

NYC & COMPANY LAUNCHES “NYC-CATION” INITIATIVE HIGHLIGHTING LOCAL EXPLORATION ACROSS NYC’S FIVE BOROUGHES

**—New “All In NYC: Staycation Guides” Promotional Initiative Calls
on New Yorkers and Regional Visitors to Book an NYC-cation—**

**—NYC & Company’s “All In NYC” Local Revitalization Effort
Encourages New Yorkers to Be All In for NYC and Reiterates That
It’s All Here in NYC—**

CONTACTS

Chris Heywood/
Alyssa Schmid
NYC & Company
212-484-1270
press@nycgo.com

DATE
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FOR IMMEDIATE RELEASE

New York City (July 23, 2020) – NYC & Company, the official destination marketing organization and convention and visitors bureau for the five boroughs of New York City, today launched a weekly “**NYC-cation**” initiative supporting the new “**All In NYC: Staycation Guides**” program. The new series was created to encourage locals and regional visitors to support the City during this challenging time and will include weekly guides to attractions, hotels, dining, recreation, retail, arts, culture and public art that are now open for business.

“Spending the summer in New York City is not a consolation prize. In lieu of summer vacations, we’re encouraging locals and tristate area visitors to act as tourists in their own city by safely exploring the five boroughs, considering an overnight stay and supporting our community when it is needed most,” said Fred Dixon, President and CEO of NYC & Company.

We ask that those visiting the five boroughs—as well as the businesses throughout—follow the guidelines from NYC & Company’s [Stay Well NYC Pledge](#). Wearing masks, social distancing and washing/sanitizing hands frequently remains key to a successful recovery for NYC.

Below is a brief selection of what’s open this week across the five boroughs along with suggestions for hotel stays:

The Bronx:

- The [Bronx Zoo](#), located in **Bronx Park** (as well as [Central Park Zoo](#) in Manhattan and [Queens Zoo](#) in Queens), will open to the public tomorrow, July 24. Tickets are available for this coming weekend and must be booked in advance. The current experience includes the outdoor exhibitions and grounds.
- After a morning or early afternoon at the zoo, head to **Arthur Avenue**, often referred to as the “real Little Italy,” where the streets have been transformed into a 100-table “Piazza di Belmont” to accommodate outdoor dining.
 - *Stay Overnight:* The [Opera House Hotel](#), once home of the Bronx Opera House, is a historic hotel in the **South Bronx**, located approximately 20 minutes from Arthur Avenue. Newly renovated

to preserve the iconic theater, guests are now able to stay in the same place that hosted performances by Harry Houdini, the Marx Brothers and John and Lionel Barrymore.

Brooklyn:

- Visit **Williamsburg** to experience waterfront views of Manhattan and enjoy a stroll along the Williamsburg Bridge if traveling from Manhattan. Walk over to [Domino Park](#), built on the site of the former Domino Sugar Refinery, early in the morning (the park is open from 6am to 1am) and experience an array of activities on the waterfront.
- Then head to the celebrated Smorgasburg to experience the new concept launched this week, "[Smorg to Go](#)," offering takeout bites from some of NYC's top food vendors.
- For those looking to imbibe, head to the wine garden at [Brooklyn Winery](#) or to [Brooklyn Brewery](#), which is now offering grab-and-go craft beers from its tasting room Thursday to Sunday.
 - *Stay Overnight:* Accommodations at [The William Vale](#), [Wythe Hotel](#) or [The Williamsburg Hotel](#) all offer outdoor public spaces to enjoy views, cocktails and a meal.

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Manhattan:

- Take a leisurely walk on [The High Line](#), reopened last week, and enjoy the sights and smells of enduring flowers and rare species of plants along the route, as well as the inaugural High Line Plinth commissioned art, Simone Leigh's *Brick House*, located on the Spur. Complimentary timed ticketing will ensure social distancing protocols are being followed; book in advance [here](#).
- Begin the walk in the **West Village** to see a piece of the City's outdoor public art on the facade of 95 Horatio Street, across the street from the Whitney Museum of American Art. Currently on display is [Jill Mulleady's surreal landscape](#), populated by multiple figures in a scene she has described as a sort of "dance." Though the figures are clustered close to one another by the riverbank, they appear disconnected—even self-absorbed, touching on modern-day life being both hyper connected and isolating.
- Walk north to end in **Chelsea**—taking in the sights along the way—where a bite of the Mediterranean awaits at Memo Shish Kebab.
 - *Stay Overnight:* [The High Line Hotel](#) is a mid-1800s masterpiece and Federal Historic Landmark set on majestic grounds that can be enjoyed from the property's outdoor lounge, Daisy's Cocktail Garden.

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- Reopened last week and just a 10-minute ferry ride from Lower Manhattan, [Governors Island](#) is now accessible to visitors, with reservations required in advance. The 172-acre island in New York Harbor offers biking, slides, four man-made hills, hammocks, art, [Collective Retreats accommodations](#) and so much more. New this year is Fauzia's Heavenly Delights, a popular jerk chicken cart from the Bronx, as well as a new collaboration from Threes Brewing and the Meat Hook team offering local craft beer and food from the acclaimed butcher shop.
- Additionally, view the permanent public art installation located atop Discovery Hill. The sculpture, by Rachel Whiteread, suggests moments of introspection and contemplation as it overlooks bustling Lower Manhattan.
 - *Stay Overnight:* Upon arriving back to Lower Manhattan after a visit to Governors Island, enjoy accommodations at the [Conrad New York Downtown](#), an art-centric hotel located in Battery Park, a leisurely NYC walk from the Battery Maritime Building, where you will pass by the SeaGlass Carousel and 9/11 Memorial grounds along the way.
- Head to [The Empire State Building Observatory](#) in **Midtown**—reopened this week—for a moment of solitude and fresh air above the City. The reimagined observatory will be open from 8am to 11pm for the first few weeks, with advanced timed ticketing to ensure social distancing policies.
- Before or after your experience above the City, stop in at [Macy's Herald Square](#) to catch up on shopping needs.
 - *Stay Overnight:* Book overnight accommodations at the [Moxxy Times Square](#), a chic hotel with a rooftop bar and lounge featuring an “urban amusement park,” a short 4-minute walk from **Herald Square**.

Queens:

- Take the [NYC Ferry](#) to **The Rockaways**—just under a one-hour journey from Manhattan—to enjoy the beach, sun and sand. [Thai Rock](#) is now open for outdoor dining and waterfront views, and [Rockaway Jet Ski](#)—located on the docks of the restaurant—is offering Jet Ski rentals for the summer. There's also nearby [Locals Surf School](#) for those looking to learn or perfect their surf skills. Book lessons in advance of visiting.

Staten Island:

- Cruise on the Staten Island Ferry this weekend, departing from Whitehall Ferry Terminal in Manhattan to **St. George**, and experience exceptional views of the Statue of Liberty and Lower Manhattan. Upon arrival, catch up on the shopping missed over these past few months at NYC's only outlet shopping destination, [Empire Outlets](#), that is all outdoors and highlights views of Lower Manhattan. There are also grab-and-go food and beverage options at the outlets including Shake Shack, Starbucks and Häagen-Dazs.

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On the Water:

- [North River Lobster Company](#), NYC's only floating lobster shack, reopened last week.
- [Circle Line](#), offering various NYC cruise options, began sailing this week.
- Visitors are now welcome to board [Statue Cruises](#) to visit Liberty Island, though Ellis Island, the interior of the statue and its adjacent museum will remain closed until future phases. This is a wonderful opportunity to visit one of NYC's islands and experience up-close views of a national monument, the Statue of Liberty.

All In NYC: Staycation Guides is part of NYC & Company's [All In NYC local revitalization effort](#).

For further details on what to do in NYC now, visit [nycgo.com/staycationguides](#), and follow @nycgo and #AllInNYC on Instagram, Twitter and Facebook.

Sign up for NYC & Company's newsletters, to stay up-to-date on what's happening across the five boroughs: [nycgo.com/newsletters](#)

For those unable to visit the five boroughs at this time, we have an array of virtual activities available at [nycgo.com/virtualnyc](#).

About NYC & Company:

NYC & Company is the official destination marketing organization and convention and visitors bureau 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 all there is to do and see in New York City, visit [nycgo.com](#).

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