reopens as the Benjamin—the company's first luxury hotel and New York's first eco-friendly property. The founder's namesake is also the company's first independent hotel.
- 2000: The Benjamin introduces its "Sleep Concierge"—who immediately garners significant press attention. The hotel then lands on *Travel + Leisure's* Top 100 Hotels in the USA list.
- 2000: The Manhattan East Suites Hotels portfolio now consists of nine New York City assets.
- 2003: With an eye towards growth outside of New York, Manhattan East Suite Hotels works with a national branding firm, and the hotel company is rebranded as "Affinia Hospitality Group" (derived from 'affinity' or 'natural kinship'). The first of the hotels in the portfolio is the redeveloped Dumont Plaza at 150 East 34th Street, which becomes Affinia Dumont. Five of the nine Manhattan properties are eventually renovated and rebranded as Affinia Hotels.
- 2006: At the height of the real estate market, and after 20 years of success, the six family owners/managing directors decide to sell the business. Bud's two eldest children, Benjamin 'Patrick' Denihan and Brooke Denihan Barrett, purchase the management company and its core assets in Manhattan (Affinia 50, Affinia Dumont, Affinia Gardens, Affinia Shelburne, The Benjamin and Affinia Manhattan), becoming the sole owners and co-CEOs of the enterprise. The same year, they launch a \$532 million recapitalization program, and quickly begin expanding the portfolio while diversifying its customer offerings.
- 2006: Denihan Hospitality Group acquires The James brand, a purchase that includes The James Chicago and David Burke's Primehouse, which is widely considered one of the country's top steakhouses. The James concept is strong enough to become its own brand, with The James Chicago as its flagship.
- 2006: Affinia Hospitality is renamed Denihan Hospitality Group.
- 2007: Denihan purchases Chicago's Fitzpatrick Hotel and a neighboring office building on East Superior Street, giving the Affinia brand its first location outside of Manhattan. A \$25 million redevelopment of the 143-room hotel ensues. The renovation includes the addition of a rooftop lounge, a transformation of office space and redesigned Food and Beverage offerings.
- 2007: Denihan is awarded the management contract for the former Holiday Inn on the Hill by LaSalle Hotel Properties, making the Washington, D.C.

property the first third-party hotel management deal for Affinia and the Denihan family.

- May 2008: Affinia launches *My Affinia* on [affinia.com](http://affinia.com). It is the industry's first service that allows guests to customize their stays by choosing among a host of amenities, most of them complimentary, in advance of check-in. The choices are whimsical, practical, or both: a yoga mat, walking tour kit, gel eye mask, golf putter, cupcakes and universal laptop charger are among the offerings.
- 2008: Affinia Chicago is launched.
- 2008: In partnership with renowned chef and award-winning cookbook author Marcus Samuelsson, Affinia Chicago opens C-House, a restaurant specializing in seasonal cuisine, and C-View, an outdoor rooftop terrace and indoor lounge located on the hotel's 29th floor. Both the restaurant and lounge earn rave reviews from critics and foodies.
- 2008: The Liaison Capitol Hill, an Affinia Hotel, is launched in Washington, D.C. after a \$12-million renovation. It is Denihan's first management agreement.
- 2008: Oprah Winfrey's former private chef, a two-time James Beard Award winner, and owner of the wildly successful Table Fifty-Two in Chicago, Art Smith, partners with Affinia as the chef of Affinia's new Art & Soul restaurant at the Liaison Capitol Hill, an Affinia Hotel. The restaurant, which specializes in modern Southern cooking, was named one of the Best New Restaurants in Washington, D.C. by the Restaurant Association of Metro Washington. The New York Times proclaimed Art & Soul's food "ridiculously good."
- 2008: Denihan begins a \$60 million renovation of The Surrey, a historic, residential property in a prime location, less than a block from Central Park, on Manhattan's Upper East Side.
- 2008: Denihan Hospitality Group is the first hotel company in the world to place a direct feed from its website for Affinia Hotels to TripAdvisor, the world's largest travel community. It was a bold—and confident—move, since Affinia website visitors would see the 10 most recent user reviews, whether glowing or scathing.
- 2009: After a two-year, \$25 million renovation, the 268-room Shelburne Murray Hill reopens as the Affinia Shelburne.
- 2009: Denihan assumes management of New York's Buckingham Hotel. The 112-room boutique property complements Denihan's existing portfolio of

branded and independent properties, and adds a Denihan presence on the city's west side.

- 2009: Manhattan's newest, uber-luxurious hotel -- The Surrey -- reopens after a \$60 million investment in infrastructure improvements and a transformative refurbishment. The redevelopment is met with instant acclaim, winning a series of awards for Rottet Studios' interior design, and the cuisine at Café Boulud, the result of a partnership between Denihan and world-class chef Daniel Boulud. Café Boulud earns three stars from The New York Times and the Wine Spectator's Award of Excellence.
- July 2010: Denihan's Affinia brand becomes a charter member of *Stash Hotel Rewards*, a new customer loyalty program that offers the benefits of big brand guest frequency programs to travelers who prefer the intimacy and independence of America's best boutique and lifestyle hotels. The program allows members to earn points for every dollar they spend on eligible room rates when they stay at any Stash Partner Hotel.
- September 2010: Denihan debuts The James New York in Soho. As homage to the creative neighborhood it calls home, the hotel features the works of a mix of local and international artists, both prominent and up-and-coming, in the lobby, corridors and rooms.
- October 2010: Denihan opens The National Bar and Dining Rooms at The Benjamin, popular Food Network Chef Geoffrey Zakarian's vision of an American grand café in Midtown Manhattan. It quickly earns kudos from the consumer and trade press; the reviewer from The New York Times says the restaurant "delivers more than its [midtown] location would promise, and handsomely," calls the menu "smart, accessible and not terribly expensive" and declares the pastry chef's creations "wise and often wonderful." The National is also honored with a James Beard award.
- November 2010: Denihan is awarded the highly contested and coveted management contract for the 409-room Royal Palm in Miami, which is located on a prime beachfront location in South Beach.
- February 2011: Denihan and Celebrity Chef and Restaurant Proprietor David Burke open David Burke Kitchen at The James New York. The operation expands to the opening of the Tree House Bar in the hotel's urban garden, and Jimmy, the indoor/outdoor rooftop club at The James, offering sensational 360-degree views of the bridges and landmarks in and around lower Manhattan.
- April 2011: Denihan announces redevelopment plans for the Royal Palm. The property is undergoing a complete redevelopment, and will reopen as The James Royal Palm in October 2012 after a \$43 million renovation.

- June 2011: Denihan announces that it will accelerate its plans to double the size of its portfolio in five years, utilizing proceeds from an equity partnership with Pebblebrook Hotel Trust (NYSE: PEB). When the transaction closed, Pebblebrook became a 49% equity partner in six Manhattan hotels (Affinia Manhattan, Affinia 50, Affinia Shelburne, Affinia Dumont, Affinia Gardens and The Benjamin).
- September 2011: Affinia Hotels announces its new service initiative, Tender Loving Comfort (TLC). The program launches with significant media buzz surrounding the brand's new 'Chief Comfort Officer', Chrissy Denihan, and brings in a body language expert to teach Affinia associates how to read the body language of its guests to improve the connection with them.
- January 2012: Affinia is rated #1 in customer satisfaction by Market Metrix among all Upper Upscale hotels for three consecutive quarters.
- January 2012: Denihan names former CFO David Duncan to the position of president, marking the first time a non-family member has been appointed to the role.
- March 2012: Denihan is awarded management contracts by Ark Partners for two additional boutique hotels in Manhattan: The Mansfield in midtown and The Franklin on the Upper East Side. Denihan's New York City portfolio grows to 11 properties.
- April 2012: Denihan announces that it has a keen eye on west coast development, opening a San Francisco development office.

### **About Denihan Hospitality Group**

Denihan Hospitality Group is a privately-held, full-service hotel management and development company that owns and operates 15 boutique hotels in major urban markets in the U.S. Over the past 50 years, the Denihan family has built a world-class lodging investment platform within the boutique hotel space, creating value by acquiring, repositioning and managing independent hotels.

The Denihan portfolio includes boutique properties operating under The James and Affinia Hotels brands, as well as Manhattan luxury independents, The Surrey and The Benjamin, and affiliates including the Royal Palm in Miami and The Franklin and The Mansfield in New York City. Denihan's hotels include an impressive list of chef-driven restaurants and bars, including Food Network's Iron Chef's Geoffrey Zakarian's *The National Bar and Dining Rooms* at The Benjamin, New York (recently named one of the City's top 50 restaurants by *New York Times* critic Sam Sifton); *David Burke Kitchen* at The James New York; Daniel Boulud's *Café Boulud* at The Surrey, New York; David Burke's *Primehouse* at the James Chicago and Art Smith's *Art and Soul* at the Liaison Capitol Hill in Washington, D.C.

The company's uniquely guest-centric approach, refined through three generations of Denihan leadership, has made it an industry leader in hospitality, property and restaurant development, as well as hotel operations, management and marketing. In 2011, Denihan was named to *Inc. Magazine's* 500|5000 list of Fastest Growing Companies for the third year in a row, where it topped the list of full-service hotel companies.

More details can be found at [www.denihan.com](http://www.denihan.com).

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