



WALDORF
ASTORIA®
PARK CITY

In 1931, Conrad did indeed see a newspaper ad announcing the new Waldorf Astoria in New York and he was immediately smitten with the hotel. He cut the ad out and not only wrote “The Greatest of Them All” on it but more impressive is that he taped it to his office desk. Over the next 18 years he held on to a dream of purchasing the Waldorf Astoria and by the mid-1940’s was not only debt free but capable of doing so. His mother once commented to him on how successful he was and he replied, “No mother, I have not yet bought the Waldorf Astoria.” He felt incomplete.

By 1945, he had his sights set on New York and decided to purchase the Roosevelt Hotel, another luxury property in Manhattan. His colleagues, family, and friends thought he should have purchased the Waldorf Astoria and asked him why he did not. His reply, “I wasn’t ready for her yet.”

Conrad felt the Waldorf Astoria was so special that he wanted to practice with luxury at the Roosevelt before buying the Waldorf Astoria. Perhaps it was his love for dancing that persuaded his decision because one needs to practice before going to the ball. I admire his humbleness and integrity in doing this and it’s a forgotten piece of the mystic of the Waldorf Astoria New York.

As a company, we also held the Waldorf Astoria New York in such high esteem because it took almost 90 years to build another one, in Orlando, FL. We continue to grow at an explosive rate, opening some of the most incredible new properties in the world: Waldorf Astoria Amsterdam, Waldorf Astoria Beijing and Waldorf Astoria Jerusalem. We also have hotels planned for Beverly Hills, Doha and Bali. Waldorf Astoria Park City is the only mountain ski resort within Waldorf Astoria Hotels & Resorts.