

Back Spread
(unfolded)

GUESTS CAN NOW EXPLORE OUR
NEW INTERACTIVE EXHIBITS

CONSTRUCTION

Inspired by the photography of Lewis Hine, guests will be transported back in time as hot rivets and steel beams fly overhead, as the sounds of New York City come alive in surround sound. Guests can also interact with specially commissioned lifelike cast sculptures of construction workers as they work and take their lunch break.

KONG
Guests walk into an office from the 1930s where the famous, giant ape's fingers pierce the walls as he dangles from the building and dodges vintage fighter planes. Those brave enough can even step into Kong's hands – but beware, you might feel the power of this fearsome ape firsthand!

OTIS ELEVATORS
Otis delivered the groundbreaking technology that made the towering height of ESB possible in a dedicated exhibit. Our showcases not only show the original elevators operated, but teaches visitors about the latest technology installed in our new elevators, which transport more than 10 million tenants and Observatory guests each year. Visitors will also walk through a simulation of an actual elevator shaft and feel the energy created by the movement of the cars up close.

WORLD'S MOST FAMOUS BUILDING
A sweeping 72-screen, 180-degree surround-sound theater reinforces the Empire State Building's place in pop culture with a montage of 600 clips from commercials, films, TV shows, comics, and games that feature the iconic building.

NYC: ABOVE AND BEYOND
This exhibit, created in partnership with NYC & Company, encourages visitors to create a personalized trip itinerary from the top of the Empire State Building – often their first stop in New York City. After guests answer questions about their interests and the length of their stay, they can assemble a personalized list of recommendations for attractions and sites throughout Manhattan, Brooklyn, Queens, the Bronx, and Staten Island.

ELEVATED EXPERIENCE
RE-IMAGINED 102ND FLOOR OBSERVATORY
As the crown jewel of the Empire State Building, the 102nd Floor offers unparalleled, unobstructed views from 1,250 feet above New York City. With brand new floor-to-ceiling windows, and an all-glass elevator, guests can now experience never-before-seen views of NYC from new heights!



Front Cover



Back Cover

THE EMPIRE STATE BUILDING
SALES@ESBONYC.COM

“...exhilarating and intimate.”
— The New York Times —
★★★★★

“The Empire State Building is open for business and supporting [the] health and safety of its patrons. It's a great time to go and refresh the **Iconic Views** as there are no lines. Friendly staff following all safety protocols, social distancing and cleanliness makes you feel comfortable. **Amazing visit!**”
BELINDA, APRIL 2021

“Everything you wish from an observatory was present. I **visit here again and again** just to enjoy the scenic view of the 'concrete jungle'. And yes, the 102nd Floor is definitely more than worth it.”
SOHAZE, FEBRUARY 2021

“A must see for everyone! Beautiful building inside and out! **History at its best!**”
KELLYSANDYOLIVER, FEBRUARY 2021

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Inside Spread (unfolded)



THE NEW EMPIRE STATE BUILDING EXPERIENCE WITH 12 NEW INTERACTIVE EXHIBITS, AND ICONIC VIEWS FROM THE HEART OF NEW YORK.

EXPERIENCE SPECTACULAR VIEWS AND BRAND-NEW INTERACTIVE EXHIBITS IN THIS GLOBAL LANDMARK.

Soaring 1,454 feet above Midtown Manhattan from base to antenna, the Empire State Building is the World's Most Famous Building. Our 86th Floor Observation Deck has been the setting of dozens of movie and television scenes, as well as tens of millions of unforgettable personal moments.

Visit with confidence. Our re-imagined Observatories are open daily and offer exceptional 360-degree, open-air vantage points in the heart of New York City. On a clear day, visitors can see up to six states—New York, New Jersey, Pennsylvania, Delaware, Connecticut and Massachusetts. From up here, your guests will get one-of-a-kind views of Central Park, the Hudson River, the East River, the Brooklyn Bridge, Times Square, the Statue of Liberty, and much more.

Innovation, engineering, and experience powered our energy efficiency retrofit, which transformed the Empire State Building into one of today's most efficient historic landmarks.

As part of our \$165 million renovation, we also implemented new air quality measures such as state-of-the-art MERV 13 air filters to improve air quality and a fresh air ventilation system designed to provide clean air to over 1,600 hourly visitors.



OUR HISTORY

Construction on the Empire State Building began on March 17, 1930, rising 4 1/2 floors per week, and was completed on March 31, 1931, a full month before the official opening ceremonies. This was the fastest construction to date for a project of its scale. In 1981, the building officially became a landmark and is hailed as the "World's Most Famous Building."



102nd Floor Observatory

Re-imagined 102nd Floor Observatory
360-degree views of New York
Magnificent views of the city in an intimate space

86th Floor Observatory

New 86th Floor Main Deck Observatory
See the breathtaking views from the heart of NYC atop the highest 360-degree, open-air Observatory in the city

80th Floor

First indoor viewing point for guests
Experience our all-new interactive visitor center, "NYC: Above and Beyond," a partnership with NYC & Company

2nd Floor

The beginning of the ascent to the 86th and 102nd floors

The second-floor museum features 10,000 sq.ft. of exhibits that invite guests on a journey from the Building's construction to its current place in pop culture

1st Floor

New dedicated Observatories entrance located at 20 West 34th Street

Snap a photo in front of the Grand Staircase with two-story architectural model of the Empire State Building and hashtag #ESBFan #EmpireStateBuilding

Discover our re-imagined visitors' journey with wayfinding signage and all-new ticketing kiosks in nine languages

THE
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AM/PM EXPERIENCE

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GREAT ON-SITE DINING

Both restaurants are open and offer prix fixe menus for all Observatory visitors.

STATE Grill and Bar offers Modern American cuisine for breakfast, lunch and dinner. Visit stategrillnyc.com for more information.

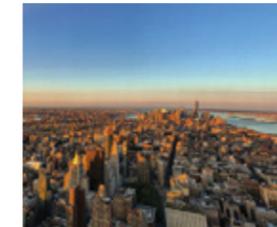
TACOMBI is NYC's hottest new Taqueria and offers authentic Mexican cuisine, culture and setting. Visit tacombi.com for more information.

ADDITIONAL DINING OPTIONS



PREMIUM EXPERIENCE

This exclusive experience is available to groups of 7 guests max. A 90-minute, guided tour with an Empire State Building Observatory Ambassador includes VIP priority access to all major exhibits, including Construction, Kong and the World's Most Famous Building. Online reservations are required. Souvenir photograph included.



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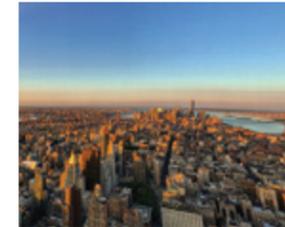
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VELKOMMEN

WILLKOMMEN
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BIENVENIDOS
BENVENUTI

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VÄLKOMMEN

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WELKOM



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