

## NEW YORK CITY SHOWCASED AT IMEX FRANKFURT 2019

**Frankfurt (May 2019)** – From the 21<sup>st</sup> to 23<sup>rd</sup> of May 2019, IMEX Frankfurt is once again the meeting place of the international MICE industry. NYC & Company is showcasing comprehensive infrastructure upgrades, hotel variety, unique venues, new attractions and immersive experiences throughout the five boroughs to key global meeting planners and media.

“It’s a pleasure to be back at IMEX Frankfurt 2019 with our key suppliers highlighting our unrivaled meeting venues, hotels, attractions and upcoming destination developments, to encourage planners and their clients to **‘Make it NYC’** in 2020 and beyond,” said Jerry Cito, Executive Vice President, Convention Development NYC & Company.

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NYC & Company is highlighting a monumental year of new and unprecedented openings and events throughout New York City this year, including key unveilings such as **Hudson Yards**—the largest private real estate development in the history of the United State, which opened in March—and major attraction openings such as the **Museum of Modern Art’s** (MoMA) expansion by a third (new gallery space) this fall.

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The debut of **The Shed**, an extraordinary new cultural venue on wheels, adjacent to Hudson Yards, opened in April, following the unveiling of Thomas Heatherwick’s interactive art public landmark, **Vessel** in March. The new **Statue of Liberty Museum**, adjacent to the Statue of Liberty on Liberty Island, opened on the 16<sup>th</sup> of May, and **Empire Outlets**, New York City’s first outlet shopping center, opened in Staten Island on the 15<sup>th</sup> of May. This year will also see the continued revitalization of Lower Manhattan with a variety of new restaurants and stores in the Seaport District, along with ongoing hotel development in the City including the debut of **the TWA Hotel at JFK Airport**, opened on the 15<sup>th</sup> of May, bringing glamour to Queens and an international gateway to the world.

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The **Jacob K. Javits Convention Center** is currently undergoing a \$1.5 billion expansion—expected to be completed in 2021—which will add more than 1.2 million square feet of event space including the Northeast’s largest ballroom at 55,000 square feet. Infrastructure upgrades also include significant airport investments. **LaGuardia Airport**, which is currently being extensively rebuilt, is opening in phases until 2021. \$2.4 billion will support a new terminal at **Newark Liberty International Airport** set to open by 2022. A \$34 million investment in Stewart International Airport will include a rebranding to **New York International at Stewart Field**.

The hotel pipeline in New York City continues to outpace the US growth picture. At year end, the City saw an active inventory across the five boroughs of **almost 119,000 hotel rooms**. Over the past decade, the City has attracted new brands, international properties, authentic neighborhood independents and a wide-ranging collection of select service brands, business class hotels, lifestyle and boutique properties, and new luxury destinations. At the current pace, New York City should **reach over 137,000 rooms by 2021**.



New York City suppliers exhibiting with NYC & Company's delegation at IMEX Frankfurt this year include **Arlo Hotels, Crowne Plaza Times Square Manhattan, Embassy Suites by Hilton Midtown Manhattan New York, etc.venues New York, InterContinental New York Barclay, Lotte New York Palace, Moxy Times Square, New York Cruise Lines, New York Marriott Marquis, New Yorker Travel & Events, Omni Berkshire Place | New York, Shackman Associates New York and YOTEL New York.**

Visit **Booth #C220** at IMEX Frankfurt, or go to [nycgo.com/makeitnyc](http://nycgo.com/makeitnyc) for more information about planning a meeting in New York City.

**About NYC & Company:**

NYC & Company is the official destination marketing organization 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](http://nycgo.com).

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