

NYC & COMPANY HIGHLIGHTS MAJOR NEW 2019 OPENINGS AND DEVELOPMENTS AT IMEX AMERICA 2018

Las Vegas, NV (October 17, 2018) – During a press conference this morning for global meetings media at IMEX America, NYC & Company President and CEO **Fred Dixon** spotlighted **2019: A Monumental Year**, a yearlong communications campaign designed to promote the significant new large-scale openings, developments, infrastructure enhancements, hotels and event venues debuting in the City’s five boroughs next year. Dixon was joined by **Ryan Eddy**, vice president, Sales & Marketing at MCR, who shared details on the new TWA Hotel, debuting at JFK International Airport in Queens next year.

CONTACTS

Chris Heywood/
Rachel Peace
NYC & Company
212-484-1270
929-218-5882 mobile
rpeace@nycgo.com

DATE

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FOR IMMEDIATE RELEASE

“It is a pleasure to hold our first-ever IMEX America press conference today, spotlighting the many new and exciting New York City developments and openings that will position the destination well as the nation’s premier backdrop for meetings and conventions in 2019 and beyond,” said Fred Dixon.

NYC & Company’s Convention Development team is also exhibiting at IMEX America this week with **30 New York City suppliers**.

“We are pleased to return to IMEX America this week with our largest delegation to date. We look forward to showcasing all that New York City has to offer, and why the global meetings industry should always ‘Make it NYC,’” said **Jerry Cito**, senior vice president, Convention Development at NYC & Company.

Destination highlights for 2019 include the expansion of the **The Museum of Modern Art** and opening of the **Statue of Liberty Museum** (May), an additional **10,000 hotel rooms** in inventory, new venues such as **The Glasshouses** and **Bronx Music Hall** and expected renovations of the **Lehman Center for the Performing Arts**.

The long-anticipated **TWA Hotel** will restore the Eero Saarinen landmark 1962 Flight Center at JFK International Airport into a 512-room hotel with an airplane cocktail lounge, rooftop pool, six restaurants and eight bars, in addition to 50,000 square feet of event space accommodating groups of up to 1,600.

“IMEX America is the perfect opportunity to partner with NYC & Company in celebrating the ‘monumental’ spring 2019 opening of the TWA Hotel at JFK Airport,” said **Ryan Eddy**.

Almost \$24 billion USD in infrastructure upgrades to the City’s four regional airports—**LaGuardia Airport, JFK International Airport, Newark Liberty International Airport and New York Stewart International**—will ease accessibility for conference attendees in coming years. Additional

transportation developments include the **NYC Ferry** (now offering routes to all five boroughs), planned improvements to **Penn Station**, and the **34 St-Hudson Yards** subway station serving Manhattan's far west side, a transforming convention destination anchored by the **Javits Center**.

The Javits Center's \$1.5 billion expansion, taking place through 2021, will add more than 1.2 million square feet of event space, including the Northeast's largest ballroom at 55,000 square feet. Recently announced plans for more than 4,000 panels on the rooftop and sidewalk are slated to offset more than 2.7 million pounds of CO₂ yearly, adding to noted sustainability efforts including the building's 6.75-acre green roof and future 1-acre rooftop farm.

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Hudson Yards, the largest private real estate development in the history of the US, will debut in March 2019 on Manhattan's far west side. Within walking distance of the Javits Center, connected via pedestrian plazas, planners can consider its 1 million square feet of retail, culture hub **The Shed** (debuting April 2019), climbable **Vessel** public art piece, significant green spaces, eateries by famous chefs, the City's tallest outdoor observation deck (debuting in late 2019 or early 2020) and the destination's first **Equinox Hotel**. A new subway stop called "Hudson Yards" seamlessly connects visitors and delegates from Times Square to New York City's newest neighborhood.

New York City has the most active hotel development pipeline in the country, with **117,500 hotel rooms in current inventory** as of **October 2018** and an expected **140,500 hotel rooms** by the end of 2021. In addition to established Midtown Manhattan accommodations (including NY5000 and "Times Squared"), planners will appreciate the soon-to-open Times Square Edition, featuring event studios, a performance venue, a penthouse with meeting capabilities, and a beer garden and event deck overlooking Times Square.

This week, NYC & Company is also debuting its reimagined **Make it NYC[™]** campaign during IMEX America this week, including a new logo, images and refreshed language that capture New York City's one-of-a-kind appeal as a meetings destination. The campaign, originally launched in 2013, is showcased in NYC & Company's IMEX America activations this week, and in digital media promotions driving planners to the recently relaunched nycgo.com/makeitnyc.

In 2017, NYC welcomed **62.8 million visitors**—including 21% business travelers and **6.2 million delegates**—generating more than **\$45 billion** in direct spending. An estimated **65.2 million visitors** are expected to visit New York City this year.

New York City suppliers exhibiting with NYC & Company at IMEX America this year include **1 Hotels; ACCESS New York Metro; Alliance for Downtown New York; AlliedTPro; Carmine's; Convene; Discover Long Island; Firmdale Hotels; Fourth Wall Events; Golden Touch Transportation; Group Sales Box Office at Broadway.com; Hornblower Cruises & Events; InterContinental New York Barclay; Jacob Javits Convention Center; The Lexington Hotel; Lotte New York Palace; Moxy Hotels New York City;**



New York Marriott Marquis; One World Observatory; Park Central Hotel; Patina Restaurant Group; Pier Sixty, LLC; PRA New York; The Quin; Riu Plaza New York Times Square; Rockefeller Center; The Roosevelt Hotel NYC; Shackman Associates New York; The Sightseeing Pass and TWA Hotel.

Visit **Booth B2025** at IMEX America or go to 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 more information, visit nycgo.com.

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