

## NYC & COMPANY ATTENDS IMEX AMERICA 2022 AS NEW YORK CITY'S MEETINGS, CONVENTIONS AND EVENTS COMEBACK CONTINUES

*—New York City Continues to See Increased Demand for Business Meetings and Events with 800,000 Group Room Nights Booked Through End of 2022—*

*—NYC 25-Member Delegation Includes Hotels, Javits Center, Venues, DMCs and More—*

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DATE  
October 11, 2022

FOR IMMEDIATE  
RELEASE

**Las Vegas, NV (October 11, 2022)** — From October 11-13, **NYC & Company**, New York City's official destination marketing organization and convention and visitors bureau, will exhibit at **IMEX America**, the largest trade show in the United States for the global meetings, events and incentive travel industry. NYC & Company is joined by a delegation of 25 New York City suppliers that includes world-class hotels, venues, event management companies and more. This comes as NYC expects to recover 85 percent of its record 2019 visitation, welcoming 56.7 million visitors by the end of 2022. Strong demand for meetings, conventions and events in the City continues with an anticipated 800,000 group room nights on the books through the end of this year; and the Javits Center is experiencing a resurgence of events with a 14 percent increase in bookings from September through December, over the same period last year.

"Last year's IMEX America was unique as it aligned with the reopening of US borders. Now, one year later, we are pleased to say that New York City's meetings industry is right on track. With a busy conventions and events calendar still ahead this fall, and hotel performance consistently trending above 85 percent occupancy once again and more than 10,000 new rooms in the pipeline, we are confident in the continued comeback of the business travel sector," said **Fred Dixon**, President and CEO of NYC & Company.

NYC & Company continually updates its **meeting planning resources**, with recent additions including [Sustainable Meetings and Tourism in NYC](#); [High-Impact DEI Meetings in NYC](#); a [2022 NYC Infrastructure Update](#); and [2022 Meeting and Convention Booking Trends](#).

"Our presence at IMEX is an opportunity to remind planners of those 'only-in-NYC' meetings experiences they can create for their clients," said **Jerry Cito**, NYC & Company's Executive Vice President, Convention Development. "As the meetings sector continues to rebound, the City is seeing the addition of world-class hotels and event venues, and robust offerings from Broadway, attractions and museums across all five boroughs. There is certainly no better time to book a meeting, event or convention in NYC."

The City is currently home to **124,000 hotel rooms**, with more than **10,000 additional rooms** expected to open in the next two years. Notable highlights include the recent opening of [Aman New York](#) and [Hard Rock Hotel New York](#),

as well as the City's second [Ritz-Carlton](#). One of NYC's largest hotels, the [New York Marriott Marquis](#), recently debuted a multi-million-dollar renovation featuring more than 110,000 square feet of meeting and event space.

Additional destination updates include **19 new Broadway shows** debuting this fall; developments across **infrastructure and transportation** with upgrades across the region's three major [airports](#); **new and improved meeting space** including the \$1.5 billion, 1.2 million-square-foot expansion of the [Javits Center](#) and the newest [etc.venues](#) location at 810 Seventh Avenue, among others; **arts and culture venues** such as the soon-to-open [Museum of Broadway](#), [The Louis Armstrong Center](#) and the American Museum of Natural History's [Gilder Center](#); **performing arts** including Lincoln Center's reimagined [David Geffen Hall](#) which just opened and the iconic [Apollo Theater](#) expansion in early 2023; **culinary** highlights from new fine dining establishments to unique food halls across the five boroughs; **retail** including the renovated [Tiffany & Co. Flagship](#) on Fifth Avenue, the new [Hermès Flagship](#) on Madison Avenue and the return of [Century 21](#); and more.

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For more information, planners should visit NYC & Company's [What's New and Upcoming in New York City guide](#).

Suppliers joining NYC & Company at IMEX America include: [Animatic Media LLC](#); [Arlo Hotels](#); [Broadway Plus](#); [Carmine's](#) & [Virgil's Real BBQ](#); [Convene](#); [CSI Worldwide](#); [Downtown Alliance](#); [Empire Force Events - A Hosts Global Member](#); [Equinox Hotel](#), [Hudson Yards](#); [etc.venues NYC](#); [Gansevoort Meatpacking NYC](#); [HHM Hospitality](#); [The James NoMad](#); [Lotte New York Palace](#); [New York Marriott Marquis](#); [Park Central Hotel](#); [Pier Sixty](#), [The Lighthouse & Current](#); [PUBLIC Hotels](#); [Sheraton New York Times Square](#); [SUMMIT One Vanderbilt](#); [Javits Center](#); [The William Vale](#); [Triumph Hotels](#); and [TWA Hotel at JFK Airport](#).

For more information about booking a meeting, conference, event or incentive program in New York City, visit **Booth C4133** at IMEX America or go to [nycgo.com/makeitnyc](#).

**About NYC & Company:**

NYC & Company is the official destination marketing organization and convention and visitors bureau for the City of New York, dedicated to maximizing travel and tourism opportunities throughout the five boroughs, building economic prosperity and spreading the positive image of New York City worldwide. For all there is to do and see in New York City, visit [nycgo.com](#).