

NEW YORK CITY DESTINATION UPDATES SHOWCASED DURING IMEX FRANKFURT 2018

Frankfurt, Germany (May 15, 2018) – During IMEX Frankfurt 2018—the worldwide exhibition for incentive travel, meetings and events, today through May 17—NYC & Company is showcasing New York City developments to key, global meeting planners and media. As the premier meetings destination, the five boroughs continue to offer associations, incentive groups, planners, delegates and corporate travelers comprehensive infrastructure upgrades, hotel variety, unique venues, new attractions and immersive experiences.

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“It’s a pleasure to be at IMEX Frankfurt 2018 with 11 key suppliers—highlighting existing meetings product and destination developments for 2019 and beyond—to encourage end-users to ‘**Make It NYC**’ for their next association meeting, corporate travel and/or incentive program,” said Jerry Cito, Senior Vice President, Convention Development NYC & Company.

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FOR IMMEDIATE RELEASE

Infrastructure upgrades include significant airport investments. **LaGuardia Airport** will soon be transformed—thanks to an extensive rebuild—and is expected to open in phases from 2018–2021. **John F. Kennedy International Airport** will receive a \$10 billion investment and, in 2019, the debut of its highly anticipated **TWA Hotel**. \$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**. Finally, the **34 St-Hudson Yards** 7-line station—opened in 2015—now connects locals to Manhattan’s far west side.

Also on the far west side, **Hudson Yards**—the largest private real estate development in the history of the United States—will open in phases from 2019–2022. 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. **Equinox Hotel Hudson Yards** will offer delegates luxury lifestyle accommodations by 2019.

New York City has the most active hotel development pipeline in the country, with **117,300 hotel rooms** as of **May 2018** and an expected inventory of **138,000 hotel rooms** by **2020**. Highly anticipated property openings for 2018 include **Mr. C. Seaport Hotel** in the revitalized **Seaport District NYC**, the **Times Square EDITION**, **The Hoxton**, **Williamsburg** and more. **Empire Outlets** in Staten Island—the first shopping outlet in the five boroughs—is expected to debut this fall followed by the opening of a new, 175-key **Westin Hotel New York Staten Island** in 2019.

2019 destination highlights will include the expansion of the **Museum of Modern Art (MoMA)**, with a convenient midtown location and event spaces. The openings of the **Statue of Liberty Museum** and the **Nordstrom Women’s Flagship Store** will represent a new, iconic attraction and exclusive experiences for incentive travelers.



In 2017, NYC welcomed **62.8 million visitors**, generating more than **\$45 billion** in direct spending. Of these, **21%** were business travelers and **6.2 million** were delegates. More than **65 million visitors** are expected to visit New York City in 2018.

New York City suppliers exhibiting with NYC & Company’s delegation at IMEX Frankfurt this year include **The Alliance for Downtown New York, Iberostar 70 Park Avenue Hotel, InterContinental New York Barclay, Lotte New York Palace, Moxy Times Square, New York Cruise Lines, New York Marriott Marquis, Shackman Associates New York, The Sightseeing Pass, Thompson Hotels** and **Visit America Inc.**

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Visit **Booth #C220** at IMEX Frankfurt, 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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