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VENUES & DESTINATIONS

## The Empire State Building and NYC & Company Welcome Visitors to New York City with "NYC: Above And Beyond" Exhibit

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6/6/2019

The Empire State Building today announced its partnership with NYC & Company on "NYC: Above and Beyond," a brand new interactive experience designed to provide personalized travel recommendations to visitors from around the globe. The new exhibit, which will open in the Fall of 2019, will be located on the 80th floor of the iconic landmark, which welcomes over 4 million visitors per year.

The "NYC: Above and Beyond" exhibit encourages visitors to create a personalized trip itinerary from the top of the Empire State Building – the first stop for many during their visit to New York City. Using an array of engaging questions about their interests and the length of their stay, a comprehensive list of recommendations for seeing Manhattan, Brooklyn, Queens, the Bronx, and Staten Island will be displayed for users who can then select their favorites. Then, their selections can be e-mailed or transferred by near field communication directly to the visitors' handheld devices. The exhibit also includes a wheelchair-accessible mode and a kid-friendly height making it accessible to all visitors.

"When the Empire State Building researched for the top to bottom redevelopment of its visitor experience, there was a clear call for assistance with itineraries and desire for an all-knowing resource. We immediately reached out to NYC & Company to partner with them, and that resulted in "NYC: Above and Beyond",," said Anthony E. Malkin, Chairman and CEO of Empire State Realty Trust. "We are honored to partner with NYC & Company on this brandnew venture to improve the visitor experience to New York City at the World's Most Famous Building."

"We congratulate the Empire State Building Observatory on this truly remarkable reinvention of one of the world's most beloved sites. Visitors are in for a real treat, whether they are rediscovering this iconic attraction or experiencing it for the very first time," said Fred Dixon, NYC & Company's President and CEO. "NYC & Company is also proud to partner in the Observatory's new "NYC: Above and Beyond" experience, a completely digital itinerary planning resource for the dynamic neighborhoods and boroughs that await them beyond the view."

The "NYC: Above and Beyond" exhibit was designed to complement the stunning city-wide views from the 80th floor, enveloping visitors with expansive views of the city they are about to experience. It was created by a best-in-class team of design and research leaders who specialize in curating authentic customer experiences. The exhibit is part of the second phase of the larger redevelopment currently taking place at the Empire State Building.

For more information and to buy tickets, please visit [www.esbnyc.com](http://www.esbnyc.com).

About the Empire State Building

Soaring 1,454 feet above Midtown Manhattan (from base to antenna top), the Empire State Building, owned by Empire State Realty Trust, Inc., is the "World's Most Famous Building." With new investments in energy efficiency, infrastructure, public areas and amenities, the Empire State Building has attracted first-rate tenants in a diverse array of industries from around the world. The Empire State Building was named the world's most popular travel destination in a study conducted by Uber and was named America's favorite building in a poll conducted by the American Institute of Architects. For more information on the Empire State Building, please visit [www.empirestatebuilding.com](http://www.empirestatebuilding.com).

About Empire State Realty Trust

Empire State Realty Trust, Inc. (NYSE: ESRT), a leading real estate investment trust (REIT), owns, manages, operates, acquires and repositions office and retail properties in Manhattan and the greater New York metropolitan area, including the Empire State Building, the "World's Most Famous Building." Headquartered in New York, New York, the Company's office and retail portfolio covers 10.1 million rentable square feet, as of March 31, 2019, consisting of 9.4 million rentable square feet in 14 office properties, including nine in Manhattan, three in Fairfield County, Connecticut, and two in Westchester County, New York; and approximately 700,000 rentable square feet in the retail portfolio. [www.empirestaterealtytrust.com](http://www.empirestaterealtytrust.com)

About NYC & Company

NYC & Company is the official destination marketing organization for the City of New York, dedicated to maximizing travel and tourism opportunities throughout the five boroughs, building economic prosperity and spreading the positive image of New York City worldwide. For all there is to do and see in New York City, visit [www.nycgo.com](http://www.nycgo.com).

Contact:

[rpeace@nycgo.com](mailto:rpeace@nycgo.com)

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