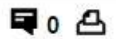


TRAVEL GAL: KIM SWIDLER

NYC: New and Iconic Attractions in Midtown Manhattan

By **Kim Stuart Swidler** on March 16, 2017 at 5:00 PM



NYC & Company, New York City's destination marketing organization, encourages visitors to experience the sights, sounds and bustle of the new Midtown Manhattan this year. Known for its world-famous icons and attractions, including the **Empire State Building**, **Grand Central Terminal**, **Rockefeller Center**, **Fifth Avenue**, **Broadway** and **Times Square**, the area has gone through a complete transformation over the last several years and continues to be ever evolving.

This is what they say:

"New York City invites the world to see the 'new and iconic Midtown Manhattan, where the City's unparalleled energy and lively spirit make all visitors feel welcome," said Fred Dixon, president and CEO of NYC & Company. "New hotels, unmatched entertainment, world-class dining and new immersive attractions give first-time and repeat visitors more reasons to rediscover the heart of the City."

For many visitors, Midtown Manhattan is the gateway to the start of a New York City vacation and is home to annual parades such as the **Macy's Thanksgiving Day Parade** and the **St. Patrick's Day Parade**. While these events and iconic attractions are at the top of every visitor's bucket list, there is now more that's new to discover than ever before throughout the neighborhood.

Hotels

With an estimated 74,500 hotel rooms in Midtown Manhattan, visitors can find several brand-name hotels such as Hilton, Sheraton, Hyatt, Marriott and others that are within walking distance of the area's newest and most iconic attractions.

Several new properties are expected to open in the coming months, including the **Times Square EDITION Hotel** (2017), **LUMA Hotel Times Square** (spring 2017), **Embassy Suites New York – Midtown Manhattan** (summer 2017) and **Moxy Times Square** (late summer 2017).

For more information on Midtown Manhattan, check out our guide to Midtown at <http://www.nycgo.com/midtown>.