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Hotel marketed to gay travelers to open in NYC

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Associated Press

NEW YORK — A hotel marketed specifically toward gay travelers is opening in the heart of New York City.

The hotel will be called THE OUT NYC. It's being touted as a "straight-friendly" gay boutique resort.

It's set to open March 1 in the Times Square area.

Developer Ian Reisner says it will be a place where gay travelers "can feel 100 percent welcome."

He's hoping gay couples will want to get married there.

Reisner also hopes the 105-room hotel will become a center of gay life in the city.