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A NEWSLETTER FOR JAVITS CENTER CUSTOMERS



Comic Con Generates \$100 Million

November 2018

New York Comic Con, one of the largest pop culture events in the country, generated more than \$100 million for New York during the four days hosted at the Javits Center.

With more than 250,000 attendees charging through our spacious halls in October, this year was the biggest event yet, proving the staying power of this cultural phenomenon, according to event organizers. This was the 13th year for Comic Con at the Javits Center – a far cry from the 12,000 visitors who attended the first show.

“New York Comic Con is a true New York experience where visitors from all ages and backgrounds converge under one very large roof to share their love of comic book heroes and cosplay,” said Tony Sclafani, Chief Communications Officer at the Javits Center. “Despite all of the fun, the event generates serious economic activity, reinforcing the importance of the events industry to the Empire States, including the hotel, restaurants, tourism and transportation industries.”

Throughout the four-day event, more than 420 panel discussions were held, including

six other locations that ReedPop expanded the event this year, such as Madison Square Garden and the Hammerstein Ballroom.



javitscenter.com |
market@javitscenter.com

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