



NYC & COMPANY HOSTS PAN-EUROPEAN MICE ROAD SHOW AS CLIMATE WEEK IS HELD IN NEW YORK CITY FOR 10TH CONSECUTIVE YEAR

— *City's Iconic Buildings are Lit Green as Official Destination Marketing Organisation Kicks-off Visit to London, Paris, Brussels and Amsterdam Showcasing New York City's Sustainability Initiatives and More* —

London, United Kingdom (24th September 2018) – Coinciding with Climate Week NYC taking place for its 10th year in New York City from 24th-30th September 2018, NYC & Company—New York City's official destination marketing organisation— today kicks off its 2018 annual European MICE Road Show spanning four major business cities; **London, Paris, Brussels and Amsterdam**. At the same time as Climate Week NYC unrolls featuring over 140 events with approximately 10,000 people expected to attend from over 40 countries, NYC & Company's European sales mission will see members of NYC & Company's Convention Development team showcase New York City's commitment to becoming 'the Capital City of a Responsible World' to influential European buyers.

"We're thrilled to be highlighting New York City's sustainability efforts as well as our world-class event venues and capabilities, impressive infrastructure developments, diverse new neighbourhoods and unique meeting spaces and incentive activities," said **Jerry Cito, NYC & Company's Senior Vice President of Convention Development**. "Having welcomed 6.2 million delegates who chose to 'Make it NYC' in 2017, we're inspired to educate leading event professionals in Europe – our most valuable international visitor market, on the City's pledge to be sustainable and to showcase how travellers to New York City can get involved in protecting our destination and the planet."

"Climate Week NYC is a fantastic example of a one-of-a-kind event taking place in New York City across multiple boroughs and aligns with our goal to further the global conversation and action around climate change, said **Paul Black, Senior Director of European MICE at NYC & Company**. We're delighted to be meeting face-to-face over the course of this week with some of our most important industry relationships and to grow and deepen their understanding of New York City as an innovative, meaningful and responsible leading global meeting and incentive destination."

Showing their solidarity, various notable buildings across New York City including the Empire State Building and Madison Square Garden, were lit up in green on Sunday, 23rd September on the eve of Climate Week NYC. Organised by international non-profit organisation, The Climate Group, Climate Week NYC is the largest climate week in the world and is one of the key summits in the international calendar—which runs alongside the United Nations General Assembly. Including panel discussions, concerts, exhibitions and seminars, the event sees international leaders from across the public, private and government sectors gather to showcase and discuss global climate action in New York City, with support from NYC & Company.

Throughout the European sales mission, information will be shared on New York City's positioning as 'the Capital City of a Responsible World' including details of the destination's significant Citywide and

growing sustainability efforts. These include the City's most iconic parks, Central Park and Brooklyn's Prospect Park, becoming permanently car-free, plans for Jacob K. Javits Convention Center to house one of the City's largest rooftop farms, and many leading hotels embracing the City's Carbon Challenge.

European buyers will also be updated on the latest developments including why 2019 is set to be a Monumental Year in New York City, when for the first time ever, [WorldPride](#) will be held in the United States with New York City hosting the month-long event **June 1–30, 2019** (with the majority of events held June 25–30). The global celebration of Pride will coincide with the [historic 50th anniversary of the Stonewall Riots](#) in New York City - the birthplace of the modern gay rights movement - making it a year to underscore New York City's progress and resilience as a global LGBTQ capital.

In 2019 NYC will also welcome back for the third year an even bigger and better [Formula E \(13-14 July 2019\)](#). The exciting open-wheel formula auto-racing series using only electric cars takes place at the regenerated Brooklyn Cruise Terminal in Red Hook, where there will also be an "eVillage" where fans can experience race simulators, see electric vehicles up close and meet drivers.

In addition, buyers will be briefed on several standout new hotels and major developments that are breaking new ground in New York City in 2019. These include the much anticipated [TWA Hotel](#), [Hudson Yards](#), which debuts in Spring 2019 and is set to be the largest private real estate development in the history of the United States, [The Shed](#), a multi-arts centre and unique new venue within Hudson Yards, dedicated to global displays of visual art, design and media, the new [Statue of Liberty Museum](#) and the [MoMA Expansion](#).

Further new openings across the City include [Empire Outlets](#), slated to debut in Spring 2019, in St. George, Staten Island, as the first shopping outlet to open in the five boroughs, just a free 25-minute ferry ride from Lower Manhattan, and the more than \$15 million upgrade of the [Lehman Center for the Performing Arts](#) in the Bronx improving facilities such as the theatre seats, lobby expansion and accessibility, also to be completed by next spring. Transforming access between the boroughs, the expansion of [NYC Ferry](#) now connects the Bronx, Brooklyn, Manhattan and Queens, with NYC Ferry's sixth and latest route—Manhattan's Lower East Side—recently beginning service on 29 August, 2018.

Organisations joining the 2018 European MICE Road Show include **The Benjamin, The James New York; Nomad, The Peninsula New York, Classic Harbor Line, InterContinental New York Barclay, The Lexington Hotel, Lotte New York Palace, Moxy Times Square, New York Marriott Marquis and PUBLIC New York.**

To learn more about planning business events in New York City, visit www.nycgo.com/meetingplanners or contact Paul Black on: paulblack@nycgo.com, telephone +44 (0) 207 593 1722.

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To learn more about **Climate Week NYC** from Adam Lake, Head of Media and Corporate Communications at The Climate Group, and Fred Dixon, President and CEO of NYC & Company, click [here](#).

For further information on NYC & Company's top 10 tips for meeting planners for green meetings in New York City and beyond, visit www.nycgo.com/greenmeetingsguide.

About NYC & Company:

NYC & Company is the official destination marketing organization for the City of New York, dedicated to maximising travel and tourism opportunities throughout the five boroughs, building economic prosperity and spreading the positive image of New York City worldwide. For more information on visiting NYC, visit www.nycgo.com.

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