

FOR IMMEDIATE RELEASE

Reviving a Fallen Landmark

After years of decline, closure, and operational distress, Daryon Hotels has taken on the difficult work of restoring Wyndham Rochester Downtown, rebuilding confidence, and giving 70 State Street a real future again.

ROCHESTER, NY – March 15, 2026 - Wyndham Rochester Downtown, located at 70 State Street in the heart of downtown Rochester, is beginning a new chapter after years of decline that ultimately led to closure, unpaid obligations, failed systems, deferred maintenance, and serious operational challenges.

When Daryon Hotels stepped in, the property was not simply struggling. It was in deep distress. The hotel had been burdened by substantial legacy obligations, unpaid and unresolved matters, failed machinery, weakened service standards, and a level of lost revenue that, when viewed together over the 2024–2025 period, appears to reach into the millions.

At that point, there were two choices.

The easy choice was to close the building, fence it off, and allow one of downtown Rochester's major hotel landmarks to sit dark in the center of the city. That would not only damage the property; it would send the wrong message about downtown Rochester itself. A closed, fenced hotel in the heart of downtown can make even a beautiful and promising city look like a failed city.

The harder choice was to take on the near-impossible task of reviving it.

Daryon Hotels chose the harder road.

“Wyndham Rochester Downtown did not need another excuse. It needed a rescue,” said Amanda Bumbera, the VIP of Operations. **“After years of decline and closure, we stepped forward to take on the hard work: restoring operations, rebuilding trust, and giving 70 State Street a real future again.”**

Daryon Hotels describes the project as the real-life version of *Hotel Impossible* — but without the cameras, staged timelines, or television drama. This is not a show. A property that has declined for more than a decade cannot be rescued in a 30-minute episode. It requires long days, difficult decisions, disciplined management, mechanical repairs, staff rebuilding, vendor confidence, guest recovery, and constant attention to the smallest operational details.

The work is already underway, but the company is clear-eyed about the challenge.

There are still major issues ahead. The damage was not created overnight, and it will not be repaired overnight. The hotel still requires continued investment, improved systems, stronger staffing, better service standards, and sustained community confidence. Success is not guaranteed. But failure cannot be accepted simply because the work is difficult.

If restored and operated correctly, the property will be again a vibrant part of downtown Rochester — supporting a significant long-term employment base that could exceed 200 jobs, contributing to the local economy, serving visitors, conventions, businesses, families, and community events, and helping bring energy back to the city center.

The current hotel team understands the size of the challenge. They also understand the reward. They are not simply working at a hotel; they are helping restore a downtown landmark.

“The team knows this is hard,” Amanda said. **“But they also know what this property can become. This is about more than reopening rooms. It is about restoring pride, rebuilding standards, and proving that downtown Rochester is worth the fight.”**

Daryon Hotels is continuing to work through operational, mechanical, staffing, vendor, and service improvements while repositioning the hotel for long-term stability. The company acknowledges that this is only the beginning.

“We are not out of the woods yet, and that outcome may still be possible if the work does not continue,” said **Nicole Williams, VP of Sales**. “But at this point, we have stopped that downward path. The hotel is no longer simply drifting toward failure. It is being actively rebuilt, restored, and given a real chance to return as a contributing part of downtown Rochester.” What was once closed, distressed, and declining is now being rebuilt with purpose.

Wyndham Rochester Downtown is not just reopening. It is being revived.

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