

## 2008 HOTEL EXCELLENCE AWARDS

Left Photo (L to R: MVP/NY President/Publisher Merrie L. Davis; Jonathan M. Tisch, Chairman and CEO, Loews Hotels; Tom Lewis, President of Gray Line New York Sightseeing)

Right Photo (L to R: Jacqueline Relyea, Director of International Marketing, Bloomingdale's; Maurice Dancer, Chef Concierge, The Pierre, A Taj Hotel, and President, Les Clefs d'Or USA; Michael Romei, Chef Concierge, The Waldorf Towers.)



Photos by Jodie Love

## Stay in the Green with Red Carpet Partnerships

In the perfect synergy of business and pleasure, the 2008 Hotel Excellence Awards (HEA) was a smash hit with MVP/NY's valued business partners and distinguished members of New York City's hospitality industry. Hotelier and tourism guru Jonathan M. Tisch accepted a Lifetime Achievement Award, offering well-deserved plaudits

for the community of concierges and hotel managers who helped make 2008 a record-breaking year in New York City tourism. Sponsors and other friends of MVP/NY mingled with prominent hotel general managers, concierges, directors of food and beverage and sales and marketing executives. The gala, which is the most prestigious hos-

pitality industry event and the only one sanctioned by the Hotel Association of New York City (HANYC), also featured a very successful silent auction, which offered bonus exposure to MVP/NY partners. Proceeds from the sale of more than 125 donated items benefit four important charities affiliated with the travel and hospitality industry.

*SPONSORS OF THE 2008 HEA included Benjamin Steak House, BICE Ristorante, Bloomingdale's, CityPass, CitySights NY, Commonwealth Worldwide Chauffeured Transportation, Empire State Building, Genesis Beverage Brands (including AWE, Casa 1921 Tequila, Giovanni Dri, Global Wine Importing, JTE Spirits, Kai Vodka, Orange V, Saaga 1763 Vodka, Usquaebach and Vino Tech, LLC), Graphic Lab, Gray Line New York Sightseeing, J & R Music and Computer World, John Barrett, Loehmann's, New York Marriott Marquis, Peroni Italy, Starbright Floral Design, Wempe Jewelers, West Side Story on Broadway, YouHere Productions and ZacMel Graphics. Sponsors received valuable exposure throughout the evening with signage, program inclusion and tickets, and even the opportunity to present awards! It's never too early to plan for next year's HEA. Secure your sponsorship today—call your account manager or Christine Mularoni at 212.636.2716!*

### NYC: A Magnet for Travelers

Here are a few conventions coming in spring 2009:

- **Interphex Conference & Exhibition (Pharmaceutical):** 15,000 (Mar. 17-19)
- **GLBT Expo:** 20,000 (Mar. 21-22)
- **Architectural Digest Home & Design Show:** 150,000 (Mar. 26-28)
- **International Vision Expo:** 15,000 (Mar. 27-29)
- **2009 New York International Automobile Show:** 100,000 (Apr. 10-19)
- **International Beauty Show:** 50,000 (Apr. 26-28)
- **International Contemporary Furniture Fair:** 18,000 (May 16-19)
- **2009 Book Expo America:** 30,000 (May 29-31)

### Record Year Underlines Strength of NYC Travel Market

New York is known as a tough and resilient city and it's proving it again. In fact, Mayor Michael Bloomberg announced that 2008 was a record year for New York City tourism, with 47 million visitors accounting for \$30 billion in spending. **New York City's dominant hotel occupancy rate continues to be 20 points higher than any other U.S. destination!** Nearly 10 million international guests visited the city in 2008 (a new record), and the city's promotional efforts continue to reach emerging markets, diversify ours and pick up any slack in domestic demand. More locals from the Tri-State Area are also frequenting the city, a tempting cosmopolitan

alternative to pricier trips.



In 2009, the city is looking more and more to the travel industry to lift other industries, as it did after 9/11, and spending accordingly to keep New York the most attractive city in the country. Broadway's lights are on. The stores are offering great deals and only-in-New York merchandise. The city's hungry hordes of travelers still have to eat out twice a day at its 17,000 restaurants. And MVP/NY is reaching 30 million travelers at more than 300 top hotels and every significant distribution point through its family of market-leading traveler publications. As one of the bright spots in an otherwise challenging climate, New York City's visitor market is a force to be reckoned with—and not one anyone can afford to ignore.

## CAST A WIDER NET WITH VIRAL VIDEO

In an exciting new multimedia initiative, MVP/NY now offers turnkey Web video advertising to help grow your business. You'll capture a wider demographic when you capture your business or service on video, filmed and produced to order by award-winning professionals from networks like CNN, MSNBC and Fox. The Internet's hottest new marketing vehicle extends your exposure beyond the record 47 million people who visited New York City in 2008, to *billions of people*. Call your account manager or Christine Mularoni at 212.636.2716 today to find out more!



## It's Official: The New QuickGuide Is Here!

**QG** *QuickGuide New York Itineraries* has been rechristened as **QG: NYC's Official QuickGuide**. What's in a name? The new QG is packed with enhanced editorial, a Personal Concierge column, attractive photo edit advertorials, cover photo features and *bonus mobile marketing and perforated coupons with every full-page ad*. The new itinerary book continues to offer ever-growing out-of-market distribution and reaches 5.16 million travelers and locals. But it only comes out three times a year. Make sure you don't get left out of our Summer/Fall edition—*out for four months*—sign on by April 10! Call your account manager or Christine Mularoni at 212.636.2716.

### HOT DATES

You don't want to miss these upcoming issues:

#### IN New York & Where New York

- May Dining Issues close Mar. 24
- Jun. Theater Issues close Apr. 24
- Jul. "Independence" Issues close May. 26
- Aug. Museum Issues close Jun. 23
- Sept. Fashion Issues close Jun. 23

#### QG: NYC's Official QuickGuide Summer/Fall Issue closes May 8

**The June IN New York Map**  
closes Apr. 10

**The 2009 Where GuestBook**  
closes Jul. 13

## MVP/NY—We're in All the Right Places

MVP/NY's targeted distribution and circulation are always growing, and with it your exposure. Here are just a few prominent locations we've recently added:

- **AAA Northway Saratoga Travel Center** (*IN New York Map*)
- **Doubletree Hotel Chelsea** (*IN New York, Where New York, QuickGuide, IN New York Map* at the desk)
- **First Incentive Travel New York** (*QuickGuide & IN New York Map*)
- **Holiday Inn Express Paramus** (*IN New York, Where New York, IN New York Map*)
- **Murray Hill East Suite Hotel** (*Where New York, QuickGuide & IN New York Map*)
- **The Setai New York** (*IN New York, Where New York*)
- **SMYTH Hotel** (*IN New York, Where New York*)
- **The Standard** (*IN New York, Where New York, IN New York Map*)
- **The Staten Island Hotel** (*IN New York & Where New York* in-room; *QuickGuide & IN New York Map* at the desk)

To start getting your message out at these strategic locations, call your account manager or Christine Mularoni at 212.636.2716.

## SPONSORSHIPS GALORE

As your strategic sales and marketing partner, MVP/NY is always on the lookout for new ways to get your message out in front of more and more of New York City's record numbers of travelers. From collateral distribution to product placement, we thought you might like to know what we have in store when you partner with us.

★ *There's still time to take advantage of these opportunities:*

- ★ **The 15th Original GLBT Expo at the Jacob J. Javits Convention Center:** MARCH 21-22, 2009. The oldest business and entertainment event for the gay, lesbian, bisexual and transgender community is also the #1 GLBT expo in attendance (20,000), exhibitors, advertising and promotion.

★ **Architectural Digest Home Design Show at Pier 94:** MARCH 26-29, 2009 (publications only). Nearly 25,000 people with a shared passion for home design will be out in full force for this four-day event.

★ **Grand Gourmet—The Flavor of Midtown at Grand Central Terminal's Vanderbilt Hall:** MAY 7, 2009. Grand Central Partnership's neighborhood restaurant showcase draws nearly 1,000 guests each year.

★ **Taste of TriBeCa:** MAY 16, 2009. This culinary festival brings together the rich flavors of the chic neighborhood's best restaurants.

★ **Taste of the Upper West Side:** MAY 30, 2009. Celebrating a renaissance in gourmet dining, this event

puts the famous neighborhood's most celebrated chefs and their restaurants on display. It draws about 1,200 guests.

★ **GAYFEST NYC:** MAY 27-JUNE 14, 2009. This month-long festival is the country's premier showcase of gay-themed plays, drawing about 4,000 people.

★ **Taste of Times Square:** (JUNE 2009) One of New York's most popular outdoor food festivals (20,000 attendees), with dozens of participating eateries from "The Crossroads of the World."

★ **American Crafts Festivals at Lincoln Center:** Spring: JUNE 13-14 & 20-21, 2009. Autumn: SEPTEMBER 5-6 & 12-13, 2009. A juried event with 400 craft displays from every part of the United States, the festival is attended by over 100,000 people each weekend.