



The new Gevora rises almost 1,200 into the sky, topping by a foot or two its next door rival, the JW Marriott Marquis. It has 75 floors of suites and rooms, as well as many luxury features, but doesn't allow booze to be sold there. Room rates begin at about \$60 a night. For booking and other info, go to [gevorahotels.com](http://gevorahotels.com).