



## NYC & COMPANY SPOTLIGHTS NEW YORK CITY AS LEADING CONVENTION AND MEETINGS DESTINATION AT IMEX AMERICA 2019

*—40 Members Join NYC & Company Delegation to Encourage Planners to “Make It NYC” at the Continent’s Largest Trade Show of Its Kind—*

**Las Vegas, NV (September 10, 2019)** – NYC & Company, the official destination marketing organization and convention and visitors bureau for the five boroughs of New York City, attends **IMEX America** to spotlight destination news, strategic convention development plans and product updates.

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“Meetings generate incredible value for businesses and communities while contributing meaningfully to the US economy,” said NYC & Company president and CEO Fred Dixon. “In my new role as Meetings Mean Business co-chair in 2020, I’m pleased to elevate the importance of this crucial industry segment while also spotlighting New York City’s prowess as one of the leading US destinations for meetings and conventions. IMEX is the perfect backdrop to continue to promote why planners should ‘Make it NYC.’”

DATE  
September 10, 2019

FOR IMMEDIATE RELEASE

NYC & Company’s Convention Development team is exhibiting at IMEX America this week with **40 New York City suppliers**, its most sizable delegation to date. The company’s Make it NYC–branded neon pink, black and white booth has been expanded by nearly a third, resulting in New York City’s most expansive presence yet at the largest trade show for event planners in North America.

“NYC & Company is pleased to return to IMEX America with our most substantial delegation to date, to promote the unique value proposition of convening in New York City. When a planner chooses to ‘Make it NYC,’ the results will exceed expectation and inspire imagination,” said **Jerry Cito**, executive vice president, Convention Development, at NYC & Company.

Recent destination developments include the May openings of the **Statue of Liberty Museum, Empire Outlets**—the first outlet shopping center in the five boroughs, set on the Staten Island waterfront—and the long-anticipated 512-room **TWA Hotel** at JFK International Airport. Jointly, the three represent enthralling new attractions for delegates and a convenient, glamorous new Queens conference hotel, accessible via JetBlue’s terminal. In October the **Museum of Modern Art** will reopen after a 40,000-square-foot expansion of its gallery space.

On Manhattan’s west side at the brand-new **Hudson Yards** neighborhood (the largest private real estate development in the history of the US), delegates can enjoy retail and dining at **The Shops and Restaurants**; arts and culture at **The Shed**; a climbable public sculpture and Instagram-magnet, **Vessel**; and the flagship **Equinox Hotel, Hudson Yards, NYC**. The **Edge** observation deck will debut on the 100th floor of 30 Hudson Yards in

early 2020, and events space on the 101st floor will offer unmatched views, all within walking distance of the nation's busiest convention center, Javits.

The **Javits Center's** \$1.5 billion expansion is on track for 2021 completion. New business is now being booked for its more than 1.2 million square feet of planned additional event space. On the heels of announcing the new sustainable hospitality brand "[Cultivated](#)," the Javits Center just issued its [2019 Sustainability Report – An Unconventional Oasis](#). It details a new project with the New York Power Authority to install what will be NYC's largest rooftop solar array, adding to many recognized sustainability accomplishments.

On September 27, NYC & Company will host its first-ever official **Climate Week NYC** event at the Javits Center. "NYC & Company Talks: Building Sustainable Tourism Together" will be a series of panels held on-site at The Nest. Industry leaders will speak to the growing consumer and business trend of sustainable travel. One panel will focus specifically on sustainable meetings and events, spotlighting how planners and those responding to RFPs can develop a responsible strategy and offer sustainable solutions to their clients. NYC & Company's renewal as the Sustainable Travel and Leisure Program Partner of Climate Week NYC reflects the organization's commitment to promoting responsible tourism.

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NYC & Company also promotes sporting events and LGBTQ+ conferences throughout the City. The destination boasts two sports franchises per professional league, plus minor league teams. Their many arenas can host major activations such as WWE events tied to WrestleMania and Fortnite World Cup, hosted in Brooklyn and Queens, respectively. In June 2019, New York City hosted 5 million attendees for WorldPride, a testament to the City's unmatched reputation for hosting major events on the world's stage. In addition, NYC welcomed the IGLTA Global Convention and PROUD Experiences—returning to New York City next year—hosted in both Manhattan and Brooklyn. NYC & Company also partnered with LGBTMPA on a first-ever City FAM trip for LGBTQ+ planners.

The five boroughs are home to countless distinct event spaces including rooftops, warehouses, raw loft spaces, converted art galleries, boutique design hotels with meeting capacity and more. Plus, New York City has the most active hotel development pipeline in the country, with **121,700 hotel rooms** in inventory as of **August 2019** and **19,000 new rooms**, or nearly **140,000 total hotel rooms**, by the end of 2021. In 2018, NYC welcomed approximately **65 million visitors**—including 13.3 million **business travelers** (2.9% increase from 2017) and **6.2 million delegates**—generating more than **\$46.4 billion** in direct spending. An estimated **69.8 million visitors** are expected to visit New York City this year.

The 40 New York City suppliers co-exhibiting with NYC & Company at IMEX America this year include **1 Hotels; ACCESS New York Metro; Alliance for Downtown New York; Arlo Hotels; Broadway Inbound; Brooklyn Nets / BSE Global; Carmine's; Convene; Discover Long Island; Edison Hotel; Equinox Hotel, Hudson Yards, NYC; etc.venues; Evelyn Hotel; Gansevoort Hotel; Golden Touch Transportation; Hornblower Cruises & Events; Hyatt Place New York City/Times Square; Iberostar; InterContinental New York Barclay; James New York – NoMad; Javits Center; The Lexington Hotel; Lotte New York Palace; Luna Park Coney Island; Moxy Hotels; New York Hilton Midtown; New York Marriott at the**

**Brooklyn Bridge; New York Marriott Marquis Hotel; One World Observatory; Park Central Hotel; Parker New York; Pier Sixty, LLC; Public New York; Shackman Associates New York; Sheraton New York Times Square; The Sightseeing Pass; Stewart Hotel; The William Vale; TWA Hotel; and Yotel New York.**

Visit **Booth B1625** at IMEX America 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 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 more information, visit [nycgo.com/makeitnyc](http://nycgo.com/makeitnyc).

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