



## NEW YORK STATE KICKS OFF 2024 WITH EPIC EVENTS AND MONUMENTAL MILESTONES

**NEW YORK – January 23, 2024** – New York State continues to captivate travelers with its breathtaking landscapes, world-renowned attractions, rich cultural heritage and diverse experiences, plus a once-in-a-lifetime solar event. With an array of sensational sights, events and destinations, New York State promises an unforgettable journey for travelers seeking a getaway with adventure, immersion and a vibrant and dynamic itinerary.

**I LOVE NY Executive Director of Tourism Ross D. Levi** said, "A new year is an ideal time to add stops to your travel bucket list, and New York State has many must see attractions opening this year. There is a treasure trove of new opportunities that will form the base of an unforgettable trip, whether for a day, a long weekend or a full week. From an awe-inspiring celestial event to thrilling outdoor adventures, 2024 brings a fresh wave of experiences for intrepid explorers."

Here are some highlights to explore in '24, and a quartet of new hotels to make travel comfortable for any visitor's next New York State getaway:

**EVENTS IN THE SKIES** – Visitors should look to the skies with two memorable events overhead.

- **Total Solar Eclipse (Multiple regions)** – New York State offers the perfect vantage point to observe the total solar eclipse on Monday, April 8, 2024. This truly rare event happens in the same location only once every 400 years. Beginning shortly after 2 p.m., this celestial spectacle will unfold within a 124-mile-wide "path of totality" traversing the Chautauqua-Allegheny, Greater Niagara, Finger Lakes, Thousand Islands-Seaway and Adirondacks. Numerous special events are scheduled at locations throughout the path, from the Adirondack Sky Center & Observatory to the Rochester Museum & Science Center, offering unparalleled experience.
- **FIS Ski Jumping World Cup 2024 (Adirondacks)** – The FIS Ski Jumping World Cup is returning to the iconic Lake Placid Olympic Jumping Complex from February 9-11. This highly anticipated event features Men's Ski Jumping on the HS 128-meter ski jump with athletes from around the world, including the United States, Poland, Slovenia, Norway, Austria, and Germany.

**CELEBRATING THE CENTURIES** – This year marks 100-plus years of some of New York State's most iconic outdoor spaces and cultural institutions.

- **100th Anniversary of NYS Parks (Multiple Regions)** – The New York State Office of Parks, Recreation and Historic Preservation is celebrating its centennial, marking a century since the establishment of the beloved state parks and historic sites system. Over the course of the year,

state parks and historic sites will be hosting numerous community gatherings, performances and special events. An exciting Centennial Challenge is already underway, inviting residents and visitors to earn prizes by participating in 24 of 100 curated missions, from camping under the stars to skating at ice rinks within the parks.

- [Bronx Zoo 125th Anniversary \(New York City\)](#) – Embark on an extraordinary journey through the Bronx Zoo's 125 years of conservation, education and wildlife preservation. From April through September, visitors can experience an array of weekend festivities including vibrant parades, performances, hands-on crafting workshops, specialty foods, exhilarating scavenger hunts, guided tours and the engaging Wildlife Theater.
- [Chautauqua Institution 150th Anniversary \(Chautauqua-Allegheny\)](#) – Nestled along the shores of Chautauqua Lake, the Chautauqua Institution blooms every summer, thanks to a distinctive blend of fine and performing arts, engaging lectures, and an array of recreational activities for all ages. As part of the 150<sup>th</sup> anniversary this summer, visitors can experience programs and events, including concerts, plays, lectures and workshops that continue its rich tradition of sparking intellectual curiosity and serving as a place to learn, grow and connect with others.

**REIMAGINED ATTRACTIONS** – Expansions and renovations are making old favorites new again.

- [Aquarium of Niagara \(Greater Niagara\)](#) – An exciting expansion is nearly complete, with the addition of a second building to its already impressive campus. Situated in the heart of downtown Niagara Falls, the Aquarium of Niagara is home to more than 120 species of animals which include rescued marine mammals, penguins and over 1,200 fish and invertebrates. Thanks to a collaborative effort with New York State Parks, the former Niagara Gorge Discovery Center is undergoing a remarkable transformation to become "Great Lakes 360" – a dynamic living museum dedicated to celebrating the Great Lakes ecosystem.
- [Colored Musicians Club and Jazz Museum Renovation \(Greater Niagara\)](#) – This legendary Buffalo museum is committed to researching, preserving and promoting the history of African American music, both locally and globally. The museum is currently undergoing a nearly \$3 million renovation and expansion, including a new handicapped-accessible main entrance, equipped with a reception and lobby area, and an elevator. The second floor will have a prominent glass-walled rehearsal and event space with two practice rooms and a lobby that connects to the existing building via an enclosed bridge.
- [Stonewall National Monument Visitor Center \(New York City\)](#) – The country's first national monument to commemorate the LGBTQ+ equal rights movement will open its visitor center in June during pride month as part of the National Parks System. Reception spaces and a theater for public engagement and events, complemented by exhibits like a working 1969 jukebox, continue the legacy of welcoming the community through meaningful and inclusive events. By reuniting the original Stonewall Inn footprint, the new visitor center will celebrate the legacy of the 1969 Stonewall Rebellion that served as a watershed moment in our nation's history.

**NEW PLACES TO STAY IN THE NEW YEAR** – Spa stays, old world luxury and an academic atmosphere round out the latest and greatest places to stay in New York State this year.

- [The Ranch Hudson Valley \(Hudson Valley\)](#) – *Travel & Leisure's* top U.S. destination spa in 2022 is set to open its first East Coast luxury health and wellness retreat spas in Rockland County this spring. Set amongst 200-forested acres in a 40,000-square-foot property known as the Table Rock Estate, The Ranch Hudson Valley will offer luxury structured fitness retreats that include daily hikes, guided exercise and locally sourced plant-based meals. The resort's structured wellness experiences and programs are ideal for solo, couple, or group vacations.
- [The Surrey, A Corinthia Hotel \(New York City\)](#) – In the heart of New York City's Upper East Side, the iconic Surrey Hotel being reborn. The 16-story building, originally built in 1926, is undergoing extensive renovations inspired by its glamorous past. The luxury hotel is set to have 70 guest rooms, 30 suites and 14 residences, including four suites named for and inspired by the famed bridges of Central Park.
- [The Warren Street Hotel \(New York City\)](#) – Located in Lower Manhattan's Tribeca neighborhood, this new property will feature 69 individually-designed rooms, suites and residences. Opening this year, the rooms throughout 11 floors offer floor-to-ceiling windows for incredible city views, with some featuring a private terrace.
- [The Heartwood \(Hudson Valley\)](#) – Located on Vassar College campus in Poughkeepsie, this 50-room inn is designed to bring together academics, college bound families and visitors alike. Guests can look forward to The Salt Line restaurant, where delectable culinary experiences await, and the intimate Night Owls bar for after dinner cocktails.

For more information on new developments and other happenings in New York State, visit [iloveny.com](http://iloveny.com). Press releases and other media assets can be found online in the [press room](#) or on [X](#) (formerly Twitter).

### About New York State

New York State is a premier vacation destination with world-class attractions, picturesque natural beauty, locally sourced cuisine and a vibrant craft beverage scene, an array of accommodations, and iconic, year-round festivals and events. Its 11 diverse vacation regions feature some of the world's top ranked beaches; two out of America's top three favorite state parks; breathtaking Niagara Falls; more ski areas than any other state; one of the nation's longest foliage seasons; multiple Halls of Fame; the largest publicly protected area in the contiguous United States; and the country's longest multi-use trail. Add in the state's unique museums, historic landmarks, cultural sites, charming small towns and urban playgrounds, and it's no wonder New York has been consistently chosen as a top getaway by travel publications and experts.



### CONTACT:

Helen Ames  
 Finn Partners  
 (212) 715-1646  
[Helen.Ames@finnpartners.com](mailto:Helen.Ames@finnpartners.com)

Eric Scheffel  
 Empire State Development  
 (518) 292-5274

[Eric.Scheffel@esd.ny.gov](mailto:Eric.Scheffel@esd.ny.gov)