

THE MARK

World Cup Extravaganza at The Mark Hotel

As the world's biggest sporting event comes to New York City, The Mark invites guests to experience The World Cup from the city's most iconic address - introducing The Mark World Cup Extravaganza, an extraordinary stay designed for those who expect every moment to unfold at the highest level of luxury, privacy, and access.

A World Cup to Remember

Set across the entirety of The Mark's top two floors, The Mark Penthouse transforms into a private headquarters for World Cup weekend, where the energy of the tournament meets the exclusivity of Manhattan's Upper East Side. Designed for an intimate group of six guests, the experience feels like inhabiting one of New York's most coveted private homes. Two additional guest rooms at The Mark are also included to accommodate personal staff or support teams, ensuring every detail of the stay unfolds with absolute ease.

Throughout the Penthouse, oversized screens will broadcast every match, creating an elevated private viewing experience designed for long afternoons, celebratory evenings, and unforgettable moments shared above the city. Impossibly comfortable lounge seating, curated entertainment, and exceptional service throughout evoke the intimacy of an exclusive private club, elevated by The Mark's unmistakable sophistication. Guests will also have access to the Penthouse's private gym and cold plunge overlooking the Manhattan skyline, offering moments of restoration between the excitement of the tournament and the pace of the city. A dedicated 24-hour butler will remain at guests' disposal throughout the stay, alongside an on-call massage therapist to further elevate the experience.

As day turns to evening, the Penthouse's legendary terrace transforms into a private alfresco cocktail lounge overlooking Central Park, the Manhattan skyline, and beyond. Guests will gather for crisp chilled martinis and lavish caviar service from Caviar Kaspia at The Mark while the city glitters below.

The experience extends beyond the Penthouse with a private celebratory sail aboard The Mark's iconic 70-foot Herreshoff Sailboat, one of the last of its kind in existence. Departing from Chelsea Piers at guests' leisure, the private charter offers an unforgettable journey through New York Harbor, passing the Statue of Liberty while accompanied by bespoke menus from Jean-Georges Vongerichten or Caviar Kaspia at The Mark. With champagne flowing and the Manhattan skyline unfolding in every direction, the experience captures a distinctly New York kind of moment that feels effortless, celebratory, and entirely exclusive.

For the World Cup Finals, guests will be transported in extraordinary fashion via private helicopter transfers to and from the match, soaring above Manhattan and bypassing the crowds entirely. A dedicated private chauffeur and luxury vehicle will also remain at guests' complete disposal throughout the stay, allowing for effortless movements across the city, from discreet museum visits and Madison Avenue shopping to downtown dinners and spontaneous late-night adventures through New York.

The experience culminates with coveted midfield, pitchside premium seating for the World Cup Final complete with exclusive lounge access, a dedicated entrance, elevated hospitality throughout the match, and commemorative gifts marking the occasion. Following the final whistle, guests will return to The Mark for an unforgettable closing evening suspended high above Madison Avenue, where New York feels entirely your own.

Boldly lavish yet deeply discreet, The Mark Penthouse World Cup Package offers a once-in-a-lifetime way to experience the world's greatest sporting event through the lens of New York's most iconic hotel.

Priced at \$1,000,000, this experience includes a four-night stay between Thursday, July 16th – Tuesday, July 21st.

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About The Mark Hotel:

Located at the corner of Madison Avenue and 77th Street, just steps from Central Park and the city's most celebrated museums, galleries, and boutiques, The Mark Hotel is the pinnacle of boldly lavish luxury, seamlessly blending impeccable personal service, avant-garde design, and old-world comfort. The hotel offers 106 guest rooms and 47 suites, including the largest hotel penthouse suite in North America, with interiors by Jacques Grange and contributions from an esteemed roster of artists and designers including Ron Arad, Mattia Bonetti, Guy de Rougemont, Vladimir Kagan, Eric Schmitt, Paul Mathieu, Todd Eberle, and Karl Lagerfeld. The Mark is home to its acclaimed restaurant by Chef Jean-Georges Vongerichten, The Mark Bar, Caviar Kaspia at The Mark, and the salon by Frédéric Fekkai, and is distinguished by its signature scent, Jurassic Flower, created by Frédéric Malle. The Mark Hotel is the only hotel in New York City—and one of just two in the United States—named to The World's 50 Best Hotels 2025. In collaboration with Assouline, the hotel has also released *The Mark*, authored by Derek Blasberg with commentary from star-studded regulars, such as Anna Wintour. Continuing to enhance the holistic guest experience, The Mark has introduced an elevated wellness offering featuring a 24-hour fitness center and a private training room within its iconic penthouse by Technogym, alongside smart cold plunge on the penthouse terrace.