

NYC & COMPANY LAUNCHES NEW WEBINAR SERIES TO ENSURE TRAVEL TRADE AND MEETING PLANNERS ARE 'ALL IN' ON NYC

—Rediscover New York City and Connect with Suppliers Through Dedicated Webinars for Travel Trade and Planners—

New York City (October 13, 2020) – NYC & Company, the official destination marketing organization and convention and visitors bureau for the five boroughs of New York City, invites members of the travel trade and meeting and event planners to keep abreast of all the latest New York City updates with the new **All In NYC: Travel Trade Webinar Series** and **All In NYC: Meetings Webinar Series**, launching this month. As the Covid-19 pandemic continues to affect travel globally, these comprehensive, monthly webinars will provide educational updates and opportunities to connect with New York City's world-class hospitality, tourism, meetings and events industry, in partnership with NYC & Company member businesses.

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DATE

October 13, 2020

FOR IMMEDIATE RELEASE

"As New York City's five boroughs safely reopen and we look to welcome visitors and delegates when the time is right, it is important that we continue to connect with our trusted travel trade and planner audiences, to provide timely updates on the world's greatest destination as we all continue to navigate tourism's new normal, and to show how they too can go 'all in' on NYC," said Fred Dixon, NYC & Company President and CEO.

NYC & Company's Tourism Development and Convention Development teams will be joined by representatives from featured New York City hotels, venues, attractions, museums, tours, experiences and more during the presentations.

Members of the travel trade and meeting professionals are encouraged to register for this month's webinars and sign up to receive forthcoming invitations. Upcoming programs include:

- **Travel Trade (register [here](#))**
 - **October 15: Rediscover New York City**
Get reacquainted with our destination as we navigate the new normal.
 - **November 12: A Healthy Approach to NYC Travel**
From public safety to self-care, the whole city is focused on wellness.
 - **December 10: What's Next for Family Travel to NYC**
It's still one of the best—and safest—places to bring the kids.

- **Meetings (register [here](#))**
 - **October 22: Rediscover New York City**
Get reacquainted with our destination as we navigate the new normal.
 - **November 19: Small Meetings, Big Potential**
In the age of social distancing, meeting size is key.
 - **December 17: A Versatile Meetings Destination**
NYC venues provide an endless variety of options.

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In addition, NYC & Company will soon be launching a **Diversity Webinar series**, highlighting the experiences of BIPOC (Black, Indigenous, People of Color) communities and businesses throughout the City's five boroughs. More details to be announced.

NYC & Company recently unveiled the [All In NYC local revitalization effort](#) to help New Yorkers reconnect with the city they love, remind people that New York City remains the greatest city in the world and now one of the safest cities from a public health perspective, and help the City's more than 403,000 tourism and hospitality employees return to work.

Additional New York City information, webinars and resources can be found at nycgo.com/traveltrade and nycgo.com/makeitnyc.

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.