



FOR IMMEDIATE RELEASE

**HORNBLOWER CRUISES & EVENTS
PARTNERS WITH NYC & COMPANY AND THE NYC ECONOMIC DEVELOPMENT
CORPORATION TO INTRODUCE DINING, SIGHTSEEING AND ENTERTAINMENT
CRUISES AT SOUTH STREET SEAPORT'S PIER 15**

*Newly-Inked Long-Term Lease Underscores Hornblower's Commitment To Area
Still Affected by Hurricane Sandy*

NEW YORK, NY (May 6, 2014)– **Hornblower Cruises & Events**, the United States' largest private passenger vessel company --in partnership with **NYC & Company** and the **New York City Economic Development Corporation (NYCEDC)**-- today announced the launch of its operations at **South Street Seaport's Pier 15**, comprising a suite new dining, sightseeing and entertainment cruises, as well as educational programming.

In addition to the kickoff of Hornblower's seafaring program, Pier 15 will also debut NYC & Company's new Official NYC Information Center South Street Seaport. NYC & Company, the City's marketing, tourism and partnership organization, will offer dynamic Information Screens, Concierge Terminals, and Digital Touch Screen Kiosks, providing up-to-date information on attractions, dining, and nightlife among other areas of interest for tourists to explore the City's five boroughs. In addition, the new visitor center will offer restaurant reservations, bus tours and ticket sales to over 80 major attractions and events in the City, plus brochures and NYC & Company's official visitor guides and maps.

"We couldn't think of a better place --or better partners-- for our newest Official NYC Information Center location," said **Fred Dixon**, NYC & Company President and CEO. "Hornblower Cruises and NYCEDC have both been great collaborators in the past, and we look forward to our continued alliance on Pier 15. We're confident that this partnership will provide visitors with a richer and more dynamic experience in the Seaport and Lower Manhattan, and offer access to other popular tourist attractions throughout New York City's five boroughs."

Tied to its downtown expansion, Hornblower is forging a new relationship with the New York Harbor School, the City's maritime public high school, which will now offer courses on boating safety and training programs related to pier maintenance, as well as maritime movie nights in the summer on Pier 15.

Hornblower's new presence at South Street Seaport will create up to 100 quality local jobs, stimulate much-needed economic dollars for the surrounding community --an area that sustained
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millions of dollars in damage from Hurricane Sandy-- and provide additional waterfront transportation for the millions of tourists coming into New York City each year. This new service complements the company's existing private charter and public dining cruise operations which are based at Pier 40 in the West Village and another embarkation point in Battery Park.

Construction of Pier 15 was completed in December 2011, with a \$30 million investment of City capital, after which NYCEDC issued an RFP for a pier operator. Hornblower was selected in early 2012, becoming an important partner in NYCEDC's East River Waterfront Esplanade project, which seeks to improve access to the waterfront for all New Yorkers, enhancing pedestrian connectivity, and creating waterfront amenities for public use and enjoyment.

"The launch of Hornblower's operations at Pier 15 is a major and exciting milestone of the East River Waterfront Esplanade project, and will attract even more residents and visitors to this bustling and historic part of our city," says NYCEDC Chief Operating Officer **Zachary Smith**. "By creating new amenities and increasing access, we are making New York City's waterfront a place everyone can enjoy. I want to congratulate Hornblower on their bold and welcome arrival."

"Hornblower will serve more than half a million tourists and New York natives annually from the Seaport," says **Terry MacRae**, Hornblower President and CEO. "And, thanks to affiliations with our fabulous partners --NYC & Company, NYCEDC, and The Harbor School-- we'll create amazing experiences on the Harbor from the South Street Seaport while giving back to the community in a meaningful way.

Hornblower's new cruises from Pier 15 include *Alive After Five* and *Rock the Yacht!* The two-hour *Alive After Five* cruise departs at 6pm, six nights a week, and offers the ultimate views of the Manhattan Skyline and the Statue of Liberty. Hornblower's *Rock the Yacht!* cruise runs from 9pm-midnight, five nights a week, and features performances by high-energy local music talent. Hornblower will also operate the Hu Business Sightseeing Cruise --a service geared towards the burgeoning number of Chinese tourists-- that offers one-hour tours featuring the same iconic sights and sounds as the other cruises presented by a bilingual tour guide narrating in both English and Mandarin. By popular demand, this cruise will soon be presented in six additional languages including French, German, Italian, Japanese, Portuguese and Spanish.

Beginning this summer, Hornblower Cruises & Events will offer specials for businesses and residents local to Pier 15 at the South Street Seaport including: fireworks, BYOL ("Bring your own lunch") free cruises, "Pets on the Pier" programming and more. In addition, Hornblower is looking for local musicians and artists to round out their talent roster. To learn more, visit hornblowernewyork.com/pier15summer.

About Hornblower Cruises & Events

Hornblower Cruises & Events has been the leading charter yacht and public dining cruise company in California for over 34 years. The company operates 36 amazing vessels in San Francisco, Berkeley, Sacramento, Long Beach, Newport Beach, Marina del Rey and San Diego, and has four new vessels in New York City. Two Hornblower subsidiary businesses, Alcatraz Cruises and Statue Cruises, are National Park Service ferry concessioners to Alcatraz Island and the Statue of Liberty and Ellis Island, respectively. In 2014,

Hornblower will begin operating Hornblower Niagara Cruises in Niagara Falls, Ontario, Canada. For more information about Hornblower's cruises, event services and community initiatives in New York, please visit <http://www.hornblowerny.com>.

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About NYC & Company

NYC & Company is the official marketing, tourism and partnership organization for the City of New York, dedicated to maximizing travel and tourism opportunities throughout the five boroughs, building economic prosperity and spreading the positive image of New York City worldwide. For more information, visit nycgo.com.

About NYCEDC

[New York City Economic Development Corporation](#) is the City's primary vehicle for promoting economic growth in each of the five boroughs. NYCEDC's mission is to stimulate growth through expansion and redevelopment programs that encourage investment, generate prosperity and strengthen the City's competitive position. NYCEDC serves as an advocate to the business community by building relationships with companies that allow them to take advantage of New York City's many opportunities. Find us on [Facebook](#) or follow us on [Twitter](#), or visit our [blog](#) to learn more about NYCEDC projects and initiatives.

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