

**Branding & Attraction Information**

***Overview***

* The Empire State Building (ESB) is the World’s Most Famous Building
* 1,454 feet above midtown Manhattan from ground to the antenna
* Only unobstructed 360-degree open-air deck on the 86th floor
* You can see up to six states on a clear day, New York, New Jersey, Pennsylvania, Connecticut, Massachusetts, and Delaware
* Empire State Building completed $165M revamp in 2019, encompassing:
	+ Dedicated visitor’s entrance on 34th street
	+ 10,000-square-foot museum with 12 interactive exhibits on the 2nd and 80th floors
	+ New 102nd-floor observation deck with floor-to-ceiling windows
	+ MERV 13 air filters
	+ State-of-the-art air purification improves air quality and reduces the risk of virus transmission\*
	+ Fresh air ventilation
	+ System designed to provide clear air to over 1,600 hourly visitors

*\*AtmosAir proven in lab tests by Microchem Laboratory to neutralize 99/92% of Coronavirus.*

* All signage, audio, and exhibits are available in nine languages
* Express guests receive red carpet VIP treatment
* Free Wi-Fi
* Open daily

***Highlights Verbiage***

* Get to the top faster! Skip the line with Express Tickets
* Stay cozy on the 86th floor on cold days; Outdoor observatory is outfitted with heaters to keep you warm
* All ticket holders get to experience the immersive and interactive exhibits on the 2nd and 80th floor
* The only unobstructed 360-degree interior and exterior views of New York City from the center of Manhattan
* Exit via the historic landmarked Art Deco lobby on Fifth Avenue
* Free Wi-Fi
* Free admission for children 0-5

***Suggested Copy***

The World’s Most Famous Building, which celebrates its 90th Anniversary in 2021, is an international symbol of hope, determination, and possibility in the heart of New York City. With the city’s only 360-degree outdoor Observatory and new 102nd Floor Observatory, which offers unobstructed jaw-dropping views through floor-to-ceiling windows, the Empire State Building Observatory is a must-visit attraction. The newly re-imagined experience features a fun-filled, 10 thousand square foot immersive digital and tactile museum that celebrates the Empire State Building from the time it was conceived to its place today in pop-culture; and industry-leading indoor environmental quality and safety protocols for visitor safety and comfort. Open daily, the Empire State Building is a short walk from Times Square and just steps to Macy’s, Madison Square Garden, and Penn Station.

You have not truly experienced New York City until you have visited the world-famous reimagined Empire State Building Observatory.

***All Available ESB Products***

* Regular/General Admission Products
	+ General Admission to the Main Deck on 86th Floor
	+ Express Tickets to 86th Floor
* Premium Products
	+ Sunrise @ ESB
	+ AM/PM Experience
	+ Premium Experience (90 minutes guided tour)
	+ All Access Tour (2.5 hours guided VIP experience)
	+ Prix Fixe meals at Tacombi or State Grill and Bar

***Hours of Operation***

August 1 – September 6: 12 pm – 12 am

September 7 – November 24 (Mon-Thurs): 1 pm – 10 pm

September 7 – November 24 (Fri-Sun): 11 am – 11 pm

September 9: 9 am – 4 pm

October 26: 11 am – 7:15 pm

November 25 – 28: 9 am – 12 am

November 29 – December 17 (Mon-Thurs): 1 pm – 10 pm

November 29 – December 17 (Fri-Sun): 11 am – 11 pm

December 18, 2021 – January 2, 2022: 9 am – 12 am

*\*Last time slot available an hour prior to closing*

*\*\*Hours are subject to change. Please check our* [*website*](http://www.esbnyc.com) *for most up-to-date hours of operation*

***Press Quotes***

* **New York Times**: “…the revamped observatory is likely to become a must-see, even for jaded natives”
* **New York Post**: “If you haven’t been since you were a kid or you took your out-of-town relatives a decade ago, it’s time for another look”
* **USA Today**: “…this has been about making it everything it could possibly be for millions of people per year”
* **CBS This Morning**: “…the Empire State Building is…the center of it all”
* **Foreign Press**: “The stunning view form the highest observatory at New York’s Empire State Building just got even better”

**Checklist**

This list ensures all key mentions and media assets are listed on your website. Please contact us at sales@esbonyc.com or your account manager if you need additional information. Thank you!

***Media***

[ ]  Ensure all photography is up-to-date and high res

[ ] Mix of re-designed interior, view from the observatory and exterior of building

[ ]  Confirm there are no photos of the Sustainability Exhibit, Dare-to-Dream exhibits, old entrance or former 80th Floor

[ ]  Photos highlighting the new lobby and experience

[ ]  Remove any photos where the deck looks too crowded or appear to be taken from other towers

[ ]  Include up-to-date video assets (if applicable)

[ ]  Add photos for premium products: Sunrise @ ESB, AM/PM, Premium Experience, and All Access Tour (if applicable)

***Facts and Information***

[ ]  Contact Information

[ ]  Ensure key attraction and visitor information is up to date

[ ]  Website: esbnyc.com

[ ]  Observatory entrance address: 20 West 34th Street (between 5th and 6th Ave.), New York, NY 10118

[ ]  Phone number: 212-736-3100

[ ]  Hours

[ ]  Updated Content

[ ]  No mention of old exhibits

[ ]  Updated overview & highlights sections. Confirm that images of the 2nd floor museum are prominently featured

[ ]  Ensure facts are relevant and accurate

[ ]  View up to six states on a clear day: New York, New Jersey, Pennsylvania, Connecticut, Massachusetts, and Delaware

[ ]  Free Wi-Fi

[ ]  On site dining available

[ ]  Complimentary multi-media app available in nine languages