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**NEWS RELEASE**

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**SALYERS GROUP UNVEILS DETAILS BEHIND MUCH ANTICIPATED NORTH BY HOTEL COVINGTON; ANNOUNCES NEW PROJECT PARTNERS**

**COVINGTON, KY.** – **(August 10, 2022)** Construction is currently underway for the much anticipated $26.5 million-plus development project, North by Hotel Covington (North). The exciting new addition to Covington is the result of the transformation of the former YMCA building, located at 19 E. Pike Street, and Gateway Bookstore at 614 Madison Avenue.

The historic 72,000-square-foot building, which has been vacant since 2015, is part of a phase-two development plan, which extends Hotel Covington’s footprint by a full city block. The addition will feature 53 luxury suites and lofts, 10,000 square feet of office space, a new bar, and a ballroom that will accommodate up to 500 guests.

The space will pay tribute to its Covington heritage in many ways including the preservation of several aspects of the original YMCA space. During the remodel, the YMCA's pool, which had long ago been filled in and covered up, was discovered. A small portion of the former pool will be covered in glass visible to guests. Additionally, boards from the original basketball court will be utilized in several rooms and small murals will remain intact for visitors to marvel.

Both the Donna Salyers Fabulous Furs as well as Donna Salyers Fabulous Bridal showrooms will relocate to the first floor of the North building. The first floor will also host a bar and social room with both public and private spaces.

Revival Vintage Bottle Shop was recently announced as the first tenant in the former Gateway Bookstore space. Revival will feature a full-service bar on the first floor of North, with its library of more than 4,000 bottles for sale on the second floor.

“As a company, it’s vitally important that we invest in both the community and on the state level,” said Guy van Rooyen, president of the Salyers Group. “We see the North by Hotel Covington development as a catalyst to further the current momentum in Covington and a great opportunity to restore another historic building in the heart of this wonderful community.”

The upper floors North are being converted into modern lofts and terraces and will complement Hotel Covington’s nationally-recognized, hyper-local tailored experience. The suites will range from 330 to 2,000 square feet and offer home-like features including private gathering spaces, kitchenettes, and open floor plans, with some rooms boasting private terraces with views of Covington. North will be connected to Hotel Covington, enabling parties to utilize spaces and rooms in both.

“With business travelers in mind, North by Hotel Covington offers all of the comforts of home in a luxurious way’ added van Rooyen. “With rooms offering a kitchen and dedicated dining space, each room is equipped for those spending more than a few days in Covington.”

North By Hotel Covington is set to open later this year. For more information on North and to sign up for news and updates on the space, please visit [northbyhotelcovington.com](https://northbyhotelcovington.com/).

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**About Hotel Covington**

Hotel Covington is a boutique hotel in downtown Covington, Kentucky. Located in the former Coppin's Department Store, the hotel features vintage touches and modern tailoring, along with 114 guestrooms, Coppin’s restaurant and bar, intimate lounge spaces and an outdoor courtyard. Hotel Covington sings in style, character and comfort and in October 2022, the hotel will be expanding with a luxurious new property. Adding 55-guestrooms (featuring signature kings, luxury lofts, two-bedroom suites, and a corner terrace penthouse), plus a new lounge and the premier ballroom in the area, North by Hotel Covington will not be one to miss.

In 2022, U.S. News & World Report ranked Hotel Covington as the #1 hotel in Kentucky. In 2021, TripAdvisor ranked Hotel Covington as the #13 best hotel in the U.S. and Condé Nast awarded Hotel Covington it’s coveted Reader’s Choice Award. Learn more at [hotelcovington.com](https://hotelcovington.com/).