

ZAGAT SURVEY

FOR IMMEDIATE RELEASE

Contact: Tiffany Barbalato, 212-404-6416, tbarbalato@zagat.com

Nicholas Sampogna, 212-404-6417, nsampogna@zagat.com

ZAGAT SURVEYS NEW YORK CITY NIGHTLIFE FOR 10th YEAR DRINK PRICES RISE BUT NIGHTOWLS SPEND LESS AND GO OUT LESS WINNERS INCLUDE 230 FIFTH (MOST POPULAR), MADAM GENEVA (TOP APPEAL), JANE HOTEL LOBBY BAR (NEWCOMER) & BROOKLYN BOWL (TOP APPEAL– BROOKLYN)

NEW YORK, NY June 30, 2010 - Zagat released the results of its 2010/11 New York City Nightlife Survey today. The new guide covers 1,014 nightspots rated and reviewed by 5,719 local night owls. Besides being available in bookstores and newsstands, the guide can be accessed via ZAGAT.com and ZAGAT TO GO for iPhone, Android and more.

Happy Anniversary: It's been 10 years since Zagat's first NYC nightlife survey was published in 2000 and in that time there has been a veritable nightlife revolution. We saw the rise and fall (and rise again) of the Meatpacking District, the emergence of mixology and witnessed the most revolutionary change to nightlife since prohibition: the smoking ban. Quite controversial initially, it quickly became accepted (and appreciated). Neighborhoods that barely registered on the nightlife radar in 2000 blossomed in the Aughts: the Bowery, Lower East Side, Prospect Heights and Williamsburg. Speakeasies below and rooftops above became all the rage.

On the Downside: Surveyors report going out less - on average 1.8 times per week down from 2.3 at the start of the decade. Most of this decline followed Wall Street's 2008 collapse. Before then the average times out per week was 2.0. One thing that has definitely gone up is average cost of a drink, now \$10.78 versus \$7.20 in 2000. What's more, people are spending less per night - \$51.25 this year down from \$56.59 two years ago. This is consistent with responses to the question "What effect has the weak economy had on your nightlife habits?" Forty percent say they're going out less; 32% say they're being more attentive to prices; 31% report going to less expensive places; 32% report ordering fewer drinks and 19% say they're ordering less expensive drinks – the declining pattern in NYC nightlife is illustrated by the following chart.

Compared to last year, are you going out to bars, clubs and lounges...?

	2005/06	2007/08	2010/11
More	20%	18%	10%
Same amount	46%	46%	42%
Less	34%	36%	48%

NET LOSS	(14%)	(18%)	(38%)
-----------------	--------------	--------------	--------------

Winners: Below are this year's Top Newcomers, Appeal Winners and Most Popular. It's noteworthy that six of the top fifteen spots are in hotels (see asterisks) and that this includes three of the five top newcomers.

Top Newcomers:

1. Jane Hotel Lobby *
2. Bar Pleiades*
3. Sweet Afton
4. Studio Square
5. Ace Hotel Lobby*

Top Appeal:

1. Madame Geneva
2. Dizzy's Coca Cola
3. Raines Law Room
4. Bemelmans Bar *
5. King Cole Bar*

Most Popular:

1. 230 Fifth
2. Campbell Apartment
3. 1 Oak
4. Brother Jimmy's
5. Four Seasons Hotel Bar†*

†Indicates a tie with the place above

Tops By Category:

- After Work/Uptown – Bemelmans Bar
- After Work/Midtown – King Cole Bar
- After Work/Downtown – Brandy Library
- Art Bars – Box
- Beer Specialists – Radegast Hall
- Bowling Alleys– Brooklyn Bowl
- Cabarets – Cafe Carlyle
- Cocktail Experts – Madam Geneva
- Comedy Clubs – Comedy Cellar
- Dance Clubs – Santos Party House
- Dives – 55 Bar
- Frat House – Tortilla Flats
- Gay – Ritz
- Hookahs – Karma
- Hotel Bars – Bemelmans Bar
- Irish – Wilfie & Nell

- Jazz Clubs – Dizzy's Club
- Latin – Nuyorican Poets
- Lesbian – Henrietta Hudson
- Mature Crowds – Dizzy's Club
- Meat Market – Plunge
- Music Clubs – Brooklyn Bowl
- Nightclubs – 1 Oak
- Piano Bars – Brandy's
- Pool Halls – Fat Cat
- Punk Bars – Manitoba's
- Quiet Conversation – Raines Law Room
- Rooftops – Top of the Tower
- Speakeasy-Style – Raines Law Room
- Sports Bar – Ainsworth
- Strip Clubs – Rick's Cabaret
- Wine Bars – Terroir

Statistical Results: Here are the statistical results from the current 2010/11 Nightlife survey:

1. Average Drink Cost Inflation:

Survey	Average Drink Cost
2010/11	\$10.78 (+2.2%)**
2007/08	\$10.12 (+7.3%)**
2005/06	\$8.83 (+3.2%)**
2003/04	\$8.30 (+13.3%)**
2002	\$6.92 (-2.6%)**
2000	\$7.20

**Annual inflation rate

2. How much do you spend on an average night out (excluding dinner)?

	2007/08	2010/11
Average	\$56.59	\$51.25

3. What irritates you most about going out to bars, clubs and lounges?

Crowding	39%
Noise	17%
Service	15%
Lines	11%
Clientele	7%
Prices	7%
Bouncer/door policy	2%
Others	2%

1 AM	19%
2 AM	24%
3 AM	14%
4 AM or later	6%

10.

4. Do you primarily frequent nightspots...?

In your neighborhood	32%
Outside of your neighborhood	68%

5. What's the ...?

	Best night to go out	Worst night to go out
Monday	2%	29%
Tuesday	5%	10%
Wednesday	6%	2%
Thursday	36%	3%
Friday	22%	13%
Saturday	27%	28%
Sunday	2%	15%

6. When going out, do you usually...?

Use public transportation	45%
Take a cab	33%
Drive/carpool	11%
Walk	10%
Other	1%

7. At the end of your night out, do you usually...?

Take a cab	63%
Use public transportation	19%
Drive/carpool	11%
Walk	6%
Other	1%

8. What time do you typically head out to the bars, clubs and lounges?

Happy hour	17%
7 PM	7%
8 PM	13%
9 PM	25%
10 PM	26%
11 PM or later	12%

9. How late do you typically stay out at the bars, clubs and lounges?

In before 11 PM	14%
Midnight	23%

11. After a night out at bars, clubs and lounges, do you typically like to...?

Get a bite to eat somewhere	38%
Go right home to bed	38%
Relax/activities at home	19%
Find/create the after party	4%
Walk around or catch movie	1%

A great addition to the nightlife scene	25%
Fun	24%
Silly	9%
Don't know/care	42%

12. It's a weeknight, you typically are drinking...?

Wine	43%
Beer	24%
Mixed drinks	20%
Non-alcoholic drinks drinksdrinks	11%
Other	2%

13. It's a Friday/Saturday night, you typically are drinking...?

Mixed drinks	57%
Wine	20%
Beer	16%
Non-alcoholic drinks	3%
Other	4%

14. Which do you prefer...?

Live music	33%
DJs	30%
Quiet ambiance	22%
Jukeboxes	15%

15. What do you think of the growing trend of bars with master mixologists?

An excuse to charge more for drinks	47%
Fun and harmless gimmick	22%
A great addition nightlife scene	18%
I don't know	13%

16. What type of nightspots do you typically go to on a...?

	Week-night	Fri./Sat. night
Lounge	12%	15%
Restaurant bar	15%	13%
Wine bar	13%	11%
Performance venue	6%	9%
Pub	12%	9%
Hotel bar	9%	8%
Dance clubs	2%	7%
Dives	7%	6%
Jazz club/piano bar	5%	6%
Sports bar	9%	6%
Speakeasy-style	5%	5%
Microbrewery	4%	3%
Frat-mospheric	1%	2%

17. What do you think of the current craft beer trend?

18. Do you think the nightlife in Midtown is making a comeback?

Yes	36%
No	23%
Don't know/care	41%

19. What effect, if any, has the weak economy had on your nightlife habits? (Check all that apply)

I'm going out less	40%
I'm being more attentive to prices	32%
I'm going out to less expensive places	31%
I'm ordering fewer drinks out	22%
I'm ordering less expensive drinks	19%
I'm less likely to go to new nightspots	12%
Other	2%
The economy hasn't affected my habits	25%

20. What is NYC's hottest nightlife neighborhood?

1. Meatpacking District
2. Lower East Side
3. East Village

About Zagat Survey, LLC

Zagat Survey is the world's most trusted source for information about where to eat, drink, stay and play around the globe, and such has become a symbol of quality. Zagat Survey rates and reviews airlines, restaurants, hotels, nightlife, movies, music, golf, resorts, shopping, spas and a range of other entertainment categories in more than 100 countries. It has been lauded as the "most up-to-date, comprehensive and reliable guides ever published" and as "a necessity second only to a valid credit card." Zagat content is available in print, on the web, on the mobile web, iPhone, BlackBerry and on TV. For more information, visit ZAGAT.com.

###