

## This New York hotel transforms the World Cup final into a luxury package.

For US\$1 million, approximately R\$5 million, The Mark offers four nights in the penthouse, fieldside seats for the final, helicopter service on game days, and a sailing trip past the Statue of Liberty.

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Facade of The Mark — Foto: (Publicity photo)

\$1 million buys four nights in New York, seats right on the lawn of the **World Cup** final, and the guarantee of not bumping into anyone along the way. That's what The Mark, on Madison Avenue, has reserved for the tournament that arrives in the city in July.

The offer is called *The Mark World Cup Extravaganza* and has a guaranteed guest: a group of up to six people who will occupy the two top floors of the hotel from July 16th to 21st. The penthouse, which **The Mark** presents as the largest hotel penthouse in the United States, gains two extra bedrooms for the staff and is transformed, for four nights, into a private address on the Upper East Side.

The final is in New Jersey, across the Hudson River, at MetLife Stadium, on July 19th. The distance was elegantly resolved: helicopter flights on game days, flying over the city, avoiding traffic and queues. At the stadium, seats are located on the halfway line, right next to the pitch, with a reserved lounge and entrance.



Interior of the suite at The Mark — Photo: Press Release

Between matches, the itinerary is a tailor-made **New York** experience. The hotel's 70-foot Herreshoff sailboat departs from Chelsea Piers towards the Statue of Liberty, with champagne and a menu designed by **Jean-Georges Vongerichten** or Caviar Kaspa at The Mark. In the late afternoon, the rooftop terrace transforms into an open-air lounge overlooking Central Park, and caviar returns to the table. There's a butler available at any time, a massage therapist on call, and a cold plunge overlooking the Manhattan skyline.



Sailing vessel of The Mark — Photo: Press release

The Mark is located at the corner of Madison and 77th Street, one block from Central Park, and was the only New York address on The World's 50 Best Hotels list in 2025. The interiors are by Jacques Grange, the restaurant is by Jean-Georges, and the house fragrance, *Jurassic Flower*, is by Frédéric Malle. It is part of the Legend Collection of Preferred Hotels & Resorts, which brings together signature **hotels in iconic destinations around the world**.

