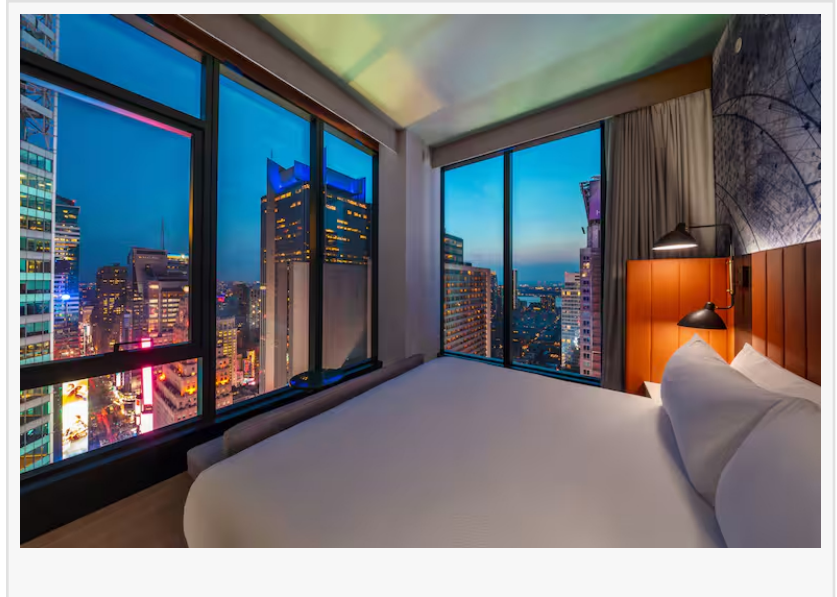


Tempo by Hilton Times Square in Midtown NYC Featured by TheLuxeList.com

Story Spotlights Elevated Urban Hospitality as a Standout Stay in the Heart of Manhattan

NEW YORK, NY, UNITED STATES, January 19, 2026 /EINPresswire.com/ -- The Luxe List—an editorial and broadcast platform revered for its travel, dining and brand reviews and guides—today announced it has published a spotlight editorial feature on Tempo by Hilton Times Square—the debut property for Hilton’s wellness-focused lifestyle brand.



Following is an EXCERPT of the story featuring an exclusive interview with [Tempo by Hilton New York Times Square](#) Director of Marketing Matt Belsito, which [may be read in full at TheLuxeList.com](#):

“

Tempo does not try to outshine Times Square. That would be a losing battle. Instead, it offers perspective. It gives you a vantage point that feels composed, functional, and quietly confident.”

Merilee Kern, MBA

Times Square is engineered to overwhelm you. Light. Sound. Movement. Urgency. Most hotels in the district respond in predictable ways. Some amplify the energy and lean into spectacle. Others retreat behind thick glass and heavy curtains, attempting to shut the city out entirely. Tempo by Hilton New York Times Square takes a more deliberate path. It assumes you chose to be here and then gives you the ability to navigate the city on your terms.

Embedded within the TSX Broadway development and rising above the crowds, the hotel reframes what it means to stay grounded in one of the most kinetic neighborhoods in the world.

This property does not ask you to slow down. It gives you control. That distinction matters in a place that rewards stamina and punishes imbalance. Times Square moves fast and rarely pauses. Tempo responds by offering choice rather than escape. It sits above the street-level intensity and allows you to decide how much of the city you want to engage at any given moment. You can lean in. You can pull back. The hotel supports both without forcing either.



As the debut property for Hilton's wellness-focused lifestyle brand, the location choice was intentional. Times Square is not a test market. It is a proving ground. Tempo occupies floors eleven and above within the TSX Broadway tower, one of the most ambitious mixed-use redevelopments in New York City. The arrival experience begins with an elevated sky lobby that creates a subtle but meaningful shift in perspective. You leave the sidewalk behind and enter a space that recalibrates your pace before you ever reach your room. That transition changes how the entire stay unfolds.



Launching into a landscape crowded with luxury flags, boutique concepts, and legacy brands, Tempo distinguishes itself by prioritizing rhythm. Your rhythm. How you wake. How you prepare. How you work. How you recover. How you sleep. The design does not chase novelty or excess. It focuses on function, flow, and repeatability. Every decision traces back to how people actually move through their days while traveling in a high-energy city.

Below, Tempo by Hilton New York Times Square Director of Marketing Matt Belsito helps us understand how that vision comes to life in practice.

MK: Tempo by Hilton launched its flagship property right in the center of Times Square. What makes this location the ideal debut of Hilton's new wellness-focused lifestyle brand?

MB: It's no secret that New York City, especially Times Square, is a global hospitality powerhouse.

As such, it was the perfect location to debut the brand to guests and owners alike a little over two years ago. Today, the brand has grown significantly with new locations in cities like Nashville, Louisville and Raleigh and 70 other properties in various stages of development.

The confidence behind that answer reflects the strategy. Hilton did not test Tempo quietly. It launched it where expectations run high and patience runs thin. That choice signals intent.

MK: How does Tempo by Hilton Times Square approach guest wellbeing beyond location and views, and what considerations guided the hotel's design and programming choices in such a high-energy environment?

MB: Tempo by Hilton Times Square is often talked about for its views and location, but less attention is given to how intentionally the hotel is designed to support balance, flow, and wellbeing in the middle of one of the busiest cities in the world. Our team recently partnered with Calm, the leading mental wellness brand, to introduce "The World's Sleepiest Room," which provides respite seekers with immersive Calm soundscapes and Sleep Stories told through Ozlo Sleepbuds, blackout shades, , an upgraded mattress with cooling pillows, and a one-year subscription to Calm Sleep and Calm for one guest. Additionally, wellness enthusiasts can book specialized wellness rooms equipped with Peloton bikes, yoga mats, resistance bands, and a digital library of fitness content to continue their routines on the road and maintain their rhythm no matter how energetic their surroundings are. What also sets Tempo apart is its signature cocktail restaurant and bar, Highball, known for its spirited and free-spirited beverage program, where each mocktail is reimaged to resemble its cocktail counterpart through the use of Lyre's Non-Alcoholic Liqueurs.

*** [[Read the remainder of this article [with the FULL Q&A at www.TheLuxeList.com](http://www.TheLuxeList.com)]] ***

About TheLuxeList.com

Entrepreneur Leadership Network member Merilee Kern, MBA is an internationally-regarded brand strategist and analyst who reports on cultural shifts and trends as well as noteworthy industry change makers, movers, shakers and innovators across all categories, both B2C and B2B. This includes field experts and thought leaders, brands, products, services, destinations and events. Merilee is Founder, Executive Editor and Producer of "The Luxe List" as well as Host of the "Savvy Living" lifestyle TV show that airs in New York, Los Angeles, San Francisco, Miami, Atlanta and other major markets on CBS, FOX and other top networks; as well as the "Savvy Ventures" business TV show that airs nationally on FOX Business TV and Bloomberg TV. As a prolific lifestyle, travel, dining and leisure industry voice of authority and tastemaker, Merilee keeps her finger on the pulse of the marketplace in search of new and innovative must-haves and exemplary experiences at all price points, from the affordable to the extreme. Her work reaches multi-millions worldwide via broadcast TV (her own shows and copious others on which she appears) as well as a myriad of print and online publications. Connect with her at TheLuxeList.com and SavvyLiving.tv / [Instagram.com/MerileeKern](https://www.instagram.com/MerileeKern) / [X.com/MerileeKern](https://www.x.com/MerileeKern) /

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