

Travel Industry Exchange

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Destinations

New Experience Planned for NYC's Empire State Building

by Benedict Carrizzo | Jun 5, 2019 1:34pm



Courtesy of The Empire State Building

The Empire State Building is collaborating with NYC & Company on "NYC: Above and Beyond," a brand-new interactive experience designed to provide personalized travel recommendations to visitors from all over the world. The new exhibit is slated to launch this fall on the 80th floor of one of Manhattan's tallest skyscrapers, which welcomes over 4 million visitors annually.

Travelers will be able to use the "NYC: Above and Beyond" exhibit to create a personalized trip itinerary from the top of the Empire State Building. After a series of questions, a list of recommendations for seeing Manhattan, Brooklyn, Queens, the Bronx, and Staten Island will pop up for users, who can then pick their favorites. Then, their selections can be e-mailed or transferred by near field communication directly to the visitors' handheld devices. The exhibit also features a wheelchair-accessible mode and a child-friendly height, making it accessible to all visitors.

The "NYC: Above and Beyond" exhibit was designed to complement the city-wide views from the 80th floor, and it was created by a team that specializes 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.

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