

Lower Manhattan

Your base to discover all of New York City

Whether your client is a first time FIT tourist or a group in search of classic luxury, basing your stay in Lower Manhattan puts everyone in the heart of the city's most exciting and vibrant neighborhood.



Lower Manhattan is the city's oldest neighborhood, and yet new again. It has seen a huge amount of development and growth over the last decade. It's become a hot spot destination for locals and tourists alike. It's a great place to base your stay, a five-minute walk to Tribeca and 15 to Soho, a 20-minute drive to a Broadway show or to Central Park. It's also served by 14 subway lines, and 6 ferry routes.

Lower Manhattan Hotel Development



- 1200+ retail shops
- 400+ restaurants for luxury, student and large group travel
- 38 hotels with 7,000+ rooms and 4+ more in the 2020 pipeline.

Lower Manhattan Travel Trade Assistance Document

Contact

Jessica Drucker, Director, Tourism + Hospitality Marketing

jdrucker@downtownny.com, +1 212 835 2779

www.downtownny.com | @downtownnyc

Lower Manhattan is home to...



Hotels

Four Seasons Downtown
The Beekman
Conrad New York Downtown
The Wagner at the Battery
Mr C Seaport
W Downtown
AKA Wall Street
AKA Tribeca
Andaz Downtown New York
Moxy Downtown
Marriott Downtown
AC Hotel
Gild Hall
Millennium Hilton

Shopping

Brookfield Place Luxury Mall
Westfield World Trade Center
Tiffany
Hermes
Gucci
Burberry
Salvatore Ferragamo
...and many more

Restaurants + Bars

Manhatta
Nobu
Beaubourg
L'Appart
Blue Smoke
Bellini
Historic Stone Street
Augustine
Temple Court
Delmonico's
...and many more

Attractions

Statue of Liberty + Ellis Island
Brooklyn Bridge
Governors Island
Wall Street
New York Stock Exchange
Smithsonian National
Museum of the American
Indian

Charging Bull + Fearless Girl
statues
Museum of Jewish Heritage
National 9/11 Memorial &
Museum
Pier 17 Rooftop Concerts
The Seaport District

Tours

Sailing: Manhattan by Sail,
New York Water Taxi, Circle
Line
Walking: Wall Street Walks,
The Wall Street Experience,
New York Historical Tours
Biking: Bike Rent NYC
Bus: Big Bus New York, The
Ride: THE DOWNTOWN
EXPERIENCE
Cycle: Bike Rent NYC

Lower Manhattan Travel Trade Assistance Document

Contact

Jessica Drucker, Director, Tourism + Hospitality Marketing
jdrucker@downtownny.com, +1 212 835 2779
www.downtownny.com | @downtownnyc

What's coming in 2020-2021



The continued renovation of the Seaport District

The Howard Hughes Corporation has worked to completely renovate and rethink the popular Seaport District. The Seaport is now home to a luxury hotel in Cipriani's Mr C Seaport, high-end retail like Milan's 10 Corso Como and SJP, by Sarah Jessica Parker. Celebrity driven restaurants by Jean-Georges Vongerichten, Andrew Carmellini and others have arrived at Pier 17, with even more on tap for 2020 and beyond.

Ronald O. Perelman Performing Arts Center

Slated to open in 2021 with Barbra Streisand as Chairwoman of the board, the Performing Arts Center, located on the World Trade Center complex, will rival Lincoln Center.

Business boom

No longer just known as the Financial District, Lower Manhattan is now a tech and media hub, home to Conde Nast, Meredith, and Convene HQ, along with ESPN studios, Spotify and more.

Lower Manhattan Travel Trade Assistance Document

Contact

Jessica Drucker, Director, Tourism + Hospitality Marketing

jdrucker@downtownny.com, +1 212 835 2779

www.downtownny.com | @downtownnyc

Seasonal Highlights

Summer

At just over a mile from east to west, Lower Manhattan is surrounded on three sides by water. Cycle the shoreline, get out on a boat, sit out to enjoy city views. Ways to enjoy the summer include:

Trips to Statue Of Liberty with Statue Cruises

Sail on a sailboat with Manhattan by Sail

Get out on a yacht with Tribeca Sailing

Explore green island oasis of Governors Island

Take a cycle tour with Bike Rent NYC

Take a walking tour with Wall Street Walks or the Wall Street Experience

Winter

Shop your way underground from the Oculus/Westfield World Trade Center through to Brookfield Place, without every coming above ground.

Go Ice Skating on the roof of Pier 17, or along the Hudson River at Brookfield Place.

Enjoy magical seasonal markets.

Who should base themselves in Lower Manhattan?

Types of travelers who use Lower Manhattan as their base

First time tourists looking for an authentic experience

Repeat NYC visitors looking to discover a hot new neighborhood

Luxury and Business travelers who want to experience Downtown

Group, student and family travel

Lower Manhattan Travel Trade Assistance Document

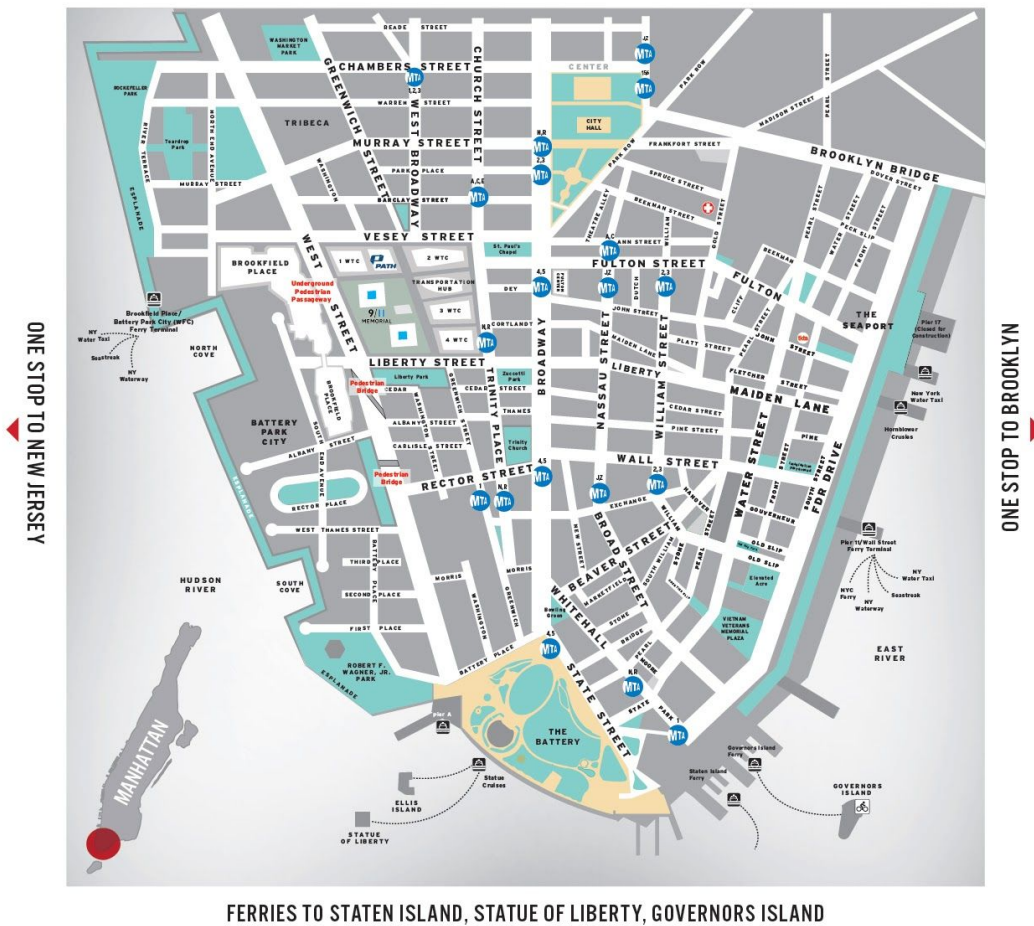
Contact

Jessica Drucker, Director, Tourism + Hospitality Marketing

jdrucker@downtownny.com, +1 212 835 2779

www.downtownny.com | @downtownnyc

DESTINATION LOWER MANHATTAN



Lower Manhattan trip themes (and we can help you create your own trips)

Luxury: Celebrity chef driven dining, Hermes, Brookfield Place, Tiffany.

Shopping: Brookfield Place, Century21, Westfield WTC.

Finance: Wall Street, the Charging Bull, New York Stock Exchange.

History: New Amsterdam, the American Revolution, Native American history.

Outer Borough exploration: get to Brooklyn in 10 minutes, take the free Staten Island ferry, and take ferries to all five boroughs.

Lower Manhattan Travel Trade Assistance Document

Contact

Jessica Drucker, Director, Tourism + Hospitality Marketing

jdrucker@downtownny.com, +1 212 835 2779

www.downtownny.com | @downtownnyc

How to work with the Downtown Alliance



A non-profit Business Improvement District focused on making Lower Manhattan the city's most vibrant place to live, work, play and stay. Our tourism team acts similarly to a CVB or DMO, facilitating connections for group tours, conferences, incentives, business and leisure travel. Our services are absolutely free.

The Downtown Alliance can:

- Connect you to key hospitality contacts
- Help create custom / VIP opportunities
- Provide insights and updates on developments in Lower Manhattan
- Lead FAM, or familiarization, trips for your product managers

Contact

Jessica Drucker
Director, Tourism + Hospitality
jdrucker@downtownny.com
+1 212 835 2779

Lower Manhattan Travel Trade Assistance Document

Contact

Jessica Drucker, Director, Tourism + Hospitality Marketing
jdrucker@downtownny.com, +1 212 835 2779
www.downtownny.com | @downtownnyc
