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Join our mailing list and receive *IN New York* and *Where New York* monthly. Just click the covers below to sign up!



Advertiser Newsletter // Fall 2011

## 2011 HEA Lifetime Achievement Award Recipient Announced!



Please join us in congratulating Tim Tompkins, President of the Times Square Alliance, who has been picked as the 2011 recipient of the Lifetime Achievement Award. Mr. Tompkins will accept his award January 30, 2012 at the Hotel Excellence Awards--a

black-tie gala held in cooperation with the Hotel Association of New York City, Inc.--that honors excellence in the hospitality industry. This elite gala, which brings together members of the concierge community and their leaders, will once again be held at the iconic Cipriani Wall Street. Retailer jcpenny is back for a second year as the premier sponsor, and will give one deserving concierge jcpenny's Hotel Excellence Award for Community Service, which will honor an esteemed member of the New York City Association of Hotel Concierge (NYCAHC) for outstanding donations of time, talent, charitable and/or philanthropic contributions to benefit the people of the City of New York. Sponsors already onboard for this distinguished event include Amtrak, Benjamin Steak House, BiCE Ristorante, Bloomingdale's, Caf  B, charitybids.org, Cipriani Wall Street, Circle Line Downtown, CityPASS, Commonwealth Worldwide, Empire CLS, Empire State Building, New York Water Taxi, Starbright Floral Design, Super Shuttle, Wempe, You Here Productions and ZacMel Graphics, LLC. Sponsorship opportunities still available. [Click here](#) to view sponsor benefits.

## Get the Party Started! Target Event Planners with Special E-Newsletters



A [Special E-newsletter](#) sent exclusively to MVP|NY's event planner email list will help promote your restaurant or event venue to more than a thousand Event Planners, Corporations and more looking to book events and groups.

Take advantage of this special newsletter in November, February, May and August!

To sign on for the November E-Newsletter, contact your [account manager](#) or **Adeline Tafuri**: [adeline.tafuri@morris.com](mailto:adeline.tafuri@morris.com), 212.716.8560.



## Parlez-vous franais? QG Now Available in Eight Languages Online!

*QG: New York City's QuickGuide*--a pocket-size guide with a powerful punch--is now available online in Spanish, French, Italian, Chinese, Russian, Greek, Portuguese and Japanese!

Offering the same comprehensive information found in the English version, including special offers, neighborhood itineraries, concierge tips and local maps, these [new editions](#) further help the Big Apple's diverse range of visitors and travelers navigate the city that never sleeps.

Sign on now to be included in the February and August 2012 editions and receive a **FREE** web ad on Concierge Connection's Coupons and Offers [page](#).

Contact your [account manager](#) for details!

## Tap Into the LGBT Community



New York City is **number one** in the **Top 25 destinations** for American LGBT Travelers (Leisure and Business)\*

MVP|NY products are distributed at The Village Alliance information booth, as well as hotels with same-sex marriage packages, including The Carlton, the Gem Hotel Group, Loews Regency and more!

Tap into this burgeoning market! Advertise with MVP|NY six times and let us customize an *IN New York* or *WHERE* magazine program for you, including:

- Additional free exposure in an advertorial in our March issues, distributed at the MVP|NY-sponsored GLBT Expo
- Inclusion in a special promotion offer brochure distributed at the GLBT Expo

For more information, contact your [account manager](#) or **Michelle Spaulding**: [michelle.spaulding@morris.com](mailto:michelle.spaulding@morris.com), 212.716.2785.

\*15th Annual LGBT Tourism Survey, Community Marketing, Inc., San Francisco, CA



## Where New York and IN New York Check In at the Airport!

Where@ continues to celebrate 75 years of providing information to travelers around the globe by launching its first branded concession airport store--and *IN New York*'s a

part of the action!

Where@ opened the 1,900-square-foot Where Traveler Books + More on Sept. 1 in Houston's George Bush Intercontinental Airport (IAH). The store contains a selection of Where@ magazines and GuestBooks for the cities to which specific Houston flights are headed, including New York's **LaGuardia** and New Jersey's **Newark Liberty International** airports. Travelers can find Where's New York products at the store as well as *IN New York*--equaling great exposure for NYC businesses!

To be part of this dynamic range of products, contact your account manager or **Michelle Spaulding**: [michelle.spaulding@morris.com](mailto:michelle.spaulding@morris.com) / 212.716.2785

## Making Moves: New Distribution for MVP|NY

*IN New York* and *Where New York* magazines--the go-to guides for everything to see and do in the Big Apple--have added four more hotels and one more residential building to their extensive distribution lists, including:

- Tribeca Towers (residential building)
- Milford Plaza
- Fashion26
- Hyatt 48 Lex
- The Greenwich Hotel

## QG: New York City's QuickGuide

is now distributed in:

- Dream Downtown
- Carte Postale Tours Canada
- Village Alliance
- Bursch Travel
- Belnord Hotel

## IN New York City Map

- is now available at:
- Hotel Verite
  - Carte Postale Tours Canada
  - Bursch Travel
  - Belnord Hotel
  - Hilton Short Hills (NJ)

## About Us

The MVP|NY brand portfolio transforms Tri-State, national and international travelers into local spenders, joining the New Yorkers we already reach. Leveraging our special partnership with the hospitality industry, our market-leading publications bridge the gap between sophisticated travelers and your doorstep, ensuring their return...and yours. Click [here](#) for more information on our products and services.

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