

AS NYC REAWAKENS, CITY'S TOURISM ORGANIZATION INVITES MEXICAN TRAVELERS TO REDISCOVER THE FIVE BOROUGHES

—NYC & Company Travels to Mexico for First In-Person Media and Travel Trade Engagements Since Beginning of Covid-19 Pandemic—

—New York City Expected to Welcome 238,000 Mexican Travelers This Year, Almost Half of Record 2019 Visitation Levels—

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DATE
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FOR IMMEDIATE RELEASE

Mexico City (May 27, 2021) – Today in Mexico City, **NYC & Company**, the official destination marketing organization and convention and visitors bureau for the five boroughs of New York City, is hosting its first in-person media engagement since the beginning of the Covid-19 pandemic, an intimate breakfast event themed “**NYC Reawakens**” (“**EI Despertar de NYC.**”) This coincides with NYC & Company’s first-ever hybrid sales mission, which concludes today. **Chris Heywood**, the organization’s Executive Vice President, Global Communications and **Makiko Matsuda Healy**, Managing Director, Tourism Market Development will provide timely New York City updates and meet with top Mexican media and travel trade audiences as NYC continues to reopen and international travel begins to resume.

“As New York City reawakens and we welcome a multitude of new openings and developments, it is gratifying to be back in Mexico, reminding media and travelers of all the world-class tourism and hospitality businesses, attractions, and unique neighborhood experiences that make a visit to NYC so special. We greatly look forward to safely welcoming Mexican visitors back to the five boroughs, this year and beyond,” said Chris Heywood, Executive Vice President, Global Communications.

NYC destination highlights this year include new infrastructure upgrades across airports, train stations, the newly-expanded Javits convention center and more; hotels; arts, culture and performing arts; attractions; dining; shopping and more. NYC & Company recently released **10 Ways to Experience What’s New in NYC in 2021**, spotlighting new things for New Yorkers, visitors and meeting delegates to safely enjoy in the five boroughs. Next month, the organization will also launch a **new USD \$30 million marketing campaign for tourism recovery** (campaign name and further details are forthcoming.)

Held May 25-27, the sales mission comprised of virtual sales calls, one-on-one meetings and a destination showcase in partnership with [Universal Assistance](#), as well as a hybrid travel trade event to be held this evening with both in-person and virtual attendees, featuring a special NYC-themed culinary experience.

“With almost half a million visitors traveling from Mexico to New York City in 2019, and Mexican leisure travel already restarting, it is critically important that we engage the travel trade now. We are very proud to hold our first-ever hybrid

sales mission in this important visitor market,” said Makiko Matsuda Healy, Managing Director, Tourism Market Development.

Lisa Tejada, NYC & Company’s Consultant - Latin America and U.S. Hispanic Market, Tourism Market Development, joined the sales mission virtually this week, in addition to the following New York City partners:

- [City Cruises by Hornblower](#)
- [Disney on Broadway](#)
- [Hotel Beacon](#)
- [Hudson Yards](#)
- [Like a Local Tours](#)
- [The Museum of Modern Art](#)
- [PUBLIC – an Ian Schrager Hotel](#)
- [Summit One Vanderbilt](#)
- [Wythe Hotel](#)

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As of May 19, most coronavirus restrictions have been lifted in New York, with businesses open at 100% capacity with social distancing requirements in place, and the state has adopted the CDC's new masking guidelines. Fully vaccinated individuals are no longer required to wear masks in many settings, though it is still mandatory on public transportation and businesses are permitted to require that patrons wear masks in their establishments. Those who are unvaccinated should continue to wear masks. All locals and visitors are asked to comply with health and safety guidelines in New York City. For more information and updates on NYC's reopening, visit nycgo.com/coronavirus.

In 2019, New York City welcomed 495,000 visitors from Mexico, a record high, ranking among the City's top 10 sources of international visitation. NYC & Company expects to recover almost half of Mexican visitation in 2021, with 238,000 people forecasted to visit NYC this year.

For more on all there is to see and do in New York City's five boroughs, go to nycgo.com.

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.