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The hotel selling a million-dollar experience for the 2026 World Cup final

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The Mark, one of New York's most exclusive hotels, is offering a package that includes four nights in the largest hotel penthouse in the United States, private helicopter transfers, a sailing trip around Manhattan Harbor, 24-hour butler service, high-end dining, and premium pitch-side locations to watch the World Cup final.

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As New York City prepares to host one of the world's biggest sporting events, an iconic Manhattan hotel has just taken the experience to a whole new level.

The Mark, part of Preferred Hotels & Resorts' exclusive Legend Collection, has launched a \$1 million package that promises to transform the World Cup final into an experience reserved for a select few.

The proposal, named *The Mark World Cup Extravaganza*, combines some of the most coveted symbols of contemporary luxury: unrepeatable access, absolute privacy and tailor-made experiences. **The program includes a four-night stay in the legendary Penthouse of The Mark**, considered the largest hotel penthouse in the United States, plus private helicopter transfers, exclusive sailing around New York Harbor and premium locations to witness the tournament final.



(Courtesy of @preferredhotels)

The World Cup from the heights of Manhattan

The experience is designed for a group of up to six guests and **occupies the entire top two floors of the hotel, right on the Upper East Side**. With panoramic views of Central Park and the Manhattan skyline, the penthouse functions as a private residence suspended above the city during those days.

The dimensions are extraordinary, but the real difference lies in the details. A 24-hour butler, on-call massage therapist, private gym, and an exclusive *cold plunge*.

With views of the New York skyline, they are part of a proposal that seeks to turn every moment of the stay into a personalized experience.



(Courtesy of @preferredhotels)

During the tournament, screens installed in different environments will broadcast all the matches, recreating the atmosphere of a private club where football is combined with **the characteristic sophistication of The Mark**.

Caviar, champagne and a historic sailboat

As evening fell, **The penthouse terrace becomes one of the most exclusive settings in the city**. There, guests can enjoy cocktails, caviar service from Caviar Kaspia, and privileged views over Central Park as Manhattan lights up.



(Courtesy of @preferredhotels)

The itinerary also includes a private celebration aboard the **hotel's historic sailing ship, the Herreshoff**, one of the few vessels of its kind still in operation. The tour of New York Harbor features views of the Statue of Liberty, a menu specially designed by chef Jean-Georges Vongerichten or by Caviar Kaspia, and unlimited champagne throughout the voyage.

Arriving at the final by helicopter

The climax comes on the day of the final. **Guests will be flown by private helicopter from Manhattan to the stadium, avoiding the traffic and crowds associated with one of the world's most popular events.**



(Courtesy of @preferredhotels)

The experience includes premium locations along the halfway line and close to the pitch, **access to exclusive VIP areas**, Hospitality services throughout the day and commemorative gifts specially designed for the occasion.

After the match, **the return to The Mark brings to a close an experience designed for those seeking to experience major global events from a perspective inaccessible to most**.

The ultra-luxury hotel industry's bet

The proposal reflects an increasingly visible trend within the ultra-luxury segment: the sale of unique experiences over material goods. In this world, exclusive access, **extreme personalization, and the possibility of combining sports, entertainment, and world-class hospitality are becoming the new status symbols**.



(Courtesy of @preferredhotels)

The Mark is no stranger to that logic. **Considered one of the most iconic hotels in New York** it is part of the Legend Collection of Preferred Hotels & Resorts, a selection that brings together some of the most prestigious properties in the world and is distinguished by offering highly personalized experiences, its own identity and exceptional service standards.

Priced at US\$1 million, the World Cup Extravaganza isn't simply about selling a stay. Its true promise is to offer an unprecedented way to experience the World Cup: from Manhattan's most exclusive rooftop terrace, with the city at your feet and the world's biggest sporting event as your backdrop.

TAGS

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