

Grand Gala Grows Business

Within the luxurious interior of Cipriani Wall Street the **2009 Hotel Excellence Awards (HEA)** was a resounding success. MVP/NY's valued business partners mingled with members of New York City's hospitality industry, including hotel general managers, concierges, directors of food and beverage and sales and marketing executives. More than 500 guests and honorees gathered to recognize the hospitality industry's service to New York City, which became the top domestic tourist destination in 2009. New York City's "top cop," Police Commissioner of the City of New York, Ray Kelly was presented with the Lifetime Achievement Award for his work in making NYC the top travel destination.

The gala, which is the most prestigious hospitality industry event and the only one sanctioned by the Hotel Association of New York City (HANYC), featured a silent auction, which offered bonus exposure to MVP/NY partners. The hugely successful



Left photo (L to R): Loida Diaz, Concierge, Trump International Hotel & Towers New York; Suzie Mills, General Manager, Trump International Hotel & Towers New York Right photo (L to R): Raymond W. Kelly, Police Commissioner of the City of New York, Jonathan Tisch, Chairman and CEO, Loews Hotels; Merrie Davis, President /Publisher, MVP/NY



Photos by Tom Zubeck

auction featured over 100 donated items and benefited five charities: Les Clefs d'Or Foundation, the New York City Association of Hotel Concierges' Charitable Fund, the Hotel Association of New York City Scholarship Fund and the Haiti Relief Fund.

NEVER BEFORE OFFERED!

Those who sign up by June 2010 for sponsorship of our 2010 HEA Awards will be able to sponsor one of our exclusive concierge or consumer e-letters! Don't hesitate - only nine issues left to take advantage of this offer! Contact your account manager or Christine Mularoni at 212.636.2716 today! The 2010 HEA Awards will be held Jan. 31, 2011 at Cipriani Wall Street.

2009 HOTEL EXCELLENCE AWARDS

SPONSORS OF THE 2009 HEA included Benjamin Steak House, BICE Ristorante, Bloomingdale's, Cipriani Wall Street, CityPass, CitySights NY, Commonwealth Worldwide, Deva Spa, Dr. Jan Linhart, Empire State Building, Go Airlink NYC, Graphic Lab, Gray Line New York Sightseeing, John Barrett Salon, Lalique, Loehmann's, Madame Tussauds, New York Water Taxi: Circle Line Downtown, Siku Vodka, Starbright Floral Design, The Addams Family, Victor Lesser's Manhattan City Music, Wempe, YouHere Productions, ZacMel Graphics. Sponsors received valuable exposure throughout the evening with signage, program inclusion and tickets, and even the opportunity to present awards!



Summer In The City: Urban Escapes Are Hot This June

New York City houses some of the most luxurious hotels in the world. This June they will be heating up our pages in our Summer 2010 Urban Escapes advertorial. This feature showcases our participating partners with multi-page coverage in the June issue of *IN New York*.

ADDITIONALLY PARTNERS WILL RECEIVE:

- Exclusive mailing of Special Advertorial Section reprint to thousands of Tri-State Area consumers
- Inclusion in a full-page ad in our sister magazine *IN London*, reaching an additional 330,000 travelers before they plan their NYC trip

- Inclusion in a spread ad in *Where Paris*, reaching an additional 220,000 sophisticated global travelers
 - A custom "Profile Page" on our visitor Web sites—*INNewYork.com* & *WhereTraveler.com*
 - Inclusion in our monthly Spotlight on NYC e-mail blast to thousands of Tri-State Area consumers
- MVP/NY readers return to the city 8.2 times a year—that means repeat business in need of accommodations. *This issue closes Apr. 23. Call your account manager or Christine Mularoni at 212.636.2716 today!*



The Spring *QuickGuide* Is Here!

The Spring 2010 issue of *QG: New York City's QuickGuide* is now available! It's packed with enhanced editorial, sample neighborhood itineraries, Concierge tips, cover photo features and perforated coupons with every full-page ad. The new edition continues to offer ever-growing out-of-market distribution and reaches 1.2 million travelers and locals. *QG* now comes out twice a year, March and August, so make sure you don't get left out of our next edition! Call your account manager or Christine Mularoni at 212.636.2716.

MVP/NY—We're in All the Right Places

MVP/NY's targeted distribution and circulation are always growing, and with it your exposure. *IN New York* and *Where* are currently distributed in over 300 locations, and the *Where® Guestbook* appears in over 80 locations. Here are just a few prominent locations we've recently added:

- *IN New York* and *Where* in the gift bags at The New York Emmy® Awards Apr. 18, 2010
- AAF NYC 2010: MVP/NY products will be distributed
- *Where Guestbook* now at the W Times Square
- *Where Guestbook* now at The Plaza

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

ALSO NOTE: The Helmsley Middletowne (East 48th st.) hotel will be closing its doors at the end of April.

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!

★ **Architectural Digest Home Design Show at Pier 94, Mar. 18–21** (MVP publications only) Nearly 25,000 people with a shared passion for home design will be out in full force for this four-day event.

HOT DATES

You don't want to miss these upcoming issues:

IN New York & Where New York

- **June Theater** (Closes Apr. 23)
- **July Family Fun** (Closes May 25)
- **Aug. Museums and Cultural Institutions** (Closes June 22)
- **Sept. Special Fashion and Home Décor Issues** (Closes July 23)
- **Oct. Art & Antiques Issues** (Closes Aug. 23)*
- **Nov. Special Dining Issues** (Closes Sept. 24)*
- **Dec. Special Gift Guide issues** (Closes Oct. 22)

IN New York Map

- June Edition closes Apr. 9
- Sept. Edition closes July 9

QG: New York City's QuickGuide

- Aug. Edition closes June 11

* Note that this year the Art & Antiques Issues will be in Oct. and the Dining Issues will be in Nov.

★ **The 17th Original GLBT Expo at the Jacob J. Javits Convention Center, Mar. 20–21** 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.

★ **Grand Gourmet—The Flavor of Midtown at Grand Central Terminal's Vanderbilt Hall, Apr. 29** (MVP publications only) Grand Central Partnership's neighborhood restaurant showcase annually draws nearly 1,000 guests.

★ **Taste of TriBeCa, May 15** This culinary festival brings together the rich flavors of the chic neighborhood's best restaurants to about 3,000 attendees.

SPRING MIGRATION

Here are a few conventions bringing travellers to NYC in spring and summer 2010:

- **National Stationery Show:** 30,000 (May 16–19)
- **Book Expo America:** 30,000 (May 25–27)
- **Medical Design and Manufacturing East Exposition and Conference:** 35,000 (June 8–10)
- **Buildings New York:** 10,000 (June 16–17)
- **56th Summer Fancy Food Show:** 35,000 (June 27–29)
- **JA International Jewelry Show:** 13,000 (July 25–28)

FAMILY-STYLE FUN AND FAMILY-SIZED SPENDING

New York City is increasingly a destination for families and recently NYC & Company launched a new initiative to further promote family tourism. As part of this program MVP/NY is introducing our Family Fun Fest issues of *IN New York* and *Where* this July—just in time for summer vacations! Family travel means more mouths to feed, more minds to entertain, and more money to spend in the city. This issue will feature the best in family-friendly shopping, dining, entertainment, arts & antiques, museums, and hotels. Participating partners will also receive bonus international exposure, inclusion in our concierge marketing program, promotional material distribution, e-marketing & social media outreach, and multimedia exposure. *This issue closes May 25. Don't miss out on those family vacation dollars this summer—call your account manager or Christine Mularoni at 212.636.2716 today to find out more!*

★ **New Taste of the Upper West Side, May 21–22** Celebrating a renaissance in gourmet dining, this event (now *two* days) puts the famous neighborhood's most celebrated chefs and their restaurants on display in front of approximately 2,000 diners.

★ **Taste of Times Square, June 7** One of New York's most popular outdoor food festivals (30,000 attendees), with dozens of participating eateries from "The Crossroads of the World."

★ **American Crafts Festivals at Lincoln Center, June 19–20 & 26–27** 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.