

Designed For The Modern Traveler

An Interview with Kori Yoran, General Manager, Kimpton Era Midtown New York



Kori Yoran

EDITORS' NOTE Kori Yoran is a seasoned hospitality executive and managing director with a strong track record of driving operational excellence, leading award-winning hotel openings, and elevating financial performance in competitive urban markets. With over 15 years of experience across luxury, lifestyle, and branded hotels, Yoran has a deep expertise in revenue management, cross-functional leadership, and strategic planning. As General Manager of properties including Hyatt Union Square, ModernHaus SoHo, Margaritaville Resort Times Square, and Dream Midtown, Yoran oversaw full-scale operations, led complex renovations, and delivered sustained increases in profitability and guest satisfaction.

By prioritizing our team and fostering a strong sense of pride across every department, Kimpton Era Midtown has created an environment that feels welcoming, authentic, and distinctly connected to the energy of New York City.

Will you discuss your career journey?

I've spent more than 15 years in hospitality, working with some incredible hotels across New York City, including Hyatt Union Square, Dream Midtown, ModernHaus SoHo, and Margaritaville Resort Times Square. Along the way, I've been fortunate to lead a wide range of projects, from opening new hotels and overseeing major renovations to repositioning properties and helping them reach their full potential. Stepping into Kimpton Era was an incredible opportunity because the brand's people-first philosophy aligns completely with how I lead. Every role throughout my career has reinforced that great hotels are built by great teams, and I'm excited to continue creating memorable experiences for our guests while leading a talented team in one of the most dynamic hospitality markets in the world.

Will you provide an overview of Kimpton Era Midtown New York?

Kimpton Era Midtown New York is a new lifestyle hotel designed for the modern traveler. Located in the heart of Midtown, just steps from Rockefeller Center, Fifth Avenue, Broadway, and some of the city's most iconic landmarks, the hotel was built around the idea of offering guests everything they need and nothing they don't. Our jewel box rooms are thoughtfully designed to maximize both comfort and functionality, creating a calm, intuitive retreat after a day exploring the city, while still embracing the energy and excitement that makes New York so special. Beyond the guest rooms, Kimpton Era Midtown delivers a true destination experience through its dynamic food and beverage offerings in partnership with Apicii. Guests can enjoy several distinct concepts, including Bar Rocco by Chef Rocco DiSpirito, the Latin American steakhouse Amasa, and Jade Rabbit, a rooftop destination featuring skyline views and Asian-inspired cocktails. With a vibrant dining scene, thoughtfully designed spaces, and a prime location in the center of Manhattan, Kimpton Era Midtown offers an elevated stay that feels stylish, approachable, and unmistakably New York.

What have been the keys to the strength of the property?

Our strength comes down to our culture. From day one, the focus has been on empowering our team to take ownership, anticipate guest needs, and bring genuine warmth to every interaction. That commitment to hospitality is reflected in every aspect of the guest experience – from the attentive service on property to the team's ability to bring the hotel's spaces, dining concepts, and programming to life.



Kimpton Era Midtown New York



Bar Rocco

Kimpton Era combines boutique design with one of Midtown's most convenient locations. How do you create an experience that feels personal and distinctly New York?

Creating an experience that feels personal and distinctly New York really starts with the design and the story we wanted the hotel to tell. We were fortunate to partner with INC Architecture & Design, who drew inspiration from New York itself – the city's contrasts, its energy, and the way it seamlessly blends sophistication with a little bit of grit. One of the biggest inspirations behind the design was the historic ocean liners that once docked along the Hudson River. That idea of a journey through the city helped shape the hotel's personality, from the guestrooms that take cues from modern interpretations of luxury liner staterooms to the thoughtful details that make each space feel intuitive, comfortable, and highly functional.

What makes New York so special is the way different worlds come together, and we wanted the hotel to reflect that. You'll see that throughout the property – refined finishes paired with more industrial elements, warm materials balanced with bold architectural moments, and spaces that feel both elevated and approachable. Ultimately, the goal was to create a hotel that feels like an extension of the city itself: dynamic, layered, and full of character, while still giving guests a place to relax and feel at home.

Will you highlight the hotel's accommodations and design philosophy, and how they reflect the needs of today's travelers?

Our accommodations were designed with today's traveler in mind – someone who may be visiting New York for business, leisure, or a little bit of both. Across our 529 guestrooms, the focus was on creating spaces that balance smart design with the comfort and conveniences guests expect during their stay. The rooms were designed to be efficient, incorporating custom white oak millwork that seamlessly integrates the bed, workspace, and storage into one cohesive design element. This allows guests to have everything they need within reach, while still maintaining a sense of openness and calm. Each room also features a dedicated workspace, high-speed Wi-Fi, thoughtful storage solutions, and comfortable touches like luxury bedding and a window seat where guests can take in the energy of the city outside.

For us, it was important to create rooms that adapt to how people travel today. Whether someone is catching up on work, relaxing after a day of exploring, or simply enjoying the view, the spaces are designed to feel effortless and welcoming. Our suites build on that experience with additional space and elevated skyline views, offering guests an even more expansive way to experience Midtown Manhattan.

How has Kimpton Era Midtown New York approached its restaurant/food and beverage offerings?

Our approach to food and beverage was focused on creating a collection of distinct dining destinations that capture the energy and diversity of New York City. In partnership with hospitality group Apicii, we developed four unique concepts that together create a seamless

journey throughout the day. The Parlor serves as the social hub of the hotel, transitioning from morning coffee and pastries to evening cocktails including where our daily Social Hour takes place, while Bar Rocco from James Beard Award-winning chef and author Rocco DiSpirito offers a refined yet approachable Italian American brasserie experience inspired by classic Midtown institutions. Amasa brings a dynamic Latin steakhouse concept to the property, complemented by Bar Amasa's Latin-inspired cocktails and tacos, while Jade Rabbit crowns the hotel with an Asian izakaya experience and sweeping 360-degree views of the Manhattan skyline. Together, these venues create a vibrant gathering place for hotel guests, locals, and visitors alike.

What trends are you seeing among guests visiting New York City, and how is Kimpton Era adapting to meet those changing expectations?

We're seeing guests approach travel to New York a little differently than they have in the past. Booking windows have become shorter, with travelers making decisions closer to arrival, and stays are often more focused – whether that's a quick city escape, a business trip extended into leisure time, or a few nights built around a specific event or experience. At the same time, guests are looking for more than just a place to sleep. They want hotels that feel connected to the destination, with thoughtful design, great dining, and spaces that allow them to work, relax, and socialize throughout their stay. Kimpton Era was designed around that shift. Our central location, thoughtful room design, dedicated workspaces, and diverse food and beverage offerings allow us to meet the needs of both business and leisure travelers, whether they're visiting for one night or a longer stay. We're focused on creating a seamless experience that gives guests everything they need to make the most of their time in New York.

What has made the hospitality industry so special for you?

For me, hospitality has always been about the human connection and the endless energy of bringing people together. No two days are ever the same in this industry, especially in a city like New York. You get the rare privilege of curating moments that become lasting memories for guests, whether they are celebrating a milestone or simply looking for a calm retreat. What truly makes this industry special, though, is the people and the camaraderie behind the scenes. I fell in love with hospitality because every single team member has the power to make the difference between a simple stay and a cherished memory. I genuinely believe that a happy team member leads to a happy guest, which is why supporting, growing, and taking care of our people from the inside out is so essential. I always remind our team that no one is above anyone else. We may have different daily responsibilities, but we are all in this as one unified team. Watching our team come together, take pride in their craft, and lift each other up to create something extraordinary is the most rewarding part of the job. At the end of the day, bricks and mortar make a building, but our people and our relationships make the memory. ●



Kimpton Era Midtown guest room