



THE BROOKLYN BLOG

Downtown Brooklyn Marriott named official hotel of Barclays Center

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The New York Marriott at the Brooklyn Bridge has been named the Barclays Center's official hotel -- and officials say the designation means the hotel will be a top choice of visiting basketball teams, performers and others attending future arena events.

Officials for the under-construction, 18,000-seat Prospect Heights arena and Muss Development, which oversees the nearby 667-room hotel in the borough's Downtown, announced the partnership yesterday. It includes a number of cross-promotional activities, including two branded guest service centers at the NBA's Nets new arena, which opens Sept. 28.

The Atlantic 10 conference is among the first to take advantage of the partnership. The league will be using the Brooklyn Marriott on Adams Street as its hotel headquarters for the A-10 Men's Basketball Championships next season, which will be held at Barclays Center.

The hotel and arena also will promote one another through co-branded marketing and social media, officials said. Both plan to develop joint sports and entertainment promotional packages.

The hotel also will become a member of the Barclays Center Business Alliance, a networking group that explores joint business opportunities.

"The New York Marriott at the Brooklyn Bridge is the only true full-service hotel in the borough," said Joshua Muss, principal of Muss Development, in a statement. "It encompasses over 30,000 square feet of banquet and conference facilities, a full scale gym, spa and indoor pool, a more than 1,000-car indoor parking garage and 24-hour service.

"The relationship with Barclays will reinforce the preeminence of the hotel in Brooklyn and in all of New York City. We fully expect that our partnership with Barclays Center will add to the success of what has become one of Marriott International's top performers in the U.S. market."

"We are thrilled to align with the premier hotel in Brooklyn," said Brett Yormark, CEO of Barclays Center. "The New York Marriott at the Brooklyn Bridge is conveniently located to Barclays Center and offers the capacity, first-class amenities, and preeminent banquet rooms necessary for teams and artists that will play at the arena. It's also an ideal spot for visitors to the borough who will be attending events at Barclays Center."

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