



Re: Travel Week | Equinox Hotel

From Mallory Matoush <Mallory.Matoush@equinox-hotels.com>

Date Fri 8/21/2026 9:55 AM

To James Mason <james@awtravel.com>

Hi James,

And now its Friday! Sweet relief of the weekend is on the horizon haha

Please view our virtual tour [HERE](#). Simply navigate to the menu navigation button in the bottom left corner to explore rooms, public areas, and amenities. Property photos are available in this folder [HERE](#).

Let me know if you have any other needs and I can totally create something special for you to share with your team so just let me know. 😊

Right now, we have the below promotion live in the GDS.

20% off two nights or more

Book by 1/15/27

Stay dates Now through 3/31/27

Really looking forward to working with you and your team. Please do let me know the next time you're headed this way. 😊

Have an amazing weekend!

MALLORY MATOUSH
DIRECTOR OF LUXURY SALES
EQUINOX HOTEL
HUDSON YARDS | NEW YORK CITY

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O. 917.970.9640 Ext. 9740
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From: James Mason <james@awtravel.com>
Sent: Thursday, August 20, 2026 5:44 PM
To: Mallory Matoush <Mallory.Matoush@equinox-hotels.com>
Subject: Re: Travel Week | Equinox Hotel

Hi Mallory,

Happy Thursday to you too! Finally catching my breath, but yes, totally worth it.

No rush on the marketing materials, whenever you get to them is fine. Excited to collaborate.

So to answer your question about the NY office, we actually don't have one nearby. We're based in Albuquerque, so ABQ would be the closest to us. But I'd love to come visit and check out the property next time I or the team are in NYC. I'll keep you posted when we have a trip planned and we can make it happen.

Talk soon,

James Mason
Marketing Specialist | All World Travel
 james@awtravel.com |  (703) 981-1136
 awtravel.com

From: Mallory Matoush <Mallory.Matoush@equinox-hotels.com>
Sent: Thursday, August 20, 2026 3:34 PM
To: James Mason <james@awtravel.com>
Subject: Re: Travel Week | Equinox Hotel

Hi James,

Happy Thursday! Are you fully recovered yet?

I totally agree with you, the chaos is all worth it at the end of the day and I'm glad we're connected!

I will work on the marketing materials and get those back to you by hopefully tomorrow, early next week at the latest. This all sounds fantastic and I can't wait to collaborate.

I'd love to do an office visit and or have the team on property, where is the NY office?

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From: James Mason <james@awtravel.com>
Sent: Wednesday, August 19, 2026 4:41 PM
To: Mallory Matoush <Mallory.Matoush@equinox-hotels.com>
Subject: Re: Travel Week | Equinox Hotel

Hi Mallory,

Thank you for this, such a great recap, and those Virtuoso perks are amazing. My clients are going to love the cryotherapy and helicopter transfer options!

It was really great meeting you too. The week is absolutely a whirlwind but conversations like ours are what make it worth it.

I wanted to follow up on a couple of things. First, would you be open to sharing any marketing library assets? Images, video, brochures, digital media, anything you're comfortable passing along. We're putting together some co-branded promotional content and Equinox's material would be a great fit.

Also, if you have any special promotions or one sheets, feel free to send those over too. Even just a quick summary works. I'd like to keep that on hand so we're ready when the right client comes along.

And lastly, I'd love to know if you're available for an office visit to present the property and share updates with our team, or if a webinar would work better for educating our advisors. Either format is great on our end, just let me know what's most convenient.

I'll be in touch soon regarding promotions we're planning on our end, and if you have any timelines or upcoming campaigns you'd like us to align with, just let me know.

Looking forward to staying in touch (and hopefully no more 8am meetings for either of us!)

Best,

James Mason
Marketing Specialist | All World Travel
 james@awtravel.com |  (703) 981-1136
 awtravel.com

From: Mallory Matoush <Mallory.Matoush@equinox-hotels.com>
Sent: Tuesday, August 18, 2026 3:33 PM
To: Mallory Matoush <Mallory.Matoush@equinox-hotels.com>

Cc: Mallory Matoush <Mallory.Matoush@equinox-hotels.com>

Subject: Travel Week | Equinox Hotel

Hello hello,

We survived Virtuoso Travel Week!

It was such a pleasure connecting with you in Vegas. The week is always a whirlwind (and somehow feels longer every year!), so thank you for taking the time to spend a little of it with me. Forgive me for the bcc.

I loved having the opportunity to share more about Equinox Hotel New York, and wanted to leave you with a quick reminder of all the extra perks your clients receive when booking with us through Virtuoso:

Virtuoso Benefits Include:

- Complimentary daily breakfast for two (\$90 daily credit; \$180 for Two-Bedroom Suites)
- \$100 hotel credit per stay (\$200 for stays of 5+ nights)
- Sweet Dreams: Cookies & Milk + a Fleur De Marche Dream Please Patch for each guest available via in-room dining
- Junior Suite & above, 2+ nights: Complimentary cryotherapy for two
- One-Bedroom Suite & above, 2+ nights: Complimentary one-way car transfer
- Equinox Penthouse, 2+ nights: Complimentary one-way helicopter transfer
- Based on availability: One-tier upgrade, early check-in & late check-out

I hope we have the chance to welcome you or your clients to Equinox soon. And, of course, I'm always just an email away if I can help with anything!

Until next time...hopefully with slightly less chaos and no 8am meetings. 😊

I hope our paths cross again soon, thank you!

Warmly~

MALLORY MATOUSH
DIRECTOR OF LUXURY SALES
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