



IN NEW YORK MAGAZINE
WHERE® MAGAZINE NEW YORK
WHERE GUESTBOOK® NEW YORK
QG: NYC'S OFFICIAL QUICKGUIDE
IN NEW YORK MAP

FOR IMMEDIATE RELEASE

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NYC TRAVEL RESOURCE SITE RE-LAUNCHES

New York (March 2009): This month, *IN New York* Magazine rolled out its brand-new, enhanced Web site, www.innewyork.com. The latest in a series of spring upgrades from publisher MVP/NY, www.innewyork.com is expected to become the leading online resource for New York City, the nation's #1 travel destination, which attracted 47 million visitors in 2008.

Complementing its print sibling, the new site offers an ample arsenal of cutting-edge, up-to-the minute tools to optimize the New York travel experience. Extensive searchable listings allow visitors to “**proximity search**” by address or landmark and **downloadable maps** make getting there fast and stress free. A great Broadway show, Downtown attraction or Museum Mile destination paired with a nearby restaurant, boutique or art gallery—or even a restorative spa—is a single click away. Travelers will enjoy a monthly **Internet travel show** (*Spotlight on NYC*), an informative e-letter with in-the-know news and deals and interactive add-ons like **dynamic mapping, photos & videos**. On the go, visitors can log in via the smart phone-friendly **mobile portal** www.innewyork.com/mobile. Quick itinerary ideas from the new *QG: NYC's Official QuickGuide* are integrated into the new site and available in both English and Spanish. A dedicated “concierge corner” supplies the city's tourism ambassadors with the latest information.

IN New York's Web re-launch comes amid an aggressive online initiative by MVP/NY and its parent, Morris Communications Company. “Today's demanding travelers want the whole city in the palm of their hands—whether planning from a home computer, on their laptop at their hotel or out on the town with an iPhone. The new *IN New York* Web site implements tomorrow's digital tools to give today's visitors the ultimate New York experience,” says Editor-in-Chief Trisha McMahon. Not content to rest on her laurels, McMahon and her team are already working on further enhancements. Coming soon to www.innewyork.com: informative and entertaining editor blogs, special offers, late-breaking neighborhood news and contests.

About MVP/NY

Morris Visitor Publications New York (MVP/NY) is a division of Morris Communications Company. MVP/NY's market-leading visitor publications include *IN New York* and *Where® New York* magazines, *QG: NYC's Official QuickGuide*, *Where GuestBook® New York* and *IN New York Maps*. Reaching every segment of the visitor market—from leisure and family to business and luxury travel—MVP/NY products appear at more than 300 of New York's most distinguished hotels, visitor centers and high-traffic attractions, private clubs and upscale corporate housing, and generate annual readership in excess of 30 million. For more information, log onto www.mvpny.net.