Dentists, Times Square Hotels are spitting mad at Macy's Thanksgiving Day Parade move to 6th Ave.

BY BARRY PADDOCK / DAILY NEWS STAFF WRITER

WEDNESDAY, MARCH 9, 2011, 4:00 AM

Times Square hotels are fuming over the plan to move the Macy's Thanksgiving Day Parade to Sixth Ave, costing them big on one of the largest tourist weekends of the year.

Organizers of the country's largest dental convention are gritting their teeth in anger over the decision to move the Macy's Thanksgiving Day Parade to Sixth Ave.

"People won't come to the city because their hotel rooms won't face the parade," said Dr. Robert Edwab, organizer of the Greater New York Dental Meeting, which is held every Thanksgiving weekend and draws 58,000 people from 132 countries. "Not only my meeting - I think the economy will take a shot. And we don't need that in this economy."

The parade route will change from Seventh Ave. to Sixth Ave. beginning in 2012.
Times Square hotels are bellhopping mad, too.

Marriott expects to lose $2 million to $3 million from the shakeup, according to Mike Stengel, a Marriott vice president.

He said the company's two Times Square hotels, the Marquis and the Renaissance, will no longer be able to charge premium rates, enforce minimum 2-to-3 night stays or rent out restaurant space on Thanksgiving weekend.

"There's no rhyme or reason why the parade is moving," Stengel fumed. "We're certainly not going to move New Year's Eve, and that's a far larger celebration."

Dan Biederman, president of the 34th Street Partnership, was supportive of the change.

"There are those huge open plazas which allow more people to stand and a wider route for balloon handling," he said.

A Macy's spokesman said Sixth Ave. is a safer, less complicated alternative for the parade and will allow spectators an "upclose and personal" view.

The Ritz-Carlton New York on Central Park is one of the few hotels offering views of Sixth Ave. About 30% of the hotel's 259 rooms face the avenue.

"We're anticipating it being a very busy time," said David Taylor, director of sales for the Ritz-Carlton.

Meanwhile, next week's St. Patrick's Day Parade will be shortened, ending at 79th St. instead of 86th St. That means it will stop just shy of the American Irish Historical Society on Fifth Ave. between 80th and 81st Sts.

The move is part of an NYPD cost-cutting initiative to trim all parade routes by roughly 25%, which police officials say has been applied equally to parades honoring all of New York's ethnic groups.

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