

## EMPIRE STATE BUILDING ANNOUNCES LAUNCH OF DESTINATION MIDTOWN APP

**New York, NY – March 13, 2017** –The Empire State Building (ESB) today announced the launch of the official Destination Midtown app. The Destination Midtown Alliance (DMA) is a coalition of partners from the most iconic businesses and attractions in Midtown Manhattan. DMA has created an app available for free on iTunes and Google Play. The interactive Destination Midtown app provides visitors with a user-friendly, selectively curated itinerary to iconic attractions and hidden gems located in Midtown Manhattan, the Heart of New York City. Featuring insider tips, suggested itineraries, events, and themed walking tours such as “Fashion Intro” and “Family Fun,” the app enhances the visitor’s overall experience of Midtown, all within a 15-minute walk of the center of Manhattan, the Empire State Building.

Offering a variety of services ranging from dining, shopping, entertainment, and sightseeing, the Alliance includes the following partners:

New York Public Library	Habanero Blues
Eataly NYC Flatiron	The Morgan Library and Museum
B&H Photo	Langham Place New York
Circle Line Sightseeing Cruises	Macy’s Herald Square
Madison Square Garden	Bryant Park Corp.
Grand Central Partnership	230-Fifth
Grand Central Terminal	Flat Iron BID
Tacombi	Radisson Martinique Hotel
34 <sup>th</sup> Street Partnership	Stella 34 Trattoria
Intrepid Sea, Air & Space Museum	Nick & Stef’s Steakhouse
Mood Fabrics	Madame Tussauds NYC
State Grill and Bar	Garment District Alliance
Grand Hyatt New York	Reichenbach Hall
	Radio City Music Hall

“Midtown is the most important place for a tourist visiting New York City. With its early opening and late closing shops, restaurants, entertainment, and attractions, it allows visitors to fully immerse themselves in Midtown and all it has to offer. The Destination Midtown app is a gift for millions of tourists and New Yorkers and will help them get the most out of Manhattan,” said Jean-Yves Ghazi, Empire State Building Observatory Director. “We want visitors to discover all the best that Midtown offers. The Destination Midtown app helps users easily navigate in this world-famous neighborhood, which is home to many well-known businesses and attractions, all within 15 minutes of the iconic Empire State Building.”

###

**About Destination Midtown Alliance**

Founded in 2016 by Empire State Realty Trust, Inc. (NYSE: ESRT), Destination Midtown Alliance is a coalition of like-minded partners from the most iconic businesses and beloved attractions in Midtown Manhattan seeking to communicate, enhance and grow its position as the primary visitor destination. With over 56 million tourists visiting New York City per year, Destination Midtown Alliance provides visitors with a variety of interactive itineraries of Midtown's best sightseeing, dining, shopping and entertainment, all within a 15-minute walk of the heart of New York City – the Empire State Building. Destination Midtown Alliance makes its resources easily accessible via the Midtown App, a carefully curated, way-finding mobile application expertly developed to direct visitors on a unique walking experience, complete with itineraries, inside tips, and promotions of the best attractions and destinations that Manhattan has to offer. For more information on Destination Midtown Alliance, please visit [www.destinationmidtownalliance.com](http://www.destinationmidtownalliance.com).

**About the Empire State Building**

Soaring 1,454 feet above Midtown Manhattan (from base to antenna), 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 skyscraper's robust broadcasting technology supports major television and FM radio stations in the New York metropolitan market. The Empire State Building was named America's favorite building in a poll conducted by the American Institute of Architects, and the Empire State Building Observatory is one of the world's most beloved attractions and the region's #1 tourist destination. For more information on the Empire State Building, please visit [www.empirestatebuilding.com](http://www.empirestatebuilding.com), [www.facebook.com/empirestatebuilding](http://www.facebook.com/empirestatebuilding), [@EmpireStateBldg](https://www.instagram.com/empirestatebldg), [www.instagram.com/empirestatebldg](https://www.instagram.com/empirestatebldg), <http://weibo.com/empirestatebuilding>, [www.youtube.com/esbnyc](http://www.youtube.com/esbnyc) or [www.pinterest.com/empirestatebldg/](http://www.pinterest.com/empirestatebldg/).

**Media Contact:**

Krystle Parram, [kparram@empirestaterealtytrust.com](mailto:kparram@empirestaterealtytrust.com)  
212-736-3100

Stacey-Ann Hosang, [shosang@empirestaterealtytrust.com](mailto:shosang@empirestaterealtytrust.com)  
212-736-3100