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Media Contact:

Melinda Sherwood

Maritza Arceo

305.663.9802 ext. 315

[msherwood@krepspr.com](mailto:msherwood@krepspr.com)

[marceo@krepspr.com](mailto:marceo@krepspr.com)



**ELECTRA**  
AMERICA  
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**ELECTRA AMERICA HOSPITALITY GROUP ACQUIRES TWO HOTELS IN  
NEW YORK CITY AND WASHINGTON D.C. METRO AREA**

*The joint venture, launched earlier this year, purchased a 178-room hotel in Alexandria, Virginia on Wednesday, roughly a month after acquiring the 194-room Roger New York for \$19 million*



**WEST PALM BEACH, FLA. (July 15, 2021)** – Electra America Hospitality Group (EAHG), a joint venture between [Electra America](#) and [AKA](#) targeting the acquisition and repositioning of underperforming hotels in gateway markets, announces that it has purchased a 178-key hotel in the heart of Old Town Alexandria – a hotel that was once a part of the Old Colony Inn – for an undisclosed amount. This comes on the heels of the leasehold acquisition last month of the Roger New York, a 194-room boutique hotel in the heart of Manhattan’s NoMad neighborhood, for \$19 million. These transactions mark EAHG’s first two hotel acquisitions since the joint venture launched in February 2021.

EAHG will invest roughly \$36 million in the renovation of the Alexandria hotel, and \$22 million in upgrades to Roger New York. EAHG has engaged a world-renowned architectural team in the renovation/design. Both hotels will re-open in 2022 under the AKA brand, offering a mix of short-term and extended-stay lodging options catering to the upscale leisure and corporate traveler.

“These acquisitions illustrate Electra America Hospitality Group’s laser focus on exceptionally well-located assets in gateway markets where distress or another combination of factors has created an opportunity to acquire a high-quality hotel at a

significant discount and generate long-term value upon the recovery of the hospitality sector,” said Russ Urban, CEO of EAHG. “Our goal is to execute on a bold re-imagining of both hotels that will transform them into the best product in their respective submarkets. Simultaneously, EAHG continues to source opportunities in other major markets where the pandemic has fundamentally altered the hospitality landscape, including Miami, Los Angeles, Nashville and London, along with New York City and Washington D.C.”

“We’re excited to add these extraordinary properties to our growing hospitality portfolio,” said Larry Korman, President of AKA Hotel Residences and co-CEO of Korman Communities. “We’ve already seen hotel demand pick up in both cities, which are markets where AKA has longstanding expertise and where historically our properties operate at a premium. So far in 2021, AKA properties are operating at a 20% occupancy premium versus the overall market in New York City, and at a 30% premium in the Washington D.C. area.”

The hotel in Old Town Alexandria, located at 625 First Street, will be converted into a four-star hotel with an iconic destination restaurant. Due to the hotel’s central location in the heart of historic Old Town – and the limited supply of luxury product in nearby markets – EAHG expects the hotel will draw significant business from other large office/government submarkets nearby, including Crystal City and Pentagon City. The property is located within walking distance of many Old Town Alexandria shopping/dining attractions, a short drive to the new Amazon’s HQ2, new Virginia Tech Washington campus, Ronald Reagan Washington National Airport (DCA) and the US Capital.

EAHG expressed confidence in the full recovery of the hotel industry in both markets. “In New York City, many hotels have permanently closed and there’s been a fundamental shift in the marketplace, but we fully expect business to come roaring back as it has during past recessions,” said Urban. “Meanwhile, in Alexandria, we have the opportunity to transform the hotel into something unparalleled in that market, and cater to strong corporate demand stemming from the large number of industry associations and trade groups in the area, as well as the sizeable government/defense sectors.”

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### **About Electra America**

Electra America is a real estate private equity firm focused on value-add and opportunistic investments in the U.S. Sunbelt markets. With initial capital commitments totaling approximately \$2.5 billion across multiple funds managed by the firm and its affiliates, Electra America’s portfolio encompasses more than \$6 billion in commercial real estate property holdings and debt in the multifamily, hospitality and single-family rental home sectors. Leveraging decades of expertise, Electra America is committed to transparency, the alignment of interests between sponsors and investors, and delivering superior risk-adjusted returns to its investors and partners. Electra America is a partnership between The Lubeck Family and a subsidiary of Electra Real Estate Ltd., an Israeli company founded in 1972 and publicly traded

on the Tel Aviv stock exchange (TLV: ELCRE). For more information, visit [www.electramerica.com](http://www.electramerica.com).

### **About AKA**

AKA, a division of Korman Communities, balances the style and hospitality of an intimate hotel with the space and comfort of a fully appointed luxury condominium. With premier locations in high-barrier to entry markets, AKA features a design-driven portfolio of hotels and hotel residences with first-class amenities and service. Designed for longer stays, AKA offers spacious and sophisticated furnished suites with exceptional business, wellness and lifestyle amenities, within iconic New York City, Los Angeles, Philadelphia, D.C., and London neighborhoods. Named by the BBC as the leading international luxury long-stay brand, AKA remains the world's most trusted furnished apartment provider. For more information, visit <https://www.stayaka.com/>