

# NYC PROVIDES DISCOUNT PASS FOR MEETING ATTENDEES



NYC & Company, which is the New York City tourism, marketing and partnership organization, this month launched a 2015 NYC Delegate Discount Pass that offers exclusive discounts available at retailers, more than 70 restaurants and attraction sites throughout the year.

The Delegate Discount Pass of New York which is **available to all event staff, meeting planners, exhibitors, and attendees** offers the delegates an opportunity to experience and enjoy their stay in New York City at an affordable rate.

According to Fred Dixon, who is the NYC & Company president, New York City is known for its classic dining, tours, culture, and arts making it an appealing destination for delegates from all around the globe to hold important meetings. Fred Dixon hopes that the delegates and other attendees will take advantage of the plentiful saving which has been made available by the NYC Delegate Discount pass team.

The Pass allows delegates who visit New York City to redeem a number of discounts at the member organizations which include bars, restaurants, walking and bus tours, sporting experiences, favorite department stores, fine-dining establishments and much more.

New York City is one of the places that are a host to a good number of events. **In 2014 for example, the City welcomed approximately 6.1 million meeting attendees** and convention delegates. This was an increase from 5.9 million delegates in 2013.

In 2014, it is projected that the delegates will spend up to \$5 billion. This is an important contribution to New York City's tourism economy. The NYC Delegate Discount Pass being offered by NYC & Company is only available to the meeting and convention delegates until 30th June, 2015. To redeem offers, the visiting delegates must show a mobile or printed version of the Discount Pass that is provided to event staff, exhibitors and corporate meeting planners by NYC & Company's Destination Services Team.

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